



Original Article

Getting to Know Cek Sam: The Biography of a Saree Cassava Chips Trader

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Abstrak:

This research is entitled “Getting to Know Cek Sam: The Biography of a Saree Cassava Chips Trader”. It aims to: (1) identify and explain the background of Cek Sam’s early life before becoming a Saree cassava chips trader; (2) examine the strategies she employed in introducing Saree cassava chips to the wider community; and (3) analyze her life after gaining widespread public recognition. This study applies a qualitative approach using a biographical historical method with descriptive analytical characteristics. Data were collected through interviews, literature review, documentation. The analysis followed the stages of heuristics, verification, interpretation, and historiography. The results of this study indicate that (1) Cek Sam, whose real name is Samsinar, came from a modest family and was accustomed to hard work from an early age. In 1987, before becoming widely known, she worked as a street vendor selling boiled corn, boiled peanuts, and cassava chips carried in a basin and offered directly to small shops (keude) near a mosque. (2) Her strategy in introducing Saree cassava chips included maintaining consistent product quality, providing friendly customer service, choosing a strategic shop location, and developing product innovations through various flavors. (3) after gaining public recognition, her life changed significantly in economic and social aspects. She was not only a trader but also an inspiring female figure who created employment opportunities, especially for women in her community. After her passing, the business has been continued by her children, ensuring sustainability and preserving her values of hard work and perseverance.

Kata kunci: Cek Sam, Saree Cassava Chips, Cassava Chips Trader

Introduction

Micro, Small, and Medium Enterprises (MSME) are growing rapidly in Aceh in response to limited formal employment opportunities and access to capital. Communities are leveraging local potential to create jobs and process natural resources into high-value products (Saefullah et al., 2022:15). One prominent area in this industrial development is the Saree area in Aceh Besar Regency. This area has become known as a center for producing cassava chips, which have become part of the local culinary identity. These cassava chips not only provide a solution for processing the abundant cassava crop but also serve as a typical snack favored by the community for their savory taste, crunchy texture, and long shelf life. Furthermore,

Saree's strategic geographic location on the main Banda Aceh-Medan route has contributed to the product's popularity as a souvenir for tourists and travelers. One MSME player who plays a significant role in the development of this industry is Samsinar, also known as Cek Sam, a female trader who is the main focus of this study.

Cek Sam started his business in 1988 independently with limited capital, simple equipment, and a small production scale. Through perseverance, tenacity, and hard work, his business grew rapidly and became widely known. In 2017, Cek Sam's cassava chips business employed 10 daily and monthly employees who were tasked with peeling, slicing, and frying the cassava (Hanif Safaruddin, 2017:35). In 2021, Cek Sam's business continued to make a significant contribution, employing 43 employees who play a vital role in its operations. Cek Sam's chips business employs two types of salary payment: daily and monthly (Ayubi & Fewidarto, 2021:7). To date, Cek Sam employs approximately 60 people, most of whom come from surrounding villages and some from outside the region, such as Java. Not only does this business provide permanent employment, it also contributes to improving the welfare of its workers, including providing decent housing.

Cek Sam's success is inseparable from the various challenges he has faced since starting his business, starting from limited capital, the unavailability of production machinery, the conflict situation in Aceh, and limitations in marketing. Currently, his business is able to produce around 200-250 kg of cassava chips per day. In addition to cassava chips, Cek Sam also produces cassava tape, chicken feet, sweet banana chips, and other snack products. The price of the cassava chips sold varies, starting from Rp40.000 for the original flavor to Rp80.000 per kg. To produce 200-250 kg of chips, around 600-800 kg of cassava is needed, which is obtained from local farmers at a price of Rp2.000-2.100 per kg. In addition to purchasing, Cek Sam also produces his own raw materials in several areas such as Saree, Lamtamot, and Laweung. Although Cek Sam's contribution to local economic growth is very significant, until now there has been no scientific research that specifically and in-depth reviews his life journey and contributions. This is certainly ironic, considering his significant role in preserving regional culinary specialties and empowering the surrounding community. This study aims to: 1. Understand the early life background of Cek Sam, 2. Explain Cek Sam's strategy in introducing cassava chips, 3. Explain Cek Sam's life after becoming known to the wider community.

