

The Development of Food and Beverage Products Micro Business

Budi Prihatminingtyas

Faculty of Economics Universitas Tribhuwana Tungadewi, Malang

Email: hatmining@yahoo.co.id

Abstract

The elevation of society consumption demands on food and beverage products is one potential aspect that has many profits if this aspect can be expanded. These food and beverage products will absorb many unemployed workers. It is proven fact taken from those microbusiness doers who able to run their businesses despite difficult economic conditions like today. The short term purpose of this research is open new business opportunity that able to use power and chance to overcome any weaknesses and threats. The long term purpose of this research is to synergize the research conducted by lecturer to collaborate with university students, local people surrounding and local government according to policies and local, national and international development programmes. This is an experimental research which held in Malang city by using qualitative and participative research methods. Primary data will be collected from questionnaire, interview and documentation methods while implementation of the research will be use steps like; approaching strategy, assistance, socialization, and games related to the research. The respondents of this research are food and beverages product microbusiness doers. The result of this research will be used as a foundation to determine some different steps to reach better future.

Keywords : Development, food products, beverage products

I. Introduction

Despite harsh economic condition as today many producers of these processed food and drinks are continue to survive. An increasing demand on society consumption to processed food and drink products is a strong potential which needs to develop even further. These food processed industry has absorbed many working labors. Food and beverage small businessman who sell processed food and drink typically do not have adequate knowledge of general guidance about hygiene and sanitation when processing or preparing food products, Susanto (2015). The knowledge about this subject will have a great benefit that will influence the quality of food products that served to customer society, I Nengah Sujaya dkk (2009). Product of processed food and drinks are indicator to see any contamination due to poor handling of food preparations. Small businessman have limited knowledge about how to process or prepare healthy food and drinks products that are not harmful for customers. As a result, this low understanding which owned by small businessman who sell food and drink about how to process or prepare a safe and healthy food and drink product increases the risk of contamination to the processed food and drinks that sell by these businessman. Unhealthy food and drink products can cause disturbing disease to our health. This research has a particular aim to find out the knowledge level from processed food and drinks that relates to: knowledge about raw ingredients for their food and drink products, how to transport their products, how to serve their products, how

to store their products, kinds of food additives; which one is safe or allowed to put inside their products and which other that harmful to put inside their products.

The purpose of this research is to analyze the level of knowledge of small businessman about processed food and drinks quality that based on populist interest before and after given counseling.

II. Teoritical Framework

Food and Drinks

Food and drink are essential necessities for human life. Food and drink industries are one type of industry that grow in rapid rate throughout the world, including in Indonesia. Many types of food and drink products with attractive appearance keep continue being produced to upgrade esthetics and attractive values for costumers. The production process of these products are consist of raw ingredients selection, manufacture process, quality testing, packing process until distribution process of these food and drink products. Every ongoing process must be controlled to ensure the final products are safe and worth consumed by costumers.

The Raw Ingredients of Food Products

Food that contains of protein is really needed by our bodies for the formation of muscle mass. High quality animal protein can help to obtain amino acid and other essential nutrition's intake. Animal own a higher protein content compare to plants, but its fat content relatively much higher. Some examples of food ingredients with animal protein content are: red meat, chicken, egg, milk, and sea fish, while food ingredients with vegetable protein content are: tempe, tofu, mushroom, avocado, orange, rose apple, nuts, broccoli, sprout, sweet corn, soya bean, and others.

The Food Storage Place

The usual habit after buying food stocks in large quantity is putting these foods straight away into the refrigerator. To maintain its freshness, how to put these foods and how to place them inside the refrigerator has different ways. Its' storing methods are as follow: fruits and vegetables can stay much longer if they are stored inside a humid place. They can be placed inside fruit and vegetable slots inside the refrigerator, separate the fruits and vegetables when store them inside the refrigerator and better to throw away the damage fruit or vegetable (has bruises or rotten). While for meat and sea food must be kept in the bottom shelf of the refrigerator. To avoid the occurrence of cross contamination, separate one type of food with other type of food. The best storage place to keep milk and yogurt is in the upper or middle shelf of the refrigerator. Keep away any product from processed milk from food material which has strong smells because it will spoil to other food inside the refrigerator. Eggs should be put in lower shelf so it will not lose its humidity or absorb unwanted taste. Fruit, vegetable and cheese need a warm place thus they must be placed inside the shelves with appropriate humidity. To store spices inside refrigerator should be put in the door shelf where temperature will always fluctuating (going up and down). However, spices will not last longer in the refrigerator because it constantly use in daily basis.

The Food Preparations

The food that consumed has a very significant role to our health where the higher of its quality the bigger of its good impact for our health. Food quality

cannot be seen only from the type of food, but from ways of its preparation that also become an important part. To determine its quality and nutritional content, food should be prepared in these steps: 1. Wash the raw ingredient until it is clean, 2. Do not cook vegetables too long 3. Cook any food that contains animal protein in perfectly well done. 4. Avoid to cook any food in a very high temperature or in high fire.

Freight and Transportation

Transportation is the shifting of human or goods from one place to another that is moved by a vehicle or machine. Transportation is used to ease people in doing their daily activities and using transportation vehicles will save our time and power.

The Food Serving

The aim of food serving is creating 'eating appetite' that tempts all senses, not only for the tongue. When food is served in an attractive way, the human body produces more fluids that help with nutrition absorption. Then, attractive food is healthier than unattractive foods. Color and texture are two equally important elements when presenting foods.

III. Research Methods

The location of this research is in Tunjungsekar Elementary School in *Kelurahan* (Division of Subdistrict) Tunjungsekar. This is an experimental research with one pre-test group and post test design. The population of this research is all processed food and drinks small businessmen in the vicinity of SDN Tunjungsekar with a total amount of 25 people. The sample collection technique is census and food sampling. Data collection technique is purposive sampling with certain consideration; from every seller will be asked to give one food product that he or she sells that children like a lot. The research implementation will use approaches, guiding process, socialization, and games. For respondent's criteria is one year in minimum as small businessman that produce and sell food and drink products in the vicinity of SDN Tunjungsekar. Data collection is taken by interview and observation activities by spreading questionnaire and food product quality measurement.

IV. Result and Discussions

According to the result of this research frequency distribution data is obtained then analyzed with result as follows:

The gender of small businessmen as food and drink sellers in SDN Tunjungsekar surroundings are male respondents (65%) and female respondents (35%). This means that majority of small businessmen which also the sellers of these products are male respondents.

The educational level of respondents are: unfinished Elementary school (15 %), finished Elementary school (30 %), finished Junior High School (35 %) and finished Senior High School (20 %). The highest educational level of these small businessmen is Junior High School.

The age of small businessmen as food and drink sellers are: 20-30 years old (15 %), 31-40 years old (45 %), 41-50 years old (35 %), and above 51 years old (5 %). While the productive age as businessman also sellers are age between

31- 40 years old with the productive years under 4 years of operation and net income approximately 2 – 3 millions per month, in majority.

Before counseling, the data are stated as: from 25 respondents only 2 respondents who have been joined in counseling given by related agency. The counseling was held because it has related business in processed food and drink products from this agency. These two respondents who have joined counseling were came from small businessman organization group that located in their neighborhood. The type of counseling that given to respondents will be selected with relation to business management administration aspect.

After joining the counseling, the results are as follow: counseling activity will be held in *Kelurahan* (Division of Subdistrict) Tunjungsekar office on Sunday, 10 April 2016 from 09.00–14.30 in local time. The activity is started with participant registration and filling the pre test. This pre test activity is use to find out how extensive the experience of small businessman as food and drink sellers. Their food and drink products are majority consumed by people, mostly elementary students/children in Tunjungsekar surroundings. From 25