

Empowerment Partnership Public Group Business in Tebet District, South Jakarta City

Dewi Wuisan^a, Joshua Fernando Napitupulu^b, Herlina Lusmeida^c

^aUniversitas Pelita Harapan, Karawaci, Tangerang, Indonesia

^bUniversitas Pelita Harapan, Karawaci, Tangerang, Indonesia

^cUniversitas Pelita Harapan, Karawaci, Tangerang, Indonesia

ABSTRACT

The potential of cassava as a staple food in Indonesia, although not fully utilised. Innovation in processing cassava into chips is a solution to increase cassava consumption and overcome nutritional problems such as stunting. Through the "Keripik Bangjo" brand, consumers can enjoy practical cassava chips rich in nutritional benefits. However, the company faces several internal problems, including a lack of space production, Which is inadequate, limitations on the Power man, And the need for funds for business expansion. Solutions and output targets to overcome the problems faced by the company. Solutions include providing funds to improve production sites, involving mothers as partners in production, and expanding marketing to international, national, and local markets. Output targets include increasing sales, product development, intellectual property management, and growing income for business partners. The implementation method focuses on improving business partners' skills and capacity, especially moms involved in the production of chips Bang Jo. This involved counselling, surveys, and training in making Bangjo chips. Through this activity, consumer interest in the product will increase, sales will increase, and there will be open opportunities to cooperate with partners for new distribution.

Keywords - Cassava Potential, Staple Food, Nutritional Innovation, Cassava Chips, Keripik Bangjo

INTRODUCTION

1.1 Situation Analysis

"People say our land is heaven. Wooden sticks and stones become plants." The lyrics are taken from the song "Kolam Susu" (copyright: Koes Plus), which shows that the lyrics are not coincidental. Indonesia has very fertile soil, so many plants and vegetation can grow well there, including cassava.

Even though Indonesia is a Wrong One manufacturer of cassava, the largest in the world, cassava is still not considered a staple food in society. Dependence on rice as a staple food is still dominant, causing the potential of cassava not to be fully explored. Indonesia was the largest cassava producer in the world in 2020, with production reaching 18.3 million tons, placing this country fifth after Nigeria, the Republic of Congo, Thailand, and Ghana. However, cassava still has not received enough attention as a staple food in Indonesia because most people rely more on rice. Cassava has many benefits and good nutritional content, including its potential to overcome the problem of stunting in children in Indonesia.

However, in the next five years, the prospects for the cassava processing industry are brighter. This is because awareness of the benefits of cassava, which is rich in nutrients, is increasing, especially in overcoming the problem of stunting, a serious concern in Indonesia. With the

IConEnt

The 4th International Conference on Entrepreneurship

appropriate approach, cassava Can become the Wrong solution for nutritional problems in Indonesia.

Innovation in processing cassava into more attractive products is needed to face these challenges. One solution is to present practical and delicious cassava chips. Innovation This answer needs to be done in an era now dominated by snacks or treats. Through the brand "Keripik Bangjo," consumers can enjoy cassava chips That Are not only nice but also rich in nutritional benefits. The advantages of this product lie in its authentic taste and content. Nutrition is tall so that it gives pleasure when enjoyed and provides health benefits.



Figure 1. BangJo Chips

In addition, the availability of "Keripik Bangjo" online makes it easier for consumers. To get a product, this is where And when. As it is an online platform, consumers can easily purchase without going to the store. This expands the market reach and increases the accessibility of products for consumers. With this, innovation in processing cassava into chips has brought great benefits to the community and opened up promising business opportunities in the future.



Figure 2. Packaging Chips BangJo

IConEnt

The 4th International Conference on Entrepreneurship

1.2 Partner Issues

BangJo cassava chips are highly nutritious and practical to consume. Home-made processed food products can be priced at an affordable price and are just right in the pocket for all age groups of healthy snack lovers. The beginning of this business idea emerged because of the student's sensitivity to the surrounding environment, and they began to innovate to help with daily living finances. However, it is miserable that several internal conditions hinder the development of UMKM businesses from productive students who are pioneering a small company of BangJo chips and are also studying at UPH University.