Method

The use of methods in this research is crucial because it assists the researcher in the research process. This study employed a qualitative approach with a biographical historical method that utilizes descriptive analysis. According to Herlina, there are several stages in data collection techniques, including interviews, literature studies, and documentation. The data obtained are analyzed through the following stages: 1. Topic selection, 2. Heuristics, 3. Verification, 4. Interpretation, and 5. Historiography (Herlina, 2020:7-78).

Research Results and Discussion

Cek Sam's Early Life Before Becoming a Saree Chips Trader

1. Cek Sam's Family Background

Cek Sam or Samsinar was born in 1972 and raised in Gampong Suka Damai, Lembah Seulawah District, Aceh Besar Regency. She is the fifth of seven children. Her father, Muhammad Daud, is from Sigli, Kota Sigli District, Pidie Regency, while her

mother, Bungsu, is a native of Saree. The name Cek Sam, with the characteristic greeting “Cek”, then stuck and developed into her identity as well as the label of the cassava chips business she pioneered in Saree. The greeting Cek comes from a nickname given by her nephew and in Acehnesa tradition is commonly used to refer to close relatives in certain familial relationships. Over time, the greeting Cek Sam is not only used within the family circle, but also became a widely known nickname in the community (Safitri et al., 2025:474).

Cek Sam comes from a well off family with close ties to the business world. Her parents, Muhammad Daud and Bungsu, were known as wholesalers of agricultural products such as sweet potatoes and corn, and owned approximately one hectare of rice fields as a source of food for the family. Her father, Muhammad Daud, was a migrant from Sigli who played a crucial role as a liaison between farmers and the market, while also processing some of the produce into cassava chips. Meanwhile, Her mother, Bungsu, came from a prominent Saree family and served as a homemaker. This family background shaped Cek Sam's character, becoming independent, tenacious, and possessing an entrepreneurial spirit from an early age.

In her personal life, Cek Sam married Bonara, a man from Medan who migrated to Saree and worked as a farmer, in 1987. At the time of their marriage, Cek Sam was 15 years old, while Bonara was 24 years old. From this marriage, they were blessed with four children, namely Rika Mayasari, Bob Rizal, Intan, and Muhajir Amsal. Cek Sam and Bonara's household life is known to be harmonious and full of support. Although the family's economic activities have increased along with the development of the cassava chips business, Cek Sam and her husband continue to prioritize the education and welfare of their children. The success of their four children in pursuing education is the main foundation for the future of the next generation.

2. Education and Childhood Cek Sam

Education plays a vital role in shaping Cek Sam's personality and outlook on life. Cek Sam attended elementary school at SDN Suka Damai and continued her secondary education at SMPN 1 Lembah Seulawah. Her elementary and secondary school experiences provided her with the foundation of discipline, responsibility, and adaptability from a young age. Her decision to marry at the age of 15 led to her secondary education being interrupted in the eighth grade, but this did not deter her from continuing to learn and develop. her daily activities at home, her closeness to his family, and the values she acquired during her school years helped shape Cek Sam's independent and resilient character.

In addition to formal education, informal and religious education plays an equally important role in Cek Sam's life. Her family's Quranic study sessions fostered moral values, maturity, and fortitude in facing life's challenges. Her life experiences from a young age, both within his family and at home, provided valuable resources that influenced Cek Sam's thinking and actions later in life. Thus, the limitations of formal education did not hinder Cek Sam from building an independent life and contributing positively to her community.

3. Life Experience Before Starting a Business

For Cek Sam, working is not only seen as an obligation, but also as a form of responsibility and independence in supporting her household. The drive to be independent of her family, coupled with her husband's uncertain economic situation, has shaped Cek Sam into a strong and empowered woman. Her decision to sell as a street

vendor, carrying basins of boiled corn, boiled peanuts, and cassava chips to customers by public transportation, reflects her hard work, courage to take on an economic role, and a real effort to improve her family's well-being. This early experience laid a crucial foundation for Cek Sam's future entrepreneurial journey.

