



Strengthening The Entrepreneurship Spirit and Assistance of Culinary Business Management “Zizi Bolen” Jember

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ABSTRACT

The Covid-19 virus and its handling efforts have significantly impacted global and local economic conditions. This condition makes many businesses, especially MSMEs, lose their turnover and are forced to go out of business due to their inability to survive. Some MSMEs are still trying to get back up and try their luck in the business during the pandemic. However, they are constrained by several problems faced by service partners, namely decreased motivation and business management problems, which include inventory management, marketing, and competitive conditions. The method used in community service is the participatory rural appraisal approach. This method allows partners or culinary businesses of “Zizi Bolen” to improve their knowledge and skills with the implementation team as a facilitator. The activities included program socialization, increasing knowledge using lectures, brainstorming and FGDs, and direct assistance. The results are increased partner empowerment in enthusiasm and motivation, product display, and the courage to open promotions through social media. In addition, the Bolen business, which did not have a brand, began to dare to install the “Zizi Bolen” brand and use environmentally friendly cardboard as one of its advantages.

Virus Covid-19 dan usaha penanganannya sangat berdampak kepada kondisi ekonomi baik global bahkan sampai kondisi ekonomi lokal. Kondisi tersebut menjadikan banyak usaha khususnya UMKM kehilangan omzet dan terpaksa gulung tikar karena ketidakmampuan dalam bertahan. Namun, masih ada beberapa UMKM yang berusaha untuk bangkit kembali dan mencoba peruntungan bisnis di masa pandemi namun terkendala beberapa masalah yang dihadapi mitra pengabdian yaitu penurunan motivasi, masalah manajemen usaha yang meliputi manajemen persediaan dan pemasaran serta kondisi persaingan. Metode yang dipakai dalam pengabdian kepada masyarakat yang dilakukan adalah pendekatan participatory rural appraisal. Metode ini memungkinkan mitra atau usaha kuliner “Zizi Bolen” untuk meningkatkan pengetahuan dan keterampilannya dengan tim pelaksana sebagai fasilitator. Kegiatan yang dilakukan antara lain sosialisasi program, peningkatan pengetahuan dengan cara ceramah, brainstorming dan FGD serta pendampingan langsung. Hasil yang didapat yaitu adanya peningkatan keberdayaan mitra baik dari sisi semangat dan motivasi maupun tampilan produk dan keberanian untuk membuka promosi melalui media sosial. Selain itu, usaha Bolen yang awalnya tidak memiliki merek mulai berani memasang merek “Zizi Bolen” dan mulai menggunakan kardus ramah lingkungan sebagai salah satu keunggulannya.

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INTRODUCTION

The Covid-19 attack virus can change the face of the world from various sectors. This virus spreads quickly to almost all countries, including Indonesia. Various ways and efforts have been made to overcome the impact of Covid and, at the same time, save the economic condition. Various countries have implemented lockdown policies to reduce the impact of the spread of the Covid-19 virus. In addition to creating a global health crisis, efforts to suppress and mitigate the Covid-19 pandemic have also caused a substantial disruption of the international trade order (Tairas, 2020). From the supply side, the lockdown and work-from-home policies reduced the workforce involved in production activities. The government's policies, of course, also impact MSME actors (Pakpahan, 2020; Thaha, 2020), especially on the demand and sales side.

The decline in turnover of MSME actors was also experienced by the owner of the culinary business "Zizi Bolen," located on Jl. Gajah Mada no. 116 RT 02 RW 032 Jember Kidul Village. As a startup, the "Zizi Bolen" culinary business initially began to receive orders. However, when Covid-19 emerged and various Covid-19 countermeasures policies were, the "Zizi Bolen" culinary business stopped producing for about a year. It happened because of the reduction in community activities which eventually caused many people to be afraid of being exposed to the coronavirus and caused the traders of the Jember Kidul sub-district to experience a decrease in the number of buyers because consumers who usually do activities outside must be able to limit their movement and activities. The stagnation of consumption and the economic slowdown have resulted in many MSME entrepreneurs going out of business due to the lack of buyers (Hadiwardoyo, 2020; Herlan et al., 2020; Pakpahan, 2020). The average MSME entrepreneurs who went bankrupt were not affiliated with digital technology, such as Go-Food or Grab-Food.

