



Entrepreneurship Training of “Rengginang” as a Creative Industrial Product

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ARTICLE INFO

Article history:

Received: 22 June 2020

Accepted: 11 November 2020

Published: 1st December 2020

Keywords:

Entrepreneurship Training,
Processing the Yields,
Adding Selling Points.

ABSTRACT

The purpose of this community service activity is to equip participants to have an understanding and knowledge of the importance of managing how to process harvested rice into “Rengginang”, from how to manufacture, packaging, to marketing it. The training activities are carried out using the classical method with a discussion/question and answer approach and simulation as well as guidance/consultation carried out both through one last meeting session with participants. The implementation of this training was attended by 54 participants. With this training, participants will have the knowledge and insight as citizens who are skilled at managing crops to produce “Rengginang” products thereby increasing opportunities for family financial income and providing provisions to improve living standards for the better.

How to cite: Yohana, C., & Rizki Firdausi Rachmadania. (2020). Entrepreneurship Training in Traditional Kulinner Processing (Rengginang) As a Creative Industrial Product That Adds Value to the Sales of Farmers’ Harvest in Sagara Jaya Village Bekasi West Java. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 4(2), 295-305. <https://doi.org/10.21009/JPMM.004.2.09>

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INTRODUCTION

Situation Analysis

Segara Jaya Village, Tarumajaya District, West Bekasi has an area of approximately 1,000 ha, with a land area of 700 ha. The total population is approximately 24,000. The village consists of 8 hamlets, 82 neighborhood units, 32 neighborhood units, and 100 community groups. The composition of the majority population of men aged 30-40 years with the highest education in junior high school. The activities of the population include fishermen, farm laborers, and the majority as industrial workers. Farmers have decreased because of the conversion of land for housing development. Agricultural products produced are only rice. Besides, residents also have green shellfish stripping activities which will be distributed to various eating places.

To fulfill the Tri Dharma of Higher Education, one of which is community service, the PKM-FAK program was implemented in the area of welfare, namely the development of the potential of creative industry production. In this community service, the Faculty of Economics UNJ cooperated with one of the target villages, namely Segara Jaya Village to conduct “Rengginang” Processing Entrepreneurship Training as a Local Product that Adds to the Selling Value of the Harvest Products in the Sagara Jaya Village. With this entrepreneurship training, it is hoped that the residents of Segara Village can reprocess the harvested rice into another product that is “Rengginang” and can generate more profits from the agricultural sector which has begun to decrease due to the land being converted into housing. “Rengginang” products can also be a form of creative industry development that is being intensified by the Indonesian government.

The creative industry itself is an industry that originates from the use of individual skills, creativity, and talents in creating prosperity and employment. This industry will focus on empowering the creativity and creativity of an individual. (Indonesian Ministry of Trade: 2009). One sub-sector of this creative industry is culinary, where this culinary creative industry already has its market. The culinary sector includes the creation of regional specialties, and also the marketing of regional special products in Indonesia. The culinary sector in Indonesia already has a wide market and can also compete with the modern retail market. The culinary sector is becoming a promising creative industry today. because it has economic value but still has benefits. According to data from the Creative Economy Agency (Bekraf) of the Republic of Indonesia, the culinary subsector contributed 41.4 percent of the total creative economy's contribution to Rp 922 trillion in 2016. This is the highest compared to 16 other sub-sectors in Bekraf RI.

Problem Formulation

One of the problems faced by residents in Segara Jaya Village is agricultural land that is converted to housing development, the shifting of land functions has made the production of rice in the Segara Jaya Village reduced so that income for its citizens is not so great. Based on situation analysis, several problems can be identified as follows:

1. The highest education of residents in this village is a junior high school
2. The activities of the population include fishermen, farm laborers, and the majority as industrial workers
3. Farmers have decreased due to land that has changed function
4. Lack of training in developing creative industries

The formulation of the problem of community service activities are:

How to process rice into “Rengginang”, from how to manufacture, packaging, to marketing it.

Aim

The objectives of this community service activity are: to equip participants to have an understanding and knowledge of the importance of management and to guide residents on how to process harvested rice into “Rengginang”.

The benefits

This activity is expected by the residents to get an understanding of the material provided and can also be applied in daily life, especially about processing rice yields into “Rengginang”. With this training, the participants have the knowledge and insight as citizens who are skilled in managing the yields to produce “Rengginang” products so that they can have the opportunity to increase family finances as provisions to improve their standard of living to become better.