4. The Beginning of Becoming a Street Vendor (1987-1989)

The period from 1987 to 1989 was a crucial early phase in Cek Sam's business journey. After marrying Bonara, Cek Sam began supporting her family's economy by selling food as a street vendor. She carried a basin filled with boiled corn, boiled peanuts, and cassava chips, which she offered to customers from morning until evening. Her sales location was centered around the Baitul Muttaqin Grand Mosque in Saree, Lembah Seulawah District, Aceh Besar Regency, a strategic area serving as a stopover for various intercity public transportation services such as Bireuen Express, Cendrawasih, Flamboyan, and L300, which traveled from Saree to Sigli. The choice of location and target public transportation passengers demonstrated Cek Sam's ability to identify market opportunities, particularly the need for snacks during travel.

In her early days, Cek Sam obtained his merchandise from third parties on a profit-sharing basis, resulting in limited profits. The selling price for boiled corn was set at Rp100 per piece, boiled peanuts at Rp100 per three bundles, and sweet potato chips at Rp100 per three packs. Despite this, Cek Sam ran the business consistently and diligently for approximately eight years. From these sales, he managed to accumulate capital of Rp500,000, which he then used to rent a small keude in front of the Baitul Muttaqin Saree Grand Mosque. This step marked a shift from street vendors to a more permanent business, which was also supported by his brother, Muhammad Yusuf, as a form of encouragement for sustainable business development.

5. The Development of Cek Sam's Cassava Chips Business During the Conflict Period (1990-2005)

The development of Cek Sam's cassava chips business is inseparable from the situation of armed conflict between the Free Aceh Movement (GAM) and the security forces that has been intense since the late 1990s. In 1990, Cek Sam was still selling as a street vendor until 1995, Cek Sam began renting a small keude in front of the Jami' Baitul Muttaqin Saree Mosque at the encouragement of her brother, Muhammad Yusuf. The location was quite strategic so that the cassava chips business experienced growth and was able to improve the family's economic condition. However, entering 1999-2000, the security situation worsened due to the conflict and a wave of large demonstrations caused Cek Sam's family business to suffer major losses, chips produced with a capital of Rp9,000,000 experienced a capital deficit of Rp3,000,000. This condition caused Cek Sam's business to suffer losses until it was finally forced to close, and the Cek Sam family fled to North Sumatra to save themselves.

During the refugee period around 2000-2001, Cek Sam struggled to survive by selling porridge at a traditional market despite limited capital and a new environment. Then, in 2002, Cek Sam's family returned to Saree even though the conflict had not yet fully subsided. She returned to selling as a street vendor while waiting for conditions to improve to start a permanent business. Entering 2003, when Aceh was under a state of martial law, the security situation began to be relatively under control, although social pressures were still felt by the community. During this time, Cek Sam's family started from the lowest point. Land that had previously been a cocoa plantation was cleared and used for housing and selling. With very limited capital, only Rp 100,000 brought from

Medan, Cek Sam tried to restart the family's economic life. In this struggle, they often had to endure demeaning treatment. When trying to sell street food, sometimes people refused to pay, belittling them, even calling them "starving dogs." This ridicule was certainly very hurtful, but Cek Sam chose to remain patient and not fight back. In those difficult times, Cek Sam advised his son Bob Rizal, "Whoever we are, today we may have something, but it doesn't necessarily mean that tomorrow we will be useful. Everyone has times, today we are in trouble, tomorrow we may be victorious, and after we are victorious, maybe one day we will be at the bottom again, like a wheel that will continue to spin."

6. Development of Cek Sam's Cassava Chips Business in the Post Peace Period (2006-2025)

Following the Aceh tsunami of December 26, 2004, and the signing of the Helsinki MoU on August 15, 2005, Aceh entered a period of peace, opening up space for socio-economic recovery. The Cek Sam family was relocated from the area in front of the Saree Mosque to the Suka Damai area through facilitation by the government and donor agencies such as the Rehabilitation and Reconstruction Agency (BRR) and NGO (Yunus et al., 2023:31). In the early post-tsunami period (2005-2006), Cek Sam restarted his humble business by selling street food and renting a small shop. The increased purchasing power of the community, driven by the influx of international aid, boosted sales of cassava chips. Within about ten months of trading, the profits were enough to build a family home, with the chips priced at Rp5.000 per pack, still affordable and in line with the current economic conditions.