The results of observations carried out also show that it is not only the impact of the covid 19 pandemic that causes a decrease in turnover but other essential things must still be considered, such as environmental factors that affect entrepreneurial activities, namely their access to capital, information, the quality of their social network, which in turn called instrument readiness (Hadiwardoyo, 2020; Krisnaldy et al., 2020; Sumarni, 2020). Access to capital is a classic obstacle, especially in starting new businesses, at least in developing countries with the support of financial institutions that are not so strong. Another obstacle found is that social networks affect entrepreneurial intentions. A social network is a relationship between two people that includes communication or delivery of information from one party, exchanging goods and

services from two parties, and the normative content or expectations one person has for others.

Some researchers assert that a strong desire to obtain information is one of the main characteristics of an entrepreneur (Kadiyono, 2014; Krisnaldy et al., 2020). Information about markets, products, prices, and means of distribution can develop the concept of an entrepreneur (Randazzo, 2014). This condition turned out to be lame when initial observations were made on businesses run by partners.

The strengthening of the spirit and assistance to recover the partner's business is to improve the business's condition, which had experienced a decline in turnover. Various factors need to be considered by partners to remain attractive in the eyes of consumers amid the current covid 19 pandemic, such as the quality of digital-based products and services, optimized human resource (HR) management to be more efficient, improving the ability of business owners in reading the potential and market opportunities, the ability of business owners to choose the right marketing communication system following the current digitalization era, for example, the ability to manage social media as a cheap but effective promotional tool, the most important thing is that Bolen business owners must have good innovation from its products as well as from the services that can be provided to its customers, and still pay attention to business ethics in its journey.

The culinary business owner, "Zizi Bolen," finally decided that in early 2021 he would start to reopen his business very slowly and only rely on family and relatives as the target market. Initial interviews show that the culinary business "Zizi Bolen" is currently only able to read its market opportunities closest to Jember city and surrounding areas, so it does not dare to produce in large quantities daily because it will bring risks. Because its business is food that does not utilize preservatives, the consequences must be exhausted according to the time of production, and this is because there is no courage for Mrs. Intan to affiliate with one of the android-based business platforms such as Go-Food or Grab-Food in expanding its target and market share.

Technology and digital business have changed the face of today's global business. The sharing economy has now become a trend in the business world. The sharing economy is a concept in which several people collaborate to use resources innovatively (Cohen & Kietzmann, 2014). his way of consuming is known as disruptive innovation, where the traditional business model must be able to change its business model by changing the concept of consumption – what and how to consume. One example of the sharing economy model adopted today is Grab and Gojek. Both application services provide an online network for consumers to connect with customers and drivers.

To develop his business, the culinary business owner, "Zizi Bolen," faces various internal and external problems. The lack of experience and knowledge in business management or management is an obstacle in developing the "Zizi Bolen" culinary business. Some of the main problems faced by the "Zizi Bolen" culinary business are as follows:

1. Business motivation had slumped due to the COVID-19 pandemic, causing the culinary business "Zizi Bolen" to lose many requests, which impacted its business turnover.
2. Inventory Management. This culinary business, "Zizi Bolen," is the only culinary owned by partners, so the number of purchases of raw materials needed for specific periods is certain in small quantities. The difficulty faced is getting lower raw material prices from suppliers, different conditions, when compared to competitors from modern bakeries with their franchise business concept, can expand and share risks with partners, to be able to multiply outlets, one of the advantages is that in the procurement of raw materials they can get lower prices from suppliers due to a large number of purchases.
3. Marketing Management. The culinary business "Zizi Bolen" has difficulties distributing and selling products to end consumers because it is only assisted by 1 (one) employee and, even then, is only in charge of assisting the production process. Hence, it cannot create excellent service for consumers who take advantage of the delivery order concept. An additional task for employees is delivering products according to customer orders. This obstacle can be overcome if the culinary business "Zizi Bolen" is affiliated by choosing a digital platform that can adapt to the current business conditions of partners, such as emoji. However, until now, this has not been the partner's decision to transform.
4. Presentation. Menu presentation is also a problem for Ibu Intan's street food. Perhaps she is still imprisoned with simple, cheap, and simple traditional concepts, so the presentation is not the main thing to pay attention to. The logo and product brand already exist, but the design is still not attractive and is not consistently used on product packaging.
5. Business competition. For similar products, the owner has several competitors who have the potential to take the market they have because the owner is still not consistent in the production process, distribution channel, and technological innovation and has not been able to create product or service differentiation.

Based on these problems, it is necessary to provide assistance and guidance to the culinary business "Zizi Bolen" related to applying the right business strategy to survive amid competition and develop its business to a larger scale.

METHOD

The method used in implementing this service is the Participatory Rural Appraisal approach (Bhandari, 2003; Adimihardja, 2003). This method allows partners or culinary businesses "Zizi Bolen" to improve their knowledge and skills with the implementation team as external facilitators, share information, make plans, and take concrete actions. The business owner of Bolen Jember is expected to be actively involved in this activity. The existence of business management assistance from the fields of operations, digital-based marketing, and production for small businesses to improve organizational performance during intense competition.

Based on the problems described previously, the implementation team offers solutions to partners in the form of business management assistance from the fields of operations, marketing, and production for small businesses to improve organizational performance during intense competition and a decrease in the number of requests due to the COVID-19 pandemic. Activities that will be carried out in this service program include:

1. Program socialization

At the beginning of the activity, the implementing team will survey the partner's place to discuss and see the field conditions directly. The implementing team and partners will also coordinate regarding service programs that will soon be implemented.
2. Increased knowledge of partners (extension) regarding operational management, marketing, and production management
 - a. Lecture by providing material on the importance of operational management, primarily on inventory management, which does not cause high storage costs, does not cause high shipping costs, and how to get cheap raw material prices, as well as how to choose suppliers who can become partners
 - b. Brainstorming and FGD with the theme of marketing management, especially distribution channels, by providing insight into the benefits or advantages of affiliated with Gojek or Grab, or the use of digital emoji platforms that can be utilized according to the DO-based MSME concept, improve packaging, and improve logo and brand designs more attractive and have a selling

- point so that it is easy to get positioning in the minds of consumers
- c. Mentoring and direct practice on sales budgets to build business strategies so that they can make decisions regarding business development during intense competition and difficult external environmental conditions
 - d. Discussion and Questions and Answers: after giving the material, a discussion and Q&A were opened to deepen the material that had been presented.
3. Assistance in creating the attractiveness of product packaging and redesigning the logo and brand. Assistance is carried out in direct observation, which aims to determine whether partners can carry out activities to create packaging attractiveness, and redesign logos, and brands.

RESULTS AND DISCUSSIONS

Community service activities in the "Zizi Bolen" culinary business are carried out carefully according to the established planning. So far, business management mentoring and training activities have been carried out well and smoothly. The series of activities that have been carried out from the initial stage/preliminary survey to early November 2021 are as follows:

1. Initial survey and program socialization to related parties, namely owners and families of the "Zizi Bolen" culinary business. This activity went well and was enthusiastically received by partners for community service activities. The owner of the culinary business "Zizi Bolen" is also very supportive by helping to prepare the necessary infrastructure for follow-up activities, namely mentoring and intensive business management training through lecture and brainstorming methods and FGDs.
2. The community service team regularly visits to provide consultation/assistance and business management training, especially in preparing human resources for the more professional "Zizi Bolen" culinary business. The consulting/assistance and business management program has been carried out well and smoothly, which includes:
 - a. Operations/production management training: increasing knowledge and application of inventory management, especially in ordering and storing raw materials; lay outing (layout of production facilities) and the appearance of the shop/cafe atmosphere (especially interior and exterior design), business forecasting mainly related to

market demand/trends and business development needs.