The first obstacle concerns BangJo's production location. With only a narrow boarding house and a shared kitchen with other boarding housemates, BangJo's chip production is hampered. Lack of cooking equipment, place drying, and chip processing make the production of BangJo chips only accept a few orders.

Not only that, even though you are just starting your own business and are going to college, founder Chips BangJo is also looking for additional money by working in the company. The problem is the division of time that strictly gives.

BangJo chips often do not receive orders; customers who have tried BangJo chips come back to buy because quite a few of them like it. The flavour is nice and unique. Which chips does BangJo give? The lack of human resources

is a Source of Power man. It is beneficial so that BangJo chips can continue to run and this MSME business can run so that it can focus more on business goals.

The third is the constraint of funds, which, as a student who finances all his life, is at the age stage of new development. We study slowly for independence. BangJo Chips needs more funds to run production operations and expand its business. To prepare for sustainability business chips, BangJo needs expansion to the front. With the expansion, chips BangJo can compete with perpetrator MSMEs, and BangJo chips products can buy many other potential consumers. Because problems partner with Which There Is, we consider BangJo chips worthy of help. With its great potential, high knowledge, and good *marketing strategy*, BangJo chips are one type of business that will run very well in the future.

SOLUTION AND TARGET EXTERNAL

2.1 The solution which

From the problems in the BangJo Chips *business*, we conclude a solution that gives BangJo Chips business capital. If BangJo Chips gets business capital, it will solve issues such as production location, human resource problems, and funding problems.

If Keripik BangJo gets funds from UPH, our group is confident that we can allocate all these funds to the procurement aspect of goods and procurement material because our human resources and production facilities offer the following solutions.

1. The problem Source Power

We offer a solution in which Chips Bang Jo will invite Mother - mothers around the BangJo Chips Place area to become Bangjo Chips Partners. We call them "BangJo Partners", where mothers who join as BangJo Partners will help in terms of production. These mothers will fill

IConEnt

The 4th International Conference on Entrepreneurship

their free time by becoming BangJo Partners, helping with the production process, by filling their free time and earning additional income by becoming BangJo Chips.

2. The problem Place Production

Regarding production site problems, our group offers solutions where we make Mother-to-Mother become Partners and cook or produce Bangjo Chips from each BangJo Partner House with efficient space and funds. Chips Bang Jo will maximise and save production costs and solve these problems.

3. From a marketing perspective, we are considering offering Bangjo Chips as a supplier to hotels or *business restaurants* and maintaining the retail sales that have been carried out.

2.2 External Target

As for target external, They will be in the description table 1 below.

TABLE 1.
PLAN TARGET ACHIEVEMENT OUTER CHIPS BANGJO

No	Type Outer	
1	Marketing Product	On line
		Offline
2	Scale Marketing Product	International
		National
		Local
3	Method Production Chips Cassava	Manual (<i>Homemade</i>)
		Machine Automatic
4	Documentation Activity	Video activity sale
5	System Purchase Product	On line
		Offline
6	Development Market	Improvement share market
		Improvement in the number of loyal customers
7	Management Product	The quality of the product is increasing.
		The amount of the product is increasing.
		Variations in the product are increasing.
		Capacity production increases
		Succeed do export
		Successfully do marketing between islands.
8	Riches Intellectual (KI)	Right Create
		Brand Trade
		Design Industry
		Confidential Trade
		Right Patent
		Domain Internet
		License
		Right Publication and Usage
9	Book (Report Finance)	
10	Partners non-productive economy	His knowledge increased
		His skills improved

IConEnt

The 4th International Conference on Entrepreneurship

		His income increase
11	Partners productive economics/ college	Amount turnover increases
		The amount of power his work is increasing
		His management skills have increased.
		The advantages increase
		Product certified
		Standardised products

Source: Processed Writer (2024)

METHODOLOGY

3.1 Framework Solution to the problem

Through program This, we try to identify problems faced by workers related to the process of making Bangjo chips. We aim to provide training and improve skills for Partners Bang Jo, that is, moms in developing Bangjo Chips business and improve skills that can increase the desired turnover. On February 26, 2024, we held an activity that aimed to improve the ability to make chips in a way online. Activity This is for mothers who make BangJo Chips. Several stages of activities that will be, including:

1. Counselling

A part of activity socialisation is making Chips Bangjo using various methods, such as tools. In addition, we counsel all Partners Bangjo moms who are involved in the production of Chips Bang about the effective ways to select quality raw materials. The training will also focus on improving the skills of chip production, including proper seasoning mixing techniques and efficient frying processes. In this way, we aim to improve the quality and amount of chips produced and increase sales.