Entering the 2007-2013 period, the construction of a national road through an NGO project opened new economic access in the Suka Damai area. This opportunity was used by the Cek Sam family by opening a coffee shop as a transitional business before returning to focus on producing cassava chips. The capital to establish a coffee shop was very limited, Cek Sam started this coffee shop business in a state of scarcity, even having only Rp50.000, - which was initially used to buy instant noodles as a substitute for rice. In 2010, keude chips began to be built with a simple production process, only relying on a small kitchen measuring 2x2 meters to fry cassava at that time there was only one variety, namely white cassava (pulo sweet potato). and the selling price of chips ranged from Rp10.000-Rp15.000 per kilogram. Despite experiencing a fire in 2012, this business was rebuilt. Since the use of the name "Cek Sam" in 2013 and the arrival of electricity, production has become smoother, although daily sales are still low with income of Rp5.000-Rp10.000 per day and production is often not sold out.

The period of 2014-2018 was a phase of rapid development for Cek Sam's sweet potato chips business. Starting in 2014, this business hired its first employee named "Wak Keling" and continued to grow until reaching its peak in 2015 after receiving coverage from various national media such as Serambi Indonesia, Kompas TV, Metro TV, Liputan6 SCTV, Inews TV, and TVRI. During this period, chip sales were able to consume 8-10 tons of sweet potatoes per day with a selling price ranging from Rp15.000-Rp30.000 per kilogram with original, purple sweet potato, balado, corn, chicken feet, peyek, breadfruit, and banana chips variants. Before the pandemic, the number of employees had reached over 100, with work divided into fields, peeling sweet potatoes, frying, and serving at the coffee shop. The wages for the frying section alone were calculated at Rp100.000 per trip (180 kg), so with a production capacity of 10 tons, total wages could reach around Rp5.500.000 per day, resulting in daily revenue of

Rp50.000.000-Rp 70.000.000.



(Source: Youtube Serambi Video Production)

Figure 1 Keude Kripik Cek Sam Before Renovation in 2016



(Source: Youtube iboy28 mantap)

Figure 2 Keude Kripik Cek Sam Before Renovation in 2019

Despite the 2020 Covid-19 pandemic causing a decline in production and revenue, Cek Sam's cassava chips business remained resilient. During the pandemic, Cek Sam began marketing its products online and shipping orders via L300, JNE, and J&T. This situation demonstrates how the pandemic was a heavy blow after the business was at its peak. After the pandemic subsided, Cek Sam's chip business gradually recovered in 2022, although not as large as it was before 2020. Currently, production is stable at three tons of cassava per day, with a daily employee income of around Rp1.700,000. To date, Cek Sam employs more than 60 employees, including cassava peelers, cassava fryers, and field workers. The decline in production capacity was caused by various external factors such as inflation, rising staple food prices, and global economic conditions that have made people more cautious with spending. Despite this, the business has survived and become one of the icons of Saree's traditional trade. After the Covid-19 pandemic in 2021-2025, Cek Sam's sweet potato chips sales can consume 3 tons of sweet potatoes with 18 variants of chips: original sticky sweet potato chips, original sweet potato butter chips, red chili balado, brown sugar balado, green chili balado, corn flavored chips, horn banana, sweet potato sticks, funnel crackers, breadfruit chips, rujak chips, ampera, purple sweet potato, puyur chips, original wak banana, sweet wak banana, purple onion

chips, tape daun, tape kotak, raw sweet potato, popcorn, dodol, chicken feet, rempeyek, and tempeh sago with prices ranging from Rp10.000-Rp80.000. This business can reach Rp45.00.000-Rp50.000.000 per day.

