

THE BUSINESS DEVELOPMENT ASSISTANCE IN POTATO CHIPS MICRO BUSINESS IN WARNASARI VILLAGE PANGALENGAN DISTRICT REGENCY

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ABSTRACT

The micro potato chip business of Service Partners requires efforts to improve and improve several conditions that are still considered to be obstacles to their business activities. More specifically, the problems found in Partners from this service activity relate to the following matters: 1). There needs to be additions to product variants made from potato, so product development is needed that can increase the variety of products that can be sold by partners. Where this can encourage an increase in the number of products that can be marketed or sold by Partners, 2). Layout in the production room, especially in the area where the cleaning/washing area for potato chips raw material is still in the same area as the bathroom and toilet, 3). It is necessary to facilitate the manufacture of brand designs and printing of brand designs that have been designed to be displayed on product packaging, so that the appearance of the packaging is more attractive and differentiates it from similar products. The implementation of the service is carried out through several forms of activities, namely facilitation, counseling and training, in accordance with the criteria for problems that must be resolved by the activity Implementation Team.

Keyword : *assistance, entrepreneurship, micro-enterprise (UMKM), micro-finance*

A. Introduction

Pangalengan District is a fertile area which is geologically included in the highlands in the southern part of Bandung Regency. Natural products from this area have been widely used by local communities to meet their household economic needs which are manifested in the form of doing various types of small-scale businesses, by making food products that use raw

materials from agricultural products in this area into various types. traditional and modern snacks such as crackers from various vegetables (tomato, carrot, pumpkin, sweet potato, eggplant, etc.), milk crackers, milk candy, potato chips, pia cakes, coffee beans and others. The various types of products that have been produced by the community illustrate the willingness of some community members as productive human resources

and have creativity in processing natural products in the local area. Where the products they produce can be sold and become useful as additional income for them to meet various needs in their daily lives. Regions that have creative human resources will have the opportunity to develop because it is relatively easier to be pushed forward if they have the opportunity to develop themselves through their efforts. This condition is a positive value for the area, because without the will of the community members, it will be difficult for the government or certain parties who have good intentions to support the prospects for business development carried out by business actors, especially micro-level businesses that have good intentions. have the opportunity to be developed so that they can be "upgraded" to the level of small businesses or even to the level of medium businesses. Thus, if an area/place has natural products that can be utilized economically by creative residents, then it is a positive synergy that can help realize an independent community's economic life without having to expect and wait for the

possibility of various types of assistance from the parties. outside the village community concerned. Creativity and productivity are good initial capital for the business community, although they still need other things that are an integral part of the process of carrying out a business activity in order to continue to survive and develop. for example: having sufficient business capital, the availability of adequate business support facilities and infrastructure, adequate road access that will help facilitate transportation facilities for the entry and exit of raw materials and supporting materials, as well as other things needed by the community. This is in accordance with what was stated by Murdani (2019) that the supporting factors in community development in the economic field include abundant natural resources and human resources. While the inhibiting factors are limited capital, facilities and infrastructure and low community participation. If this problem does not get serious treatment, it will become a problem that affects the sustainability of the business carried out by MSME actors so that there needs to be a solution to the

problems faced (Tanan & Dhamayanti, 2020). In connection with the fact that some residents in Pangalengan sub-district, especially in Warnasari village, carry out business activities in the natural product processing sector, there are quite a number of business actors who have micro businesses made from natural products from the local area. This condition can actually be an opportunity for certain parties who have the desire to help carry out business development activities so that they can help encourage and increase the scale of business that has been undertaken by these micro-enterprises, for example from the State-Owned Enterprises that can provide guidance/ assistance in terms of their social responsibility to the community of small business actors who need guidance. Other opportunities that can be done are for example conducting business cooperation/business partnerships between one particular party and residents/business actors in order to obtain mutual benefits that are in accordance with the needs of each party. However, if viewed from the interests of the campus related to the Tri Dharma of