THEORETICAL STUDIES

Entrepreneurship

The process of creating something new at the value using the time and effort required, bearing the financial, physical, and social risks that accompany it, accepting the resulting monetary, and personal satisfaction and freedom. Hisrich, (2008) Besides, according to Saiman (2009: 43) entrepreneurship is matters or efforts relating to the creation of an activity or business or business activity based on one's own volition and or ability. Then according to Lambing & Kuehl in Hendro, (2011) entrepreneurship is a creative endeavor that builds value from what does not yet exist into being and can be enjoyed by many people. It can be concluded that entrepreneurship is a business or activity carried out by someone

consciously to create, change or add value to an item or service by hoping to gain profits and be prepared to bear the risks.

Training

A short-term educational process using systematic and organized procedures so that operational employees learn knowledge of workmanship techniques and expertise for specific purposes. In Andrew E. Sikula in Hasibuan (2003). According to Notoatmodjo (2009) Training is related to improving the ability or skills of employees who have occupied a particular job or task. The emphasis in training is on the tasks to be carried out (job orientation). Besides that training generally emphasizes psychomotor abilities, although based on knowledge and attitudes. This is what underlies the orientation of the training to the implementation of tasks and special abilities on target. Likewise, the teaching and learning methods used in training are more innovative compared to education. Handoko, (2003) argues that training is: Activities that intend to improve and develop attitudes, behavior, and skills Other definitions that express about training are stated by Wexley and Yulk in Mangkunegara (2001) training is an effort to develop skills, knowledge, and the attitudes of employees or members of the organization.

One of the types of training used in Simamora, (2004) is: Creativity training is based on the assumption that creativity can be learned. This training helps people have created so they can solve problems with new tips.

Understanding of Marketing Strategy

According to Kotler and Armstrong (2008), the notion of marketing strategy is marketing logic where the business unit hopes to create value and benefit from its relationship with consumers. According to Kurtz (2008), the notion of marketing strategy is the company's overall program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price. According to Philip Kotler, understanding marketing strategy is a marketing mindset that will be used to achieve marketing objectives, wherein there is a detailed strategy regarding the target market, positioning, marketing mix, and a budget for marketing.

The objectives of the marketing strategy include:

1. Improve the quality of coordination to the marketing team
2. Measuring marketing results according to applicable performance standards
3. Provide a reasonable basis in every decision
4. Improve the ability to adapt when changes occur in marketing

Types of Marketing Strategies

There are three types of marketing strategies that can be done by the company according to Assauri (2008) viz

1. Marketing strategies that do not discriminate the market (Undifferentiated marketing)
2. Marketing strategies that differentiate the market (Differentiated marketing) and
3. Concentrated marketing strategy

Marketing Strategy Concepts

There are 5 marketing strategy concepts, namely:

1. Market Segmentation

Every consumer must have different needs and habits. Companies must classify heterogeneous markets into homogeneous market units.

2. Market Positioning

No company can control the entire market. That is the reason why companies must have a specific pattern to get a strong position in the market, namely choosing the most profitable segments.

3. Market Entry Strategy

This is the company's strategy to enter certain market segments. Some ways that are often done are: buying other companies, internal development, collaboration with other companies.

4. Marketing Mix Strategy

Marketing Mix is a collection of several variables that have been used by companies to influence consumer responses. Some of these variables include product, price, place, promotion, participant, process, people's physical evidence, timing strategy. Timing in marketing is also very important to note. Companies need to make a variety of good preparations in the field of production and determine the right time to distribute products to the market.

5. Packaging

The packaging is the activity of designing and producing containers or packs as a product Kotler and Keller (2009). The packaging is the activity of designing and producing packaging or packaging for products. Usually, the main function of packaging is to maintain the product. However, now packaging is an important factor as a marketing tool (Rangkuti, 2009)

MATERIALS AND METHODS

Problem Solving Framework

With the community service program, it can provide an understanding of the importance of managing this small agricultural product that can be utilized as other products that have a higher selling value so that it can be an additional income for the residents of Segara Jaya Village.

Realization of Problem Solving

The implementation of this activity on Wednesday, September 4, 2019, at UPTD Paljaya Segara Jaya Bekasi. The time allocated for this activity is 08.00-15.00 WIB. The training ran smoothly, this was due to the participation and linkages of all parties, especially the local community who were active as participants from the initial program to the end.

Target Audience

Participants invited to this activity are the local community. In the invitation, we planned 40 participants but 54 people were present.

The Method Used

The training activities are carried out using classical methods with discussion/question and answer approaches and simulations with the intention that the material can be well received by participants. Guidance/consultation is carried out either through one last meeting session with participants, telephone, or by mail.

The types of activities that will be carried out in the framework of these activities include:

A. Stage of training

Partners are given initial training in the form of material exposure (Seminar) on how to make “Rengginang” processed products from glutinous rice, how to make packaging, make labels, and also be taught how to sell through online and online marketing.