Cek Sam's Strategy in Introducing Saree Sweet Potato Chips

1. Hard Work and Consistency

One of the main strategies that has enabled the Saree sweet potato chips business to survive to this day is Cek Sam's hard work and consistency in running his business. Since starting his business in 1987 after marrying Bonara, Cek Sam has been accustomed to simple trading by hawking using a basin. Despite facing limited capital, minimal facilities, and small sales results, he continues to carry out his trading activities with great perseverance and does not easily give up. This hard work is reflected in Cek Sam's involvement in the entire business process, from selecting raw materials and the production process to serving customers. Her consistency in maintaining quality and production patterns has gradually made Saree sweet potato chips known to the local community. The experience gained through this long process has become an important foundation for the business's development to a broader stage.

Cek Sam's dedication is also evident in his commitment to maintaining customer trust. She is known for always being present at the store and thoroughly overseeing the sales process. Since 2013, the store's operating hours have been expanded to 24 hours, and Cek Sam has even chosen to ensure optimal service. This discipline and complete dedication to the business are what have enabled Saree sweet potato chips to survive and thrive amidst various challenges.



(Source: Youtube KOMPASTV)

Figure 3 Cek Sam's Serves Buyers

2. Excellent Service and Market Expansion

Good service is an important strategy for maintaining and growing a business. According to Antariska (2012), customer service during the sales process should prioritize the customer, requiring sellers to pay attention to their attitude, manner of speaking, and responsiveness to customers. This principle is reflected in Cek Sam's business practices, which are known for serving customers patiently, kindly, and attentively. They invite customers to sample as many chips as they like and provide travel supplies. Since 2013, Cek Sam has opened its outlets 24 hours a day to improve service quality and ease access, especially since Saree is located on the Banda Aceh-Medan route. This strategy is effective in building customer satisfaction and loyalty. (Mulyantomo et al., 2021:257).

In addition to service, business development is also influenced by production and market expansion. In small business development theory, expanding raw material and distribution networks is a crucial factor in increasing business capacity and sustainability. Cek Sam has implemented this by expanding its source of cassava raw materials to Banda Aceh, Lamtamot, and Laweung through the management of approximately 12 hectares of land. This strategy not only increases production volume but also strengthens the position of cassava chips as a typical Saree souvenir. The impact is evident in the increase in sales before the Covid-19 pandemic, which reached 8-10 tons of cassava per day and is able to absorb a large workforce, thereby contributing economically to the surrounding community.

From a marketing perspective, Cek Sam's sweet potato chips business grew naturally through customer satisfaction. In the word of mouth marketing concept, customer satisfaction is a key factor in spreading product information without significant promotional costs. The popularity of Cek Sam's sweet potato chips grew through customer experiences, media coverage, and visits from both local and international buyers. The presence of public figures purchasing these products also strengthened the image of sweet potato chips as a typical Acehnese souvenir. Consistent product quality and service are key to effective and sustainable word-of-mouth promotion.

3. Strategic Location of the Cek Sam Shop

Cek Sam's sweet potato chips business is located on the main Banda Aceh-Medan route, which is busy with private vehicles, buses, and trucks, thus providing a strategic advantage in attracting consumers from various regions. Its location on the edge of the main road makes the keude easily visible and encourages spontaneous purchases from passersby. The availability of a large and safe parking area, the result of renovations in 2015-2018 to support the comfort of visitors, including tour bus groups. This business is located in Suka Damai Village, Lembah Seulawah District, Aceh Besar Regency, in an area flanked by Mount Seulawah Agam and Seulawah Inong. Currently, the management is also planning to expand the business to Padang Tidji which is located on the Banda Aceh-Medan route, precisely in front of Meunasah Gogo, as an effort to expand its market reach.

Theoretically, location selection has a significant impact on business success. Ujang Suwarman stated that location significantly determines consumer interest in visiting and shopping. Fandy Tjiptono also stated that factors such as accessibility, visibility, traffic conditions, parking availability, and business expansion opportunities are important considerations in location selection. All of these factors are reflected in the location of Cek Sam's sweet potato chips business, thus supporting the sustainability and growth of the business (Mulyantomo et al., 2021:259).