2. Survey

During the online discussion group with Keripik Bangjo business owners, we continued by surveying to gain a deeper understanding of their needs and expectations for this product. The survey involved structured questions to explore consumer preferences, perceptions of quality products, and suggestions for improvement. The study results will become the foundation for designing a more effective marketing strategy and optimising our BangJo Chips production according to customer desires.



Figure 3. Socialisation Sale Chips In General Online

Source: Author's Processing (2024)

3. Teach make Chips Bang Jo.

At this stage, the BangJo Partners, namely mothers involved in this program, will be taught how to make chips using the BangJo Chips-making technique as part of this activity. They will learn how to make their own BangJo Chips using the techniques provided as an alternative in the production process.

3.2 Realization Implementation Activity

The first is realising and implementing the activities the author will carry out, namely counselling about BangJo chips. Counselling materials introduce BangJo chips, starting from their history, discuss the various flavours available, discuss superior BangJo chips, and provide other information about BangJo chips. This counselling will increase the interest and enthusiasm of mothers.

After conducting the counselling activities, the following implementation the author will do is to conduct a survey. This survey aims to determine whether mothers like the taste and variants of BangJo chips and can provide input on their shortcomings. BangJo. We will also give tester chips BangJo to mothers to try. The results of the survey can be an image of BangJo chips.

In the following implementation, the author was to teach mothers about making BangJo chips; this will help mothers learn the techniques and basic methods of processing BangJo chips as follows:

1. Counselling (20 Minutes)
2. Survey (20 Minutes)
3. Teach make Chips BangJo (90 Minutes)

The author implemented educational and promotional activities to attract mothers' attention to BangJo chips. We will also open cooperation opportunities with mothers interested in becoming distributors or resellers of BangJo chips. With this activity, we hope that the expansion of BangJo chips can increase and that BangJo chips will be increasingly known to the broader community.

IMPLEMENTATION

4.1. Completion The problem with expertise

In resolving the problems faced by Bangjo chips partners, some of the expertise needed includes:

1. Marketing
Ability to understand the market, create effective marketing strategies, and increase the visibility of banana chip products.
2. Management Operational
Skills in managing chain supply, supply, And operation daily to ensure banana chip production runs smoothly and efficiently.
3. Finance
Strong understanding of financial management to manage budgets, calculate production costs, and ensure business profitability.
4. Creativity And Innovation
Ability to think outside the box, develop new products or variations of chips and bananas, and find a way to market new products.

5. Product Quality
Have knowledge of product quality standards and the ability to ensure consistency in the production process.
6. Customer Relations
Ability to build good customer relationships, listen to their feedback, and provide satisfactory service.
7. Technology And Automation
Understanding technologies that can increase production efficiency, such as machine peeler bananas or system automation in chip-making.

With this expertise, banana chip sellers can overcome problems and develop their businesses better.

4.2. Participation Partners In the Implementation Program

Participation partners are crucial in advancing BangJo Chips' business. Partner involvement can significantly impact business success and improve business sustainability. Some forms of partner participation in the development of the BangJo Chips business include:

1. Identification of need And problem
Business partners, such as distributors, wholesalers, or regular consumers, have valuable insights into the dynamics of the snack food market. Partners can provide input on the opportunities and challenges faced in the snack food industry, especially in marketing and product innovation. Input from these partners will be invaluable in designing the right strategy to increase Keripik BangJo's competitiveness in the market.
2. Planning program
Participation as a partner in strategic stage planning, including business goal setting, product development, and marketing strategies, can ensure that BangJo Chips' business plan meets market expectations and needs.
3. Implementation of program activities
Partners can actively participate in implementing marketing strategies, such as distributing brochures or sample products in the place they are selling, organising product demonstrations in stores, or providing positive reviews about Keripik BangJo on their social media. Thus, Keripik BangJo can reach more potential customers and strengthen brand awareness.
4. Decision- making
Through joint performance evaluation, partners can provide valuable feedback on the effectiveness of Keripik BangJo's business strategy. They can provide perspectives from customers and other stakeholders and help determine necessary improvement steps. Collaboration in decision-making ensures that the business can respond quickly to market changes and achieve its goals.
5. Funding business
Partners can provide additional capital for business development through direct investment or partnerships in specific projects-project-specific ways. Contribution finance from partners will help strengthen Keripik BangJo's business capital and facilitate business expansion and new product development. With the active involvement of partners in business development, Keripik BangJo can continue to grow and provide benefits, which is significant for perpetrator-loyal businesses and consumers.

IConEnt

The 4th International Conference on Entrepreneurship

4.3. Evaluation And Implementation Program In Field & Progress

Evaluation and implementation of the program in the field during the last 2-3 months have become key to evaluating the achievement objective and target which has The program evaluation process focuses on collecting data and information related to program implementation, including program achievement and input from partners and communities involved in activities related to cassava production and consumption.

Implementing the program in the field is very important to ensure its smooth running. Program implementation includes various activities such as training, skills development, data collection, and periodic program monitoring and evaluation.

During the 2-3 month final period, the program's progress can be measured through various indicators, like improvement in skills and knowledge society, especially group fishermen, has in managing the business fishery. Therefore, increasing the production and productivity of cassava chip businesses and increasing the income and welfare of cassava farmers and producers are also essential benchmarks.

In addition to achieving program results, the active participation of partners and the community is another parameter used to measure program progress. Participation that actively demonstrates good involvement from related parties in program implementation is also essential. Support and cooperation from associated parties, including government, local, and related institutions or organisations, are also critical to supporting the program's success.

Overall, the program's evaluation and implementation during the last 2-3 months showed positive progress towards achieving its goals and objectives. With the active involvement of various parties and solid support, the program can continue to run well and positively impact the community served.

4.4. Activity Design In 1 year

Following is the design activity for One year:

1. Month 1- 3:
 - Do a survey to moms about chips BangJo about the flavour of the whole of BangJo chips.
 - This survey was conducted by asking questions and providing free testers to mothers.
2. Month 4- 6
 - Consult moms about chips BangJo, which focuses on improving chip production skills.
 - Counselling: This is for moms involved in producing BangJo chips.
3. Months 7- 9
 - In training to make BangJo chips, moms will Study How to make BangJo chips using the techniques provided in the production process.
4. Month 10- 12
 - I am collaborating with mothers regarding BangJo chips. Whether the taste is optimal, and if there are improvements, they will be made in these months.
 - Monitor and evaluate program implementation results from previous months.

4.5. Eligibility Team Devotion And Proposing Team

1. Eligibility Service Team

IConEnt

The 4th International Conference on Entrepreneurship

Table 2 below shows the activity implementation team's experience with community service activities in the empowerment partnership public group business in Tebet District, South Jakarta City, over the last eight months.

TABLE 2.
EXPERIENCE IN ACTIVITY DEVOTION PUBLIC

Name	Year	Activity Name	Place
Joshua Fernando Napitupulu	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South
Chrysella Chandra	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South
Forlante Bryantoro	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South
Morris Monthera Hsu	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South
Leon Ginting	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South
Kimberly Januella Tarigan	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South
Nasyatanzila Kirana	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South
Jasmine Allya Rifka	2024	Empowerment Community Partnership Business Group	Tebet City District Jakarta South

Source: Processed Writer (2024)

TABLE 3
BUDGET COST PROGRAM SUBMITTED

No.	Component	The costs Proposed
1	Implementation (Wages & Wages)	Rp. 10,368,000
2	Material Finished Use & Equipment	Rp. 32,700,000
3	Journey	Rp. 6,060,000
4	Rent	Rp. 4,320,000
Amount		Rp. 53,448,000

