

EMPOWERMENT OF BUSINESS DEVELOPMENT FOR RUMAH YOGURT, TEBET, JAKARTA SELATAN

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ABSTRACT

Milk drinks made through bacterial fermentation or commonly called yogurt are increasingly popular in Indonesia. The benefits for health are quite a lot, especially for digestion and skin health. Therefore, lovers of this acidic drink has not faded. One of the business actors who take advantage of this opportunity is Utari Dayanuri or commonly called Tarie. She opened the Yogurt House since 2007 in her own home in the Tebet area. There are several problems in developing partner products, namely in terms of product design and labeling, marketing and product legality permits. The PKM activities carried out are related to the problems of the partners above by making efforts to empower and develop partnerships to be able to develop business partners by increasing entrepreneurial managerial knowledge and marketing insights. The result of this PKM activity is that the partner is currently doing house renovation, especially kitchen renovation as one of the requirements to get BPOM legality permit, then the partner has now been audited to get the halal logo of the MUI, the partner is also one of the fostered agencies of the DKI Provincial Government Office Cooperatives and the Department of Industry so as to open up opportunities for partners to get a variety of free bazaars also take part in marketing training for the sustainability of the partner's home business, Rumah Yogurt.

Keywords: Entrepreneurship, Entrepreneurs, Rumah Yogurt, Business Development, Culinary

1. INTRODUCTION

The partner of this community service activity is Rumah Yogurt where this business is based on a home-based business on yogurt to produce and market processed milk products. This business was pioneered by Utari Dayanuri or commonly called Tarie and Fajar Fadilla or commonly called Adit since 2007 and located in Tebet, South Jakarta. Precisely Jl. Tebet Timur IV D No.4, RT.7 / RW.8, Tebet Timur., Jakarta, Kota Jakarta Selatan, Special Capital Region of Jakarta 12820. In its management, the daily operational and management section of Rumah Yogurt is run by Tarie and Adit maintains content and online marketing. Along with the Rumah Yogurt journey, the owner hopes this business can become a place for his children to learn entrepreneurship. Like other micro entrepreneurs in general, Rumah Yogurt is not free from problems - including management and business development. This requires technical guidance so that the business can continue to run and can help the family economy.

Production aspects

The product produced by partners is yogurt where yogurt is a product made from milk through the fermentation process of lactic acid bacteria, *Lactobacillus bulgaricus* and *Streptococcus thermophilus* (Winarno, 2003). Yogurt is very good for health, especially to maintain the acidity of the stomach and can suppress the growth of pathogenic bacteria in the intestine. The products available at Rumah Yogurt are created into several forms, for example solid yogurt but still soft on the tongue. It was not too acidic so friendly to the stomach.



Picture 1. Yogurt products

For pure yogurt, there are 2 (two) variants, namely yogurt cup and literal yogurt. Cup yogurt is approximately 150ml while literal yogurt is 1,000ml. Then there is also frozen yogurt that is packaged in plastic ice lolly. Although different, but this does not change the taste, it is still good for consumption especially during the day. Ice lolly yogurt is one of the products that are much favored by school children.

Marketing aspects of processed yogurt products

Yogurt product marketing is done independently where the initial marketing is done by entrusting it to shops, campus canteens and offices. Eventually, they began to build and shape the market by utilizing social media to introduce yogurt products. After the online marketing, then the promotion of word of mouth rolling. Rumah Yogurt already has several regular customers, namely personal buyers, households, restaurants, offices and companies. Yogurt products include products that are not durable and are also produced intermittently or based on orders because the manufacture of yogurt is still traditional and home, so Partners only make orders to maintain freshness so it takes time to make it. There are no products ready to buy, for that the customer must order a few days in advance. This makes the distribution of yogurt becomes limited. Good business management and marketing management are needed so that production can be increased and distributed more widely. The business owner acts directly as a worker in both the production and marketing aspects. The number of business days of this business is 30 days / month, meaning that this business does not recognize holidays. The processing process generally depends on the order time requested by the customer. Business actors sell their own products.

Problem identification

Problem identification is prioritized on problems to answer the needs in terms of business management and marketing of business actors. The approach taken is to look at and make observations on what it feels is necessary to make changes or improvements. Based on the name of the business is Rumah Yogurt, so far the business actors only produce and market their products at home in modest conditions. In the process of identifying problems, several problems were found, among others, in the product label that was considered still not informative and other things that did not yet exist, for example legality information. Examples are the legality of BPOM or HALAL (MUI) and the legality or other licensing, should be informed in the yogurt packaging label because of course this will increase consumer credibility for yogurt products to be sold and also show consumers that the quality of the product is worthy of distribution in market. In BPOM Regulation (2004), said that food labels are any information about food in the form of pictures, writing, a combination of both, or other forms included in food, inserted into, affixed to, or constituted part of food packaging. This identification process is carried out to obtain information about the environmental conditions of partners and active interviews conducted between the implementing team and partners. This initial interview is to identify problems and possible solutions that might be implemented.

