

Workshop and Mentoring of Product Preservation and Marketing For Food and Beverage SMEs in Gresik Regency

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Abstract

Small and Medium Enterprises (SMEs) have an important role in the economy of a country, including in Indonesia. Although SMEs have contributed to economic growth, in their development there have been various problems. The problem faced by SMEs in Gresik Regency is that they do not understand the use of preservatives food and beverage that are safe for health and limited market access. In solving the problems faced by these SMEs, the community service team transferred knowledge and technology through workshops and mentoring. Workshop material includes methods of processing and preserving food, types of natural preservatives, and ways to promote, market, and sell products through online marketing media (e-commerce). While mentoring was carried out after the workshop was completed. With the completion of community service activities, it is expected that SMEs can increase product durability and product quality by using natural preservatives that are safe for health, and SMEs are able to run and manage e-commerce applications that have been developed.

Keywords: workshop, mentoring, product preservation, e-commerce

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Introduction

Gresik Regency is one of the districts in East Java Province with an area of $\pm 1,191.25$ Km² and borders on Lamongan Regency on the west, Sidoarjo Regency and Mojokerto Regency on the south, the Java Sea on the north, Madura Strait and East Surabaya City. Nearly one-third of the region is a coastal area with the beach along ± 140 Km, so Gresik Regency has potential wealth from the fisheries sector.

Various kinds of food and beverage products are produced by small and medium enterprises (SMEs) in Gresik Regency. But the problem is the questionable nutritional content and product quality because there are still food and beverage products that contain preservatives that are harmful to our health. Preserved food or beverage products have become an integral part of the food industry.

There are many ways done for food preservatives are taken by various food industry players, but on the basis of economic interests, where the food preservatives produced are those that are cheap so they can reduce the operational costs of the food industry, but not infrequently the selected food preservatives are harmful to human health. Food preservation is a method used to keep

food products under control in their quality (Prokovop & Tanchev, 2007; Syamdidi, 2013).

In addition to food preservation, the problem faced by SMEs in the Gresik Regency is marketing. All this time, the marketing carried out by UKM is entrusted to shops around the Gresik Regency or that product is known surrounding community with word of mouth information. If the UKM does not immediately fix its marketing strategy in increasing its sales, then the products produced by the UKM will not be able to compete with similar products from other regions and in the end, the UKM will go bankrupt.

Marketing is one of the business activities carried out starting from plan and determining prices, promoting, distributing, and selling products to consumers (Kunhadi & Harjanti, 2006). Without good and appropriate marketing processes and methods, the products produced can lag behind competitors (Novita, 2013).

Problem

Based on the results of observations and interviews with the community service team for food and beverage SMEs in Gresik Regency, we can find out some of the problems faced by SMEs, including:

1. SMEs do not understand the use of food and beverage preservatives that are safe for health.
2. SMEs in promoting, marketing and selling products are still in the vicinity of Gresik Regency so that SME products are not yet well-known widely.

Implementation Method

Community service is carried out for 3 months, namely from the date of 2 April - 29 June 2018. The method used community service in the form of workshops and mentoring. The workshop and mentoring were carried out by competent speakers in their field and assisted by 2 students. Workshop material includes methods of processing and preserving food, types of natural preservatives, and ways to promote, market, and sell products through online marketing media (e-commerce). When mentoring is carried out, that community service team can provide solutions and solve problems needed by SMEs in increasing product durability and product quality through the use of preservatives that are safe for health and operation in the use of online marketing media (e-commerce).

Results and Discussion

Workshop on Product Preservation and marketing for food and beverage SMEs in Gresik Regency was held on May 11, 2018. The workshop was held in the meeting room of the Gresik Regency Cooperative, Micro, Industry and Trade Office which can be seen in Figure 1.