- b. Marketing management training. Marketing management training started from the name used, initially only using the name Bolen Jember, but after several visits and seeing the importance of the brand. It was decided to run a culinary business called "Zizi Bolen." The following emphasis is on service excellence in serving consumers through improving the quality of friendly and responsive services; promotion through training on the use of information technology in the form of social media, especially Instagram, by improving the appearance, content, interaction with consumers on the Instagram account of the culinary business "Zizi Bolen"; training on how to create an account on Grab-Food and Go-Food; and improvement of branding (logo, brand).
- c. Financial management training: increasing knowledge about simple bookkeeping administration concepts/systems, primarily through the Excel application, and managing long-term finances to develop the "Zizi Bolen" culinary business. This training is given primarily to the owner because the owner simultaneously carries out various roles in the business being run. The community service team and the culinary business "Zizi Bolen" seek an application provider.
- d. HR management training is about managing a family business, considering that the employees who help with production are also family, and several families and relatives also assist in marketing. The critical point is how employees with family backgrounds can still work professionally. The following crucial point is to compile SOPs for both production and marketing for staff who assist in these fields.
- e. Risk management training: implementation of health protocols related to the Covid-19 pandemic (owners and employees are required to wear masks; provision of hand washing facilities equipped with soap or hand sanitizer; physical distancing)

The community service team provided the five types of training following their competencies, assisted by two students as field workers. Field workers as technical facilitators are in charge of administrative and technical preparation during the training activities (preparation of banners, consumption, photos of activities). The consultation/assistance process and

business management training follow the government's health protocols.

The current "Zizi Bolen" business has also dared to do promotions through Instagram media with the address @zizicakes.idn. The business owner is also committed to increasing the capacity and variety of the menu from the beginning, only Bolen but has begun to explore cakes so that the business is expected to develop and be sustainable.



Figure 1.

Results of Assistance Team for Packaging and Branding who started using Eco-Friendly Cardboard



Figure 2.

Brainstorming and Sharing Session Process for the Service Team related to Business

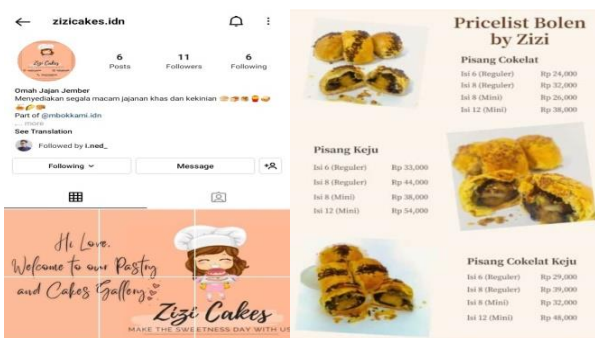


Figure 3.

Instagram Display and Price List "Zizi Bolen"

CONCLUSION

Based on the results of community service activities carried out in the "Zizi Bolen" culinary business, it can be concluded that community service activities have been running smoothly and following the targets to be achieved. During the implementation of activities, relatively no significant obstacles were found. Related parties from the community service team themselves, field workers, and owners and employees of the culinary business "Zizi Bolen" are very cooperative in every activity in this community service program. The provision of consulting/assistance and training in business management can also be appropriately followed.

Strong synergy and support are needed from related parties such as academics, business owners/business actors and their associations, government, and the community to assist the process of developing the potential of local SMEs in Jember Regency so that they can continue to advance their business and survive in competitive competition.

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