

Healthy and Nutritional Food Enterprises (Bika Ambon and Bolu) Empowerment to Improve Production and Marketing Management in Serdang Bedagai and Deli Serdang District

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Abstract: *Bika Ambon* and *bolu* is one of Medan specialty food, which have unique texture and distinctive taste. In Bingkat Village, there is a *Bika Ambon* entrepreneur, in which the facility and infrastructure, processing, and production are still simple, and the marketing is yet to spread. In Sidodadi Ramunia Village, there is a *bolu* entrepreneur, in which the production has yet to vary and the nutritional and protein indulgence are insufficient. Therefore, through this community service the skill in producing healthy and nutritional cakes is being improved, better taste is being refined, and the marketing of product is being increased. The approach method performed with training, guidance, and assistance to the partnered entrepreneurs of *bika ambon* and *bolu*. From the result of community service conducted, empowerment is performed through lecture and discussion to improve the knowledge and skill of the partner in choosing the materials, and processing healthy and nutritional cakes. Moreover, they are also equipped with the facility and infrastructure to process healthy cakes. The entrepreneurs have been given an oven to cook and forty five baking pans for baking *bika ambon* and *bolu*. For the sake of business, then the *bika ambon* business is given the name Barokah.

1 BACKGROUND

Recently, the trend of bread and cake has been increasing an average of 10% per year. According to Hardi jaya, bread product generally gives the biggest contribution in the development of bakery industry, which is 60%, the remaining is for traditional cake, western cake, and pastries. *Bika ambon* and *bolu* (sponge cake) are included in the baking product and contributed in the development of bakery industry in Sumatera Utara.

Bika ambon and *bolu* can be categorized as Medan specialty food, which have unique texture and distinctive taste. The ingredients of *bika ambon* consist of tapioca flour, egg, and sugar, to give a sweet taste. *Bika ambon* can be enjoyed anytime by everyone as a treat, and it feels incomplete without bringing *bika ambon* and *bolu* from Medan. *Bika ambon*, which being sold in the market, only comes in rectangular form. Based on the survey result, there are a small number of people who do not like *bika ambon* due to the high level of sweetness.

The increase of food safety for the food dealer in informal sector to preserve the food in order to avoid materials damage, whether it is mechanical damage, physical damage, microbiological damage, and chemical damage to reduce the possibility of quality degradation and causing a negative effect to the consumer.

In Bingkat Village, Pegajahan Sub-district, Serdang Bedagai District, there is a small scale, home-based, *bika ambon* entrepreneur due to insufficient equipments and limited area of marketing. In Sidodadi Ramunia Village, Beringin Sub-district, Deli Serdang District, there are a group of *bolu*-maker, the cake produced by them is very simple and have limited variations, either from materials, cake shape, and its hygiene, as well as the marketing where they only entrust the cake to small shops. With the enactment of the Asean Economics Community (*MEA*) by the Ministry of Trade Republic of Indonesia (*Kementerian Perdagangan Republik Indonesia*) which is a form of realization from the ultimate goal of economics integration in Southeast Asia. Then *MEA* can be a great challenge to Indonesia since there will be many imported products coming

into Indonesia will threaten local industry which is in competition with more qualified multinational products including food, through this community service the empowerment of healthy and nutritional *bika ambon* and *bolu* is conducted to improve the production and marketing management in Serdang Bedagai and Deli Serdang District.

2 PARTNER PROBLEM

From the description above, it can be concluded the problem of the partner is as follows:

1. The lack of skill of *bika ambon* and *bolu* entrepreneurs on the processing of production with various variations so it has high selling price.
2. The lack of skill of *bika ambon* and *bolu entrepreneurs* in packaging which will add to the selling price.
3. The lack of skill of entrepreneurs in marketing the product of healthy and nutritional *bika ambon* and *bolu*.
4. The lack of adequate equipment to increase production.

3 ACTIVITY METHOD

The activity method includes:

1. *Bika ambon* and *bolu* entrepreneurs training on product processing with variation of lecture method, discussion, and direct practice.
 - a) Activity Plan
The socialization of community service which is an explanation of training plan on the entrepreneurs (*bika ambon* and *bolu*). The socialization of community service is given to the partner so they can understand the meaning and purpose of the community service. Other than that, this social campaign will form an attitude and desire to be fully involved in the community service. According to this, then the implementation of the activity proceeds well.
 - b) Outcome
 - 1) 100% of *Bika Ambon* and *Bolu* entrepreneurs are participating in the training on the variation of *bika ambon* and *bolu*.
 - 2) 80% of the entrepreneurs have skill to processing product with variation so as to have a high selling price.

2. *Bika ambon* and *bolu* packaging training to add to the selling price. This training is conducted through lecture method, discussion, and direct practice.

- a) Activity Plan

Training of product processing with variations to add to the selling price. This training is performed with the community service team, considering the limited variations of *bika ambon* and *bolu* by adding local materials that can improve the nutrition value of *bika ambon* and *bolu*.

- b) Outcome

- 1) 100% of entrepreneurs are participating in the training of materials choosing, preparation, processing, presentation, and food storage.
- 2) 80% of entrepreneurs understand the materials choosing, preparation, processing, presentation, and food storage.

3. Entrepreneur's skill enhancement training in marketing healthy and nutritional *bika ambon* and *bolu* with lecture method and discussion.

- a) Activity Plan

The training of product processing with variations so as to have a high selling price with an emphasis on marketing aspects. This training is performed with the community service team, considering the limited variations of *bika ambon* and *bolu* by adding local materials that can improve the nutrition value of *bika ambon* and *bolu*.

- b) Outcome

- 1) 100% of entrepreneurs is participating in the training of healthy and nutritional *bika ambon* and *bolu* marketing.
- 2) 80% of entrepreneurs are skill in healthy and nutritional *bika ambon* and *bolu* marketing.

4. Equipment procurement to increase the production through the utilization and maintenance with lecture method, discussion, and direct practice.

- a) Activity Plan

The lack of facility and infrastructure to support the production process with lecture method, discussion, and direct practice.

- b) Outcome

80% of entrepreneurs is adding adequate equipments to increase the production.

4 PARTNER PARTICIPATION

The partner is the head of entrepreneurs group (*bika ambon* and *bolu*), which organized into healthy and nutritional cake entrepreneurs' group, is requested to actively to monitor the implementation of cake processing, the variations and shape of cake as well as the marketing of other cake entrepreneurs in the surrounding environment. After the community service is conducted, the partner of healthy and nutritional *bika ambon* and *bolu* group is expected to maintain the facility provided by the community service team and then facilitate the facility and infrastructure for cake processing to meet the health requirements.

Healthy and nutritional *bika ambon* and *bolu* entrepreneurs' group is also expected to cultivate other cake entrepreneurs to maintain health and nutrition principles in producing various cakes.

5 COMMUNITY SERVICE RESULT OF *BIKA AMBON* AND *BOLU* ENTREPRENEURS EMPOWERMENT TO IMPROVE THE PRODUCTION AND MARKETING MANAGEMENT IN SERDANG BEDAGAI AND DELI SERDANG DISTRICTS

5.1 Social Campaign

Before the training is conducted, a social campaign is conveyed among entrepreneurs to become partners with the purpose of the partners to understand the meaning and purpose of the community service. Other than that, this social campaign is expected to form an attitude and desire to be fully involved in the community service, the community service is being conducted on 18th May 2018. During social campaign the community service team informed they will recruit *bika ambon* and *bolu* entrepreneurs, who are motivated in participating in the community service. In the discussion the willingness and commitment of the entrepreneurs to become participants are being asked. There are approximately 18 training participants from several *bika ambon* and *bolu* entrepreneurs groups and other community members who are willing to participate in the training.



Figure 1: The Community Service Team with Partners in *Bika Ambon* and *Bolu* Entrepreneur's Place.

5.2 The Training

Training of product processing with variations to add to the selling price. This training is performed with the community service team, considering the limited variations of *bika ambon* and *bolu* by adding local materials that can improve the nutrition value of *bika ambon* and *bolu*. This training is needed to give a good understanding of the meaning and implementation of the community service. The understanding of the activity and its implementation will ease the realization of the community service purpose so *bika ambon* and *bolu* entrepreneurs can have high selling price. Meanwhile, a training to improve the marketing is conducted on the partners who have the skill to process healthy and nutritional *bika ambon* and *bolu*. This training is being conducted in 25th May 2018 at one of the resident's house.



Figure 2: The Oven and Baking Pans Given to the Partners at the *Bika Ambon* and *Bolu* Entrepreneur's Place.

5.3 The Establishment of Healthy and Qualified Food Dealer Group

In the future, the follow-up expectation after the training is the establishment of new *bika ambon* and *bolu* entrepreneurs. The activity evaluation is held 2 months after the training is conducted.

Based on the community service result, a training to improve the skill in *bika ambon* and *bolu* packaging and product processing with variations was completed. In order to motivate *bika ambon* and *bolu* entrepreneurs, the community service team distributed an oven and 45 baking pans. Lastly, a group of healthy and nutritional *bika ambon* and *bolu* entrepreneurs has been established.

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