

HEALTH DETOX DRINK: SOCIALIZATION OF PRODUCTION COST CALCULATIONS, SELLING PRICE DETERMINATION, AND PRODUCT MARKETING AN EFFORT TO IMPROVE THE ECONOMY OF URBAN COMMUNITIES IN MERUYA SELATAN

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ABSTRACT

Abstract: Greening can provide benefits for Meruya Selatan residents who have limited land by using the hydroponic method to grow crops. In order to increase the buying and selling power of hydroponic vegetables, it is necessary to develop the business by adding types of products derived from hydroponic harvests, namely health detox drinks, to improve the economy and family food security. This activity is designed holistically to introduce people to calculating basic prices and selling prices, as well as marketing products online through social media and marketplaces. Potential that can be developed by partners includes the willingness of Meruya Selatan PKK women, internet networks, awareness of entrepreneurship, increased demand for healthy food and drinks, especially hydroponic vegetables and derivative products, health detox drinks. In the end, this activity is expected to improve the economy of the urban communities targeted by the activity.

Keywords: Cost production (COGS), health detox drinks, hydroponic vegetables, marketing.

1. INTRODUCTION

DKI Jakarta is one of the provinces in Indonesia that contributes the largest pollution as an urban area (BMKG, 2021), Apart from that, greening land is also increasingly limited. Based on data from the Ministry of Environment and Forestry, DKI Jakarta only has green open space in 34 percent of its area, 33 percent of which is in the Seribu Islands. The city of West Jakarta is the area with the least amount of green open areas, not only that (KLHK, 2022) notes that the environmental quality index for West Jakarta is still at the lowest level. Meruya Selatan Subdistrict is one of the subdistricts in West Jakarta, has the second smallest area compared to other subdistricts in Kembangan District (2.8 km²) with a population of 50,735 people and is dominated by residential, mixed, public and social service zones. With the high population and polluted air, greening is really needed. Reforestation has a very important function in efforts to reduce the increase in greenhouse gases, the main cause of global warming and climate change.

The people of Meruya Selatan have started to utilize their limited yard land to produce agricultural products using the hydroponic method, but it is still limited to the Child-Friendly Integrated Public Space (RPTRA) area and the Meruya Selatan Village office. Planting techniques using hydroponic media have met the demands of modern cities such as for physical and psychological relaxation indoors and outdoors; improving the urban environment, and food and income security in providing a wide variety of fresh fruit and vegetables throughout the year (Schnitzler, 2013). In addition, Urban Hydroponics saves water usage, space, minimizes food health risks from harvested crops, and helps reduce environmental pollution (Keatinge et al., 2011). Therefore, it is necessary to increase the development of reforestation using hydroponic methods in Meruya Selatan. However, the problem for the Meruya selatan Community is that hydroponic vegetable plants are still difficult to market. The existing harvests are only sold in the form of vegetables to fellow PKK administrators and RPTRA visitors. Partners complain that the price of hydroponic vegetables is more expensive than conventional vegetables when sold on the market. This is what makes Partners not persist much in developing hydroponic plants.

A business must keep up with rapid market changes, to secure a sustainable competitive advantage. If a business is less promising, looking for other business opportunities is a choice often taken by entrepreneurs. However, abandoning the current business and turning it into a completely new business is an almost impossible decision in terms of financial and strategic aspects. On the contrary, business diversification is recognized as an important strategy for sustainable competitiveness (Mun et al., 2019).

One product diversification from hydroponic harvests is vegetable juice drinks for detox needs. Hydroponic vegetables are a potential product, in 2017 market demand increased from 10% to 20% (Asih et al., 2022; Prasojo, 2017). This is also supported by post-covid-19 pandemic conditions, people's lifestyles have changed slightly which has resulted in market demand increasing by more than 40%, because the treatment does not use pesticides which are good for health. So by diversifying the business from initially only selling raw vegetables, adding a juice business line (vegetable juice) can expand the market.

A business aims to generate profits, which result from the difference between selling price and costs. Business actors can choose to make profits from high selling prices or by controlling cost components so that they can be reduced to a minimum. Apart from that, technological developments greatly influence the level of business income, because they can market products from various media that can be accessed using the internet network. Thus, the sales market for detox drinks is much wider. For this reason, the UMB PKM Team provides training on calculating cost prices, determining selling prices, and marketing products via social media.