Figure 1. Workshop on Product Preservation and Marketing

In the implementation of a product preservation workshop, SMEs were given additional knowledge about the methods of processing and preserving food. According to Razak and Muntikah (2017)

explained that the method of processing and preserving food can be done by:

1. Cooling
Cooling is done by storing foodstuffs above the freezing temperature of the material, which is -2 to 10 ° C. By doing cooling, then foodstuffs can be preserved for several days or weeks depending on the type of food.
2. Drying
Drying is done in a way by bringing out or clears up part of the water from an ingredient through evaporation with the use of heat energy. The benefits obtained from food preservation using the drying method are that the material becomes more durable and the volume of the material becomes smaller so that it simplifies and saves on transporting and packing space, the weight of the material also decreases.
3. Packaging
One part of food processing, namely packaging. Packaging can function as a food preservative, prevent mechanical damage, and change of moisture content.
4. Canning
Canning is done in a way by packing food ingredients hermetically (impermeable to air, water, microbes, and other foreign matter) into a container, then sterilized used to kill microbes of pathogenic and decay.
5. Use of chemicals
The use of chemicals in the preservation of food functions to help maintain food ingredients from decay microbial attack and provide added flavor, sweet, and coloring.
6. Heating
The heating process in foodstuffs functions to kill all microbes that can cause decay in food. In the heating process can be divided into 3 groups, namely blanching, pasteurization, and sterilization.
7. Fermentation
Fermentation in foodstuffs as a function a preservation of food sources, and can also be beneficial for health. One of the bacteria used in fermentation in foodstuffs, namely lactic bacteria, where lactic bacteria can reduce the pH value below 5.0 so that it can inhibit the growth of fecal bacteria.
8. Irradiation

Irradiation is a technique of using energy used for irradiating foodstuffs, so it can kill destructive microbes in food.

Natural preservatives are a type of preservative that has much efficacy as a food preservative and is relatively safe compared to synthetic preservatives. According to Mustafa (2010) explain the types of natural preservatives, including turmeric, salt, lime, cinnamon, nutmeg, and garlic.

While marketing is one of the obstacles faced by SMEs in developing their business. Limited market access can cause SME products to compete with other similar products, both in local and global markets. One way to reduce these problems is to utilize information and communication technology (ICT) through e-commerce development in supporting marketing systems (Marjuni, et al., 2015).

With the development of information technology, then the marketing of SME products can be done using online marketing media, namely e-commerce. The benefits and advantages of using online marketing media (e-commerce) are to increase sales volume (Jansen, 2007; Supardi & Dore, 2009; Jauhari, 2010). Marketing by using e-commerce to facilitate transactions, increase sales and provide the best service to consumers (Tjahjani, et al., 2018). By using online marketing media (e-commerce), sales and marketing of SME products can be done anytime and anywhere, not recognizing space and time, and broader scope.

Utilization web of e-commerce can create an online commercial sales system to expand access to product marketing abroad and provide convenience for customers and SMEs in conducting business transactions (Riyanto, et al., 2018). The implementation of e-commerce can be done on SMEs that have easily accessible financial and technological resources (Grandon & Pearson, 2004; Atmajawati & Khamimah, 2018). One example of SME e-commerce in Gresik Regency can be seen in Figure 2.

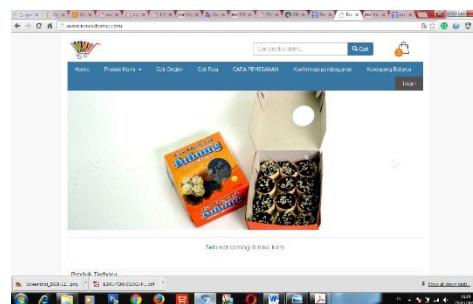


Figure 2. E-Commerce

Conclusions and recommendations

The conclusions of the community service activities are:

1. SMEs can increase product durability, through the use of preservatives food and beverage that is safe for health.
2. SMEs can promote, market and sell products in a wider range through e-commerce media.

While the suggestions from community service activities are:

1. The District Government of Gresik through the Office of SMEs often conducts socialization to SMEs in the use of food and beverage preservatives that are safe for health.
2. SMEs can collaborate with universities both public and private in improving production processes, product quality, packaging design, and marketing

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