Source: Processed Author (2024)

IConEnt

The 4th International Conference on Entrepreneurship

TABLE 4
BUDGET COST FINISHED USE

No	Material	Purchase Justification	Quantity	Price Unit (Rp)	Price Subtotal of consumables
1.	Budgeting Chips material	Material standard chips	18	Rp. 1,550,000	Rp. 27,900,000
2.	Compilation Report	Report Progress and completion of the compilation	1	Rp. 600,000	Rp. 600,000
3.	Machine Cost	Cost Machine Cassava Slicer	1	Rp. 2,200,000	Rp. 2,200,000
4.	Promotion Fees	Product Promotion Costs Chips	1	Rp. 2,000,000	Rp. 2,000,000
Amount				Rp. 32,700,000	

Source: Processed Author (2024)

TABLE 5
BUDGET COST JOURNEY

Material	Purchase Justification	Quantity	Price Unit (Rp.)	Price Subtotal Travel Cost
Journey Land	a. Socialization	1	Rp. 1,200,000	Rp. 1,200,000
	b. Counseling	1	Rp. 1,000,000	Rp. 1,000,000
	c. Skill Practice	1	Rp. 2,250,000	Rp. 2,250,000
	d. Monitoring & Evaluation	1	Rp. 650,000	Rp. 650,000
Accommodation	3 days every visit	4	Rp. 240,000	Rp. 960,000
Amount			Rp. 6,060,000	

Source: Processed Author (2024)

TEAM STUDENTS

1. Joshua Fernando Napitupulu / 01016220014 (Chairman)
2. Chrysella Chandra / 01016220027
3. Jasmine Ally Rifka / 01016220008
4. Forlante Bryantoro / 01011210148
5. Morris Monthera Hsu / 01011210195
6. Leon Ginting / 01011200103
7. Kimberly January Dance / 01016220018
8. Nasyatanzila Kirana / 01011200271
9. Jasmine Ally Rifka / 01016220008

REFERENCES

- Amellia, D., & Pujianto, W. E. (2023). Assistance for MSMEs to win the online banana trunk chips market through innovative packaging management and E-commerce-based marketing. *Welfare: Journal of Community Service*, 1(4), 565–569.
- Febriani, R. (2021). Counselling on the role of digital marketing in increasing sales of products for small and medium enterprises, such as Chips Chipping Village and the Joy of Waterfall Serang City. *ABDIKARYA: Journal of Community Service and Empowerment*, 3(2), 194–202.
- Fianty, M. I., Saputri, F. R., & Dewi, C. S. (2023). PKM UMKM culinary based on information technology: E-Commerce website design in Legok Village, Tangerang, Banten. *I-Com: Indonesian Community Journal*, 3(4), 1508–1516. <https://doi.org/10.33379/icom.v3i4.3208>
- Nst, V. F. H., Suma, D., Siregar, B. A., Ichsan, R. N., Panggabean, N. R., & Sibarani, J. P. (2023). Marketing assistance for cassava chips in increasing digital-based sales in Marendal 1 Village, Patumbak District, Deli Serdang-Sumatra North. *Journal PKM Human Development*, 2(1), 45–52.
- Pardede, E. Y. R., & Simanjuntak, M. (2022). Strengthening digital marketing of MSMEs using the design thinking method (case study: MSME Keripik Cap Rumah Adat Minang, UD Rezeki Baru). *Journal of Management and Business Studies*, 9(2), 119–133.
- Sholicha, N., & Oktafia, R. (2021). Marketing strategy to increase sales turnover of MSMEs in Sumber Kembar Village, Pacet District, Mojokerto Regency. *Scientific Journal of Islamic Economics*, 7(2), 1156–1165. <http://dx.doi.org/10.29040/jiei.v7i2.2286>
- Suhada, K., Setiyani, L., & Dear, D. S. (2021). Analysis of E-commerce adoption level on culinary micro, small and medium enterprises (UMKM) in Karawang Regency using Smart PLS. *Buana Information Technology and Computer Sciences*, 2(2), 44–47. <http://dx.doi.org/10.36805/bit-cs.v2i2.1870>