2. METHOD

a) Partner Targets

The business segment consists of micro, small, medium and corporate business segments (Nugroho, L, 2023). The micro industry segment often starts from a home or family business. This is due to limited resources in the family, requiring all resources to meet the needs of the family. so that all family members have a direct and indirect role in the family economy. In a household setting, a husband plays the role of earning a living for the family and dealing with external problems and the mother maintains balance in the household with the role of caring for, looking after, giving love which is related to internal factors. (Wazin, 2018). However, this division of tasks is not rigid, there are conditions where mothers/wives expand their role in the economy. The job field that wives can easily enter is the informal sector, characterized by informal factors are (Wazin, 2018): 1) the business activities are simple; 2) relatively small business scale; 3) generally do not have a business license; 4) working in the informal sector is easier than in the formal sector; 5) lower income level; 6) very little linkage with other businesses; 7) businesses in the informal sector generally vary, such as street vendors, food stalls and household businesses. The informal sector tends to have more flexible time, so that internal family activities can still run as they should. Therefore, home businesses are often run by housewives. But in the findings (Hidayah et al., 2018) Women's participation in the production sector still tends to be low compared to other countries in ASIA, which is ranked 12th. This shows that the knowledge of women/wives/housewives still needs to be improved through entrepreneurship training and understanding matters related to business, such as calculating cost prices, determining selling prices, and product marketing.

The initial stage of implementing socialization on calculating basic prices, determining selling prices, and marketing health detox drinks by the UMB PKM Team was to conduct a survey in the Meruya Selatan sub-district, West Jakarta, who were willing to become implementation partners. Discussions held with partners aim to formulate solutions that can be implemented in implementing targeted community service programs. Based on this discussion, the implementation stages were obtained as follows:

- 1) The Partner does not know the calculation of the basic price and selling price of healthy drinks, so the Partner does not know how to calculate the basic price and selling price of healthy drinks correctly. The right method to overcome this problem is to provide socialization on how to calculate the basic price and selling price of healthy drinks.
- 2) Partners are not yet aware of the marketing of healthy drink products, so Partners are still doubtful about how to market healthy drink products quickly. The method to overcome this problem is by providing outreach on the use of social media in marketing healthy drink products. Practice directly using social media as a place to market products.

b) Goals and Benefits

The aim of implementing PKM in calculating the cost price, determining the selling price and marketing of health detox drinks is to provide knowledge to housewives and PKK who are interested in developing a hydroponic business into healthy drinks to be able to calculate the correct cost of goods and determine a competitive selling price. on the market, as well as product marketing using social media which can expand the sales market. The benefit of this socialization is expanding the market using social media, so that more health detox drink products can be sold and increase family income. Calculate the correct cost price and selling price, so that profits can be maximized.

3. RESULTS AND DISCUSSION

a) Implementation of Activities

Implementation of community service activities was carried out in Meruya Selatan Subdistrict using the method of delivering material on basic price calculations and marketing of health detox drink products. The socialization was held at the RPTRA Menara, Meruya Selatan sub-district on Friday 25 August 2023. Starting at 08.00-11.45 WIB, there were 30 participants. Community Service Activities:

- 1) The event begins with the practice of making healthy drinks and putting them in ready-to-sell packaging. This training provides insight that the hydroponics that Meruya Selatan residents are familiar with can be sold in different forms, such as health drinks.



Figure 1. Health Detox Drink Making Activity

- 2) The next activity provides an explanation of the costs involved in making healthy drinks, which consist of raw material costs (pakchoy vegetables, pineapples, cucumbers and apples), labor costs (service costs for making healthy drinks), factory overhead costs or classified into two types of costs, namely fixed costs and variable costs. After knowing the costs of making healthy drinks, you can then determine the selling price, namely by determining what percentage of profit will be taken from the costs that have been incurred.