(Source: Researcher Documentation)

Figure 4 Keude Keripik Cek Sam Location in Suka Damai, Lembah Seulawah District, Aceh Besar



(Source: Cek Sam's Documentation)

Figure 5 The Second Branch of Cek Sam Chips Production in Padang Tidji

4. Innovation of Chips Business Cek Sam

Innovation is the ability to implement creative ideas to produce new products, processes and services which play an important role in the development of culinary businesses (Kumalasari et al., 2020:249). In Cek Sam's cassava chips business, innovation is primarily seen in product development and quality. While the chips are generally similar to similar products, Cek Sam's advantage lies in their guaranteed freshness. All chips are produced from small, young cassava and are always fresh. Products that are no longer fit for consumption, such as those with a rancid odor, are immediately discarded, despite the risk of loss.

In addition to maintaining quality, Cek Sam's innovation is also realized through a variety of product variants. This business not only produces original sweet potato chips, but also develops various other processed products such as sweet potato sticks, sweet potato ampera, sweet potato funnels, buttered sweet potato tape, cassava chicken claws, purple sweet potato onion cakes, dodol imported from Langkat, sweet potato chips with red sugar and cayenne pepper, sweet potato chips with red chili and lime, sweet potato chips with red chili and sugar, tempeh and sago chips, original buttered sweet potato chips, sticky sweet potato chips, corn sweet potato chips, puyur

chips, purple sweet potato chicken roots, sweet banana chips, horn banana chips, sticky sweet potato tape, breadfruit chips, and so on.



(Source: https://www.instagram.com/keripikceksam_saree/)

Figure 6 Cek Sam's Sweet Potato Chips Variations

Cek Sam's Life After Being Known by the Public

Before becoming widely known to the public, Cek Sam's life reflected a close connection between personal, social, and religious aspects, evident in her daily activities. In her personal life, Cek Sam fulfilled the role of a housewife while also helping her husband who worked in the fields by selling as a street vendor. From morning until evening, she sold boiled corn, boiled peanuts, cassava tape, and cassava chips at the market and around the mosque. This activity gave Cek Sam a high level of social interaction with the community. Despite economic limitations, Cek Sam remained consistent in upholding religious values by setting aside a small portion of her daily income for charity, with amounts ranging from Rp 500, Rp 5.000 to Rp 10.000 given to the mosque and to those in need. This practice of charity reflects the social piety instilled by her parents from childhood.

After her business grew, Cek Sam's life underwent significant changes on an economic, social, and religious scale. She no longer sold as a street vendor, but instead managed a large-scale cassava chip home industry involving more than 60 employees and cassava production reaching around 10 tons per day. The success of this business had an impact on the increasing social role of Cek Sam in the community, especially through providing employment for neighbors, widows, and the surrounding community who depended on his business for a living. In religious life, economic improvement was reflected in the large socio-religious contributions given, including donations of 500 sacks of cement for the construction of the Baitul Muttaqin Grand Mosque, assistance with zinc materials for the construction of the Al Falah Grand Mosque in Pidie Regency, and donations of rice amounting to one pickup truck during Ramadan which were distributed to neighbors, widows, orphans, and the poor, accompanied by cash gifts of Rp100,000 per person for basic food needs. In addition, Cek Sam also once held a maulid feast by slaughtering three cows which invited the entire village community and other chip business actors. All these forms of contribution show that Cek Sam's economic success goes hand in hand with the increasing role of social and religious devotion in society.

1. Business Continuity by Her Children

The end of Cek Sam's life was marked by a decline in his health since 2019 due to a mild stroke triggered by taking medication incorrectly when the house was dark

due to a power outage. The disease caused Cek Sam to have difficulty walking and speaking, and gradually affected his memory, so that he had to undergo treatment at Meuraxa Hospital in Banda Aceh, Cek Sam's activities were mostly spent on treatment and resting at home with intensive care from his children, especially Bob Rizal as his eldest son. Before his death, Cek Sam had time to gather all his children and convey a message to stay harmonious, look after each other, and live a good life. He died at the age of 53, right on the month of Ramadan on March 18, 2025 after undergoing treatment for 19 days, leaving behind deep sorrow as well as a living example for his family.