B. Product Manufacturing Stage

This “Rengginang” production site is in the village of Sagara Jaya. To realize the business of making “Rengginang”, the following stages of work have been carried out:

1. Preparation of Production Equipment

At this stage, equipment purchases are needed to carry out the program. The equipment includes Cage, Stove, LPG Gas Cylinder, *Sodet*, Strainer, *Tampah*, Plastic wrap, Scoop rice, Basko, Stepler, Big Pot.

2. Materials needed: Glutinous rice, Coconut milk, Garlic, Salt to taste, Terasi

3. How to make:

To make a breakdown the method is as follows:

- a. Boil water in a boiler. While waiting, wash and clean glutinous rice. After boiling, steam the sticky rice for about 20 minutes. Then turn off the heat.
- b. Mix coconut milk and garlic finely. Then add to the sticky rice and stir until smooth. Allow a few moments until the coconut milk is completely absorbed.
- c. Print “Rengginang”, then dry in the sun to dry.
- d. After dry, “Rengginang” is ready to be fried. But make sure the “Rengginang” is cold before frying, if fried it is still hot because of the sun, the results of the fried are not blooming.
- e. Fried “Rengginang” until blooming and ripe. Drain and store in an airtight jar or container.

C. Marketing Stage

Marketing management training contains material on ways to market a product in production, including the strategic meaning of good packaging. The training will be conducted in a way that is easily understood and carried out by the service team.

RESULTS AND DISCUSSION

The dedication activity began with the opening by the MC by Aliffiya Nur Oktafanie Sanusi and Rifki briefly as well as a series of events and the purpose of the event and the expected results of this event. The first program was the opening remarks at the opening of the activity by the group leader, Dr. Corry Yohana MM. This service starts with a question and answers activity to find out if they know about entrepreneurship, understanding of marketing strategies, target markets, and how to create quality business products and behavior in the market. Evaluations are held with questions and answers. throughout the training there is a quiz for each discussion and the training ends with an evaluation of the results of work. The training has emphasized the success of the participants in absorbing material especially through interactive question and answer sessions among the participants as well as resource persons. The first resource person was presented by Dr. Corry Yohana. before starting the first material given is entrepreneurship, understanding of marketing strategies, target markets, and ways to create quality business products and behavior in the market. and in this second material, the participants directly practice the participants divided into groups. After all, the session is over, followed by a guided practice session and mentoring. The results obtained from this activity are very useful. Based on observing the process of this activity, important matters can be conveyed as follows:

1. This training can be seen from the indicators of success that can be implemented well. The training was attended by 54 participants from 30 participants. this happened because the interest of the trainees was very high.
2. This training can be well received by the participants and get a very high response as evidenced by the level of attendance and following the activities from beginning to end.

3. This activity was responded to by participants. The trainees stated that they gained additional knowledge and great benefits from this training.
4. The training is still needed to be continued.

Evaluation is carried out at the training post, taking place. This makes it easy to assist so that participants can absorb the material from the material obtained from the questionnaire filled out by participants can be explained as follows;

1. The knowledge and skill of the processing were done by the processing and marketing of “Rengginang” products in the market which in seven of 54 participants were asked how the level of understanding of the material delivered by the speaker, was very understanding of the material delivered by the speaker 31 participants or 57%. and 20 or 37% of participants understood the material delivered by the speaker and 3 participants or 5% did not respond.
2. To marketing processing knowledge and skills. Of the 54 participants asked how the level of understanding of the concept of business marketing strategy concepts delivered by the speaker understands 30 or 56% and understands delivered by the speaker 20 or 38% and does not give a response of 3 or 6%.

The factors that support this activity are:

1. This activity was received by the participants of the training activity conducted by the dedicated team. It was seen from the enthusiasm and enthusiasm of the participants when conducting the training.
2. High enthusiasm of participants with marked attendance of participants reached

The inhibiting factors which become the obstacles are as follows;

1. Background The education of the participants is not equivalent to the delivery of material rather difficult. the solution is to assist.
2. Limited internet facilities so that it takes longer in terms of practice and accompaniment. The solutions by shooting the duration of the activity.

CONCLUSIONS AND RECOMMENDATIONS

Community service activities have been carried out smoothly and have provided knowledge and skills in the understanding of the material provided and can also be applied in daily life, especially regarding processing the harvested rice into “Rengginang”. This training has made the participants have the knowledge and insight as citizens who are skilled in managing the yields into “Rengginang” products so that they have the opportunity to increase family finances as provisions to improve their standard of living to become better.

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Figure 1.
Packaging of “Rengginang”



Figure 2.
Packaging of “Rengginang”



Figure 3.
Packaging of “Rengginang”