Higher Education, of course, activities such as lecturer research, student research and/or lecturer and student service activities in the village community can be carried out in accordance with the natural conditions and the capabilities of human resources in each village. each with its own potential and uniqueness. On this occasion, we, the PKM implementation team, will continue our activities in Warnasari village, where the interests to be achieved are still related to the academic field which is an effort to realize community service as part of the implementation of the tri dharma of higher education. Therefore, it is necessary to convey in advance that PKM activities with selected partners are the third year of implementation. The continuity of this PKM activity is due to the business conditions of Partners which are still deemed necessary to be supported and encouraged and assisted, especially in developing the entrepreneurial character of Partners, so that their business can continue to survive and can continue to be developed so that the productivity of partners'

businesses can be maintained, by providing assistance to partners. As expressed by Mei Ie, a lecturer from the Tarumanegara University campus who said that the success of a business is positively related to the entrepreneurial characteristics of the business actor himself. Therefore, the importance of mentoring business actors can be done by motivating the spirit to continue to struggle by continuing to carry out the business that has been occupied without giving up, even though facing difficult situations. Partners who are designated as targets for this PKM activity have received service activities from the Implementation Team in the 2019-2020 academic year and the 2020-2021 academic year. The results of service activities that have been obtained by Partners include:

- 1) Equipment for potato chips production equipment (frying equipment, spinner) packaging aids (sealer)
- 2) Partner's understanding of Food Safety in accordance with the standards set by the Bandung District Health Office
- 3) Partner's understanding of money management for business activities.

4) Partner's understanding of efforts to expand product marketing using mobile phone media

5) The product brand design that has been designed is still incomplete to be displayed in the brand logo because there are still several things that must be completed by the Partners and the Implementation Team.

In connection with the shortcomings that must be addressed, namely so that Partners can improve the production space, especially in terms of places for washing raw materials and washing production equipment, as well as increasing knowledge about product variants made from potato as well as completing product brand logo designs, PKM activities in the following year These three will be pursued to be able to continue the completion through planned service activities. In connection with the shortcomings that must be resolved in the scope of the Partner's micro business activities, in this 3rd year activity, the problems to be resolved are as follows:

- 1) Partner's knowledge needs to be increased for the need to add several variations of potato-based products, so it

takes training and counseling about several potato-based food recipes that are feasible to become commercial products and are not expected to be difficult to sell to the public.

2) Improving the layout of the place to clean/wash raw materials and production equipment in the area for making potato chips. In the kitchen room, there is no special place to wash the raw material for potato chips and/or a place to wash the potato chips production equipment, so it needs to be fixed because the kitchen room is very close to the bathroom which is attached to the toilet, so Partners usually wash food on the floor. bathroom. The behavior usually carried out by the Partner implies an unhygienic habit in relation to the production process of potato chips or other food products so that it does not comply with the standards imposed by the Bandung district government health office. This is certainly related to Mitra's role as someone who is productive in making a snack product that is sold to the public.

3). Regarding the product brand, it is necessary to complete the logo/brand design the product so that it can be

pinned on the plastic packaging so that it can distinguish with other similar products.

Based on the problems that have been identified, the Implementing Team makes a service activity for these micro business actors through stages that are in accordance with the time, cost and energy capabilities of the implementing team that are adapted to the existing conditions of the partners.

B. Method of Implementation

The method of implementing this service activity is carried out at the Mitra production site, which consists of several stages of activities. This is done because it is adjusted to the needs of Partners and the conditions of the Implementing Team, namely:

- a. Extension, which is an effort to disseminate new things so that people are interested, interested and willing to implement it in their daily lives.
- b. Training, is a short-term educational process that uses a systematic and organized procedure.

C. Result and Discussion

The service activities carried out at the Partner's production site consist of several stages of activities according to the needs of the Partner and the conditions of the Implementing Team, which are as follows:

1). Preparation in terms of activities from the initial stage to the final stage.

a. Prepare proposals and coordinate with teams who are members of the group implementing activities to discuss the need for division of tasks that must be carried out by team members, namely: surveying/contacting via telephone to business actors who will become partners, compiling proposals and setting priorities for activities to be carried out to them. Partner.

b. Carry out coordination meetings with the implementation team

At this stage, the implementing team arranges a plan of activities to be carried out in accordance with the known problems so that the stages can be carried out according to the predetermined plan, up to the preparation of the final report and articles that will be published in the previously targeted journal.

c. Preparing business actors to accept planned service activities

d. Develop a schedule of activities to be carried out in the field.

The methods used for partners in the implementation of service are as follows:

a. Counseling:

Extension is an effort to disseminate new things so that people are interested, interested and willing to implement it in their daily lives. Extension can not be separated from the expectations of the executor of the activity so that the target of counseling can understand, understand, be interested, and follow what is taught properly, correctly and on his own consciousness trying to apply new ideas in his life. Therefore, counseling requires a careful, directed and sustainable planning. Counseling aims to change people's lives for the better than the existing situation. Changes in people's lives cover every field in all aspects and in all fields. The methods used include lectures, discussions, role playing or other methods. In this PKM activity, the counseling method carried out is in the

form of lectures where the instructor delivers material directly to Partners about product variants made from potato as needed by Partners in an effort to broaden their knowledge about products that can be developed from potato raw materials.

b. Training

Training is a short-term educational process that uses a systematic and organized procedure. The definition illustrates that training is an activity designed to develop human resources through a series of activities for identification, assessment and a planned learning process. This is done through efforts to help develop the skills needed to be able to carry out tasks, both now and in the future. This means that training can be used as a tool that serves to improve organizational performance problems, such as effectiveness, efficiency and productivity. Training is also a learning effort organized by organizations, both government and non-governmental organizations or companies with the aim of meeting organizational needs and achieving organizational goals. In this PKM

activity, the training is carried out or practiced directly by the Partner after receiving an explanation of the new product variants that the Partner needs to know and carry out the production process. Thus, Partners can more easily understand the practice of making product variants made from potato because they immediately receive direction and assistance from instructors who are directly involved in providing counseling and assistance. This is done because it is concerned with the targets that must be mastered by Partners in this service program.

2) Activity Implementation

The implementation of this PKM activity is a continuation of the previous year's PKM activities because it adapts and follows the needs of partners. In this case, the activities will be carried out through the following stages:

The first stage is the preparation of the need for revamping the production area/kitchen area as a place to produce potato chips, so that the position of the standing wash can be adjusted adjacent to the main water faucet to make it easier to channel water to the water faucet

above the sink, in order to save some of the supporting materials needed to place the sink in accordance with the approval and wishes of the Partner in the placement of the sink.

The second stage is to prepare the sink device to be installed in the production room/kitchen room, in order to meet the requirements for a hygienic production room in accordance with the rules from the Health Office

The third stage is to provide counseling regarding product variants needed by Partners to develop product variations that can be sold to consumers. The counseling was continued with training to Partners in the form of the practice of making variations of potato chips and potato cracker products and Kentucky Fried Chicken (KFC)-style potato cakes which had not been known by Partners, so that through this counseling and training Partners could understand firsthand about the material they had learned. from Mrs. Ir. Neneng as the resource person for the potato product variant.

The fourth stage is to realize the brand design that has been designed in the

second year of service activities, so that after facilitation of brand logo printing by the implementing team, the printed brand logo can be displayed in plastic bag packaging of potato chips and crackers produced by Partner.

D. Conclusion

PKM activities that have been carried out by the implementation Team have been successful carried out in accordance with the plan, namely as follows:

1. Partners already have a sink in the kitchen area as a place to wash potato-based raw materials and wash production equipment, which is located outside the bathroom
2. Partners have participated in counseling and training activities on the material and practice of making product variants, so that their abilities have increased in making various processed foods made from potatoes.
3. Partner products already have a brand logo design that is used/embedded on the plastic packaging of potato chips and potato crackers products.

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