Following Cek Sam's death, the Dhapu Cek Sam cassava chips business was continued by his children, with Bob Rizal as the primary successor in accordance with his mother's mandate and the family tradition of placing the eldest son as guardian. The business is managed collectively by the family, with Bob Rizal responsible for the supply of cassava raw materials from the family garden and the distribution of cooking oil, while his wife provides much assistance in managing production and labor. Other family members also play a role, such as a younger sister who looks after the cashier and an older brother who runs a grocery store near Keude. In addition to maintaining the main business in Saree, the family is also seeking to expand the business by opening a branch in Padang Tidji as a long-term investment, as well as conducting marketing through social media such as TikTok @keripikceksam_saree, Instagram @keripikceksam_saree, and online ordering via WhatsApp, and the Cek Sam cassava chips manager has also obtained a business permit. These efforts demonstrate the commitment of the next generation to maintaining the sustainability of the business and the reputation of Cek Sam.

2. The Social Influence and Legacy of Cek Sam in Saree

Beyond leaving behind a successful cassava chip business, Samsinar, also known as Cek Sam, also had a strong social impact on the Saree community. He was seen not only as a businessman but also as a figure who inspired the growth of an entrepreneurial spirit in his community. Cek Sam's success encouraged the emergence of new entrepreneurs, one of whom was his younger brother, who founded the Cahaya Bunda Cassava Chips business, about 500 meters from Cek Sam's Dhapu village. This demonstrates that the values of independence and hard work instilled by Cek Sam have been passed down and have been able to encourage the surrounding community to participate in economic development.

Cek Sam's social legacy is also reflected in his generosity and concern for others. He was known for his generosity, distributing large quantities of rice before Ramadan, and providing special piggy banks for orphans and widows, as well as for the construction of mosques. Furthermore, his cassava chip business created jobs for many Saree residents, with a compassionate and humanitarian approach to his employees. Cek Sam's example as a hard worker, generous, and socially conscious person is remembered to this day, and is carried on by his children and grandchildren as part of the identity of the Saree family and community.

Conclusion

First, Samsinar or usually known as Cek Sam is a tough woman who comes from Suka Damai Village, Lembah Seulawah District, Aceh Besar Regency. She comes from a simple family and has shown a hard work spirit since she was young. Cek Sam started her business in 1987 with limited capital and equipment as a street vendor carrying a basin carrying boiled corn, boiled peanuts, and cassava chips which she offered to buyers both on the street and by public transportation. Opened a keude in 1995 in front of the Saree Mosque and opened a keude in 2005 in Suka Damai Village where it is now. Through perseverance, tenacity, and family support, her business continued to grow until it was widely known in various regions.

Second, Cek Sam's success is inseparable from the strategies he implemented in developing his business. These strategies include hard work and consistency in maintaining product quality, friendly customer service, strategic business locations, and innovation in creating various sweet potato chip flavors. This strategy has enabled Cek Sam's chips to survive and compete to this day.

Third, Cek Sam is known not only as an entrepreneur but also as an inspiring female figure who has made a social impact on the surrounding community. She created jobs for dozens of people, especially women, and helped boost the local economy in the Saree area. After Cek Sam's death, her children took over the business, carrying on the legacy and values of hard work she instilled in them.

Suggestion

1. The Aceh Besar District Government is expected to provide greater attention and support to small business actors such as the Cek Sam cassava chips business, both in the form of training, capital assistance, and product promotion so that local businesses can continue to develop and become the pride of the region.
2. To the Saree Community and its Surrounding Areas, we hope this research can be a motivation and inspiration to continue developing local potential and emulating the spirit of hard work, independence, and innovation exemplified by Cek Sam.
3. To future researchers, it is hoped that they can continue this research with a more in-depth study of the social and economic aspects, as well as the role of women in developing local businesses, so that the stories of the struggles of inspirational figures such as Cek Sam can continue to be remembered and become valuable historical learning materials.

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