Figure 2. Calculating COGS and Determining Selling Prices

- 3) The next material is marketing techniques using social media. Currently, technological developments are very rapid, the level of internet networks is getting faster and cellphone ownership is becoming more widespread in society. This can make it easier to share any information on the internet. So you can take advantage of the internet network in doing business. So that information can reach readers well, marketing techniques are needed that are used in doing business via the internet network.



Figure 3. Marketing Socialization

- 4) At the end of the activity, the UMB PKM implementing team took a photo with the participants who took part in the socialization with the product being practiced together.



Figure 4. Group Photo at the End of PKM Activities

b) Evaluation Results of Targets and Outcome Achievements

1) Survey results of participant satisfaction

The survey consists of 11 statements using 4 points from 1 for strongly disagree, 2 for disagree, 3 for agree, and 4 for strongly agree. Table 1 explains that 70 percent of Partners are very satisfied with the benefits of the material provided. Furthermore, 63% of Partners also stated that the socialization provided can increase knowledge and the collaboration between the PKM Team and Partners has a big impact on Partners. However, Partners tend to assess that the techniques provided by the PKM Team are still not confident in increasing the number of products they can produce. This may be influenced by other factors such as working capital and the market they want to reach. Therefore, we continue the outreach by providing assistance and periodic reviews. The PKM team hopes to continue with further activities to provide other business ideas that can be developed by MSMEs, so that they can provide other business opportunities.

Table 1. PKM Participant Satisfaction Survey Results

No	Description	Strongly agree	agree	Disagree	Strongly disagree	Min	Max	Mean	STD
1.	The expertise of the UMB PKM Team can solve several community problems	0,467	0,533	0	0	3	4	3,467	0,5

2.	The UMB PKM team takes advantage of a faster and easier method	0,4	0,6	0	0	3	4	3,4	0,5
3.	Training is very useful in developing community knowledge	0,633	0,367	0	0	3	4	3,633	0,5
4.	The material provided is very useful as learning material for the community	0,7	0,3	0	0	3	4	3,7	0,5
5.	The training provided can have the opportunity to increase people's income	0,467	0,533	0	0	3	4	3,467	0,5
6.	The training provided can increase public knowledge	0,633	0,367	0	0	3	4	3,633	0,5
7.	The training provided can increase the results of community products	0,4	0,6	0	0	3	4	3,4	0,5
8.	The training provided gives the community enthusiasm to do it in the future	0,533	0,467	0	0	3	4	3,533	0,5
9.	The training provided can improve the quality of society	0,467	0,533	0	0	3	4	3,467	0,5
10.	The collaboration carried out with the UMB PKM Team is beneficial for the community	0,633	0,367	0	0	3	4	3,633	0,5
11.	The collaboration carried out with the UMB PKM Team met the collaboration targets	0,333	0,667	0	0	3	4	3,333	0,5

- 2) The implementation video can be accessed on the PPM UMB YouTube page with the link <https://youtu.be/Z6IZ7TxSbOw>

4. CONCLUSIONS AND SUGGESTIONS

Meruya Selatan has utilized the limited yard land as agricultural land which can produce agricultural products using the hydroponic method. This technology has met the demands of the modern city such as (1) for physical and psychological relaxation indoors and outdoors; (2) to improve the city environment and (3) for food and income security to provide a variety of fresh fruit and vegetables. However, Meruya Selatan's problem is marketing hydroponic vegetables. They only sell in the form of vegetables to neighbors who complain that prices are competitive with conventional products. For this reason, the UMB Community Service TEAM provides training on business diversification from hydroponic vegetable products, such as health detox drinks from vegetable and fruit juices, techniques for making halal certificates, how to calculate basic prices and selling prices, as well as product marketing. This counseling was carried out at the RPTRA MENARA Meruya Selatan on Friday 25 August 2023. This activity had a good impact on Meruya Selatan partners to develop a business from hydroponic harvests. The target achievement of Community Service shows that overall, it can be accepted by Partners, of course to get maximum results, monitoring, evaluation and assistance are still needed.

The implementation of this outreach activity really needs to be improved to provide knowledge to Meruya Selatan Partners who have not participated in previous training. There are still many partners in several Meruya Selatan who do not know the concept of business diversification. Apart from that, it is necessary to provide several other business diversifications from hydroponic vegetable harvests, so that partners can choose from these alternatives.

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