Solution offered

We gradually and routinely conduct counseling and coaching to partners about the importance of knowing what is called a business sustainability system. We provide counseling in the form of providing information that partners which are Small and Medium Industries (SMIs) still need technical and structured guidance, especially related to the problems found by the research team in the form of product labels and marketing systems. Some of the solutions we provide are partners who are required to redesign their product labels with label content changes. According to (Tjiptono, 2015) that the label is part of a product that conveys information about the product and the seller. An ordinary label is part of the package, or it can also be a label (identification) that is included on the product while according to (Kotler, 2016) that the label is a simple display on a product or image that is intricately designed which is one unit with the package. Labels can only list the brand or information. Each label must have a statement of composition, net weight, and address of the processor or distributor, nutritional value information, free telephone numbers, website addresses, marketing information and product names that can be clearly understood by consumers (Tjiptono, 2015). Then register their products with BPOM and other related licensing and changes in the marketing system which was originally only conventional by word of mouth to be more millennial.

2. METHODS

Based on the partner problems above, a series of activities in PKM activities through business management and marketing management was arranged. Partners get several types of training / assistance, especially for counseling and coaching on joint entrepreneurship development through business organizations and social networks. The importance of minimal business development starts with the appearance of the yogurt product itself. As a food or beverage product, then of course product safety must take precedence. For this reason, we provide input so that partners take care of permits related to yogurt products, namely the management of MUI and BPOM permits. Of

course it will take a lot of time and money to get a BPOM permit because to get there, there are many things that must be fulfilled by partners as one of the requirements to get a BPOM permit, where one of the conditions is the existence of a sterile and separate kitchen, given each product has different needs and kitchens, where this kitchen must have its own sink, closed laundry room and changing room as well as having a pass box as a path through raw materials and then adequate equipment such as yogurt, air conditioner, cooler, where there is no air incoming except through AC and exhaust. After kitchen problems, then go to the Operational System Procedure (SOP) and product composition. Considering that there are so many things that have to be prepared by partners related to the preparation of the BPOM legality preparation, it is necessary to carry out coaching gradually in accordance with the capabilities of partners.

Based on these conditions, while taking care of BPOM which is quite time-consuming, we provide input that partners must be part of the Department of Industry and the Department of Cooperatives in order to obtain various facilities in entrepreneurship. Being one of the fostered in the DKI Jakarta Provincial Government Office in this case is the Industry Office and the DKI Jakarta Cooperative Office, which greatly facilitates partners because they are getting more partnerships according to business partners' needs. In addition, partners also have to take care of IPR then do patents on brands, logos and other matters related to yogurt products. Then, we directed the partners to take care of the so-called Micro Small Business Permit (IUMK) through the Cooperative Service, which is used as a permit to use the house as a place of business. Then proceed with coaching a strategy of marketing yogurt products. Yogurt marketing is done in various ways, through exhibitions in schools, parks, offices, malls etc. A managed website is made better, more complete and with content that is always updated. We provide input to partners to take special training in an online marketing system known as Esmart. Specifically for marketing, we provide input so that partners become one of the Cooperatives fostered in order to obtain convenience, one of which is getting free bazaars through the product selection process. We provide counseling to partners in order to continue to improve marketing that is useful for business promotion events so that they can generate profits as income for partners.

3. RESULTS AND DISCUSSION

To get a BPOM permit, one of the conditions is that the partner must have a kitchen that meets the standards. Carrying the concept of a home-based business, the renovation of the partner's house is done in stages adapted to the partner's financial condition. Some of the renovated places are as follows:



Picture 2. Rumah yogurt's kitchen renovations

For product marketing, partners have participated in Esmart training offered through the Cooperative Office. From this training, partners became more familiar with and understood how to make good marketing for the sustainability of the yogurt business. One that can be seen from the marketing side is that Rumah Yogurt has a better understanding of how to display good products and even how to make good business cards.



Picture 3. Display of rumah yogurt's marketing



Picture 4. Rumah yogurt's bazaar

Can be seen below is the difference in design and label Rumah Yogurt from the old to the new one where the new design still uses the same logo, only different designs. It can be seen that the new design is clearer from the content side, and only later it will add the MUI logo and others that are still being processed.



Picture 5. Old rumah yogurt's design and label



Picture 6. New design and label of rumah yogurt

For the management of the MUI, the partner has gone through an audit process and will immediately put the MUI halal logo on the yogurt product packaging label while the process to BPOM is planned to be carried out in early 2020 after all the requirements are fulfilled by the partner.



Picture 7. Audit of MUI and BPOM



Picture 8. PKM team and rumah yogurt's partners

4. CONCLUSION AND RECOMMENDATION

Rumah Yogurt is currently undergoing renovation of a special initial stage of the kitchen to be able to meet one of the conditions set if it wants to take care of BPOM legality permit. Then, there has been an improvement in terms of design and content on the product label where the design is more attractive and the contents of the label are more complete in which there is information about the logo, trademark, composition of product content, contact person, website address and also the Micro Small Business Permit number (IUMK). Partners get more knowledge about good marketing, one of which is how to arrange products for promotion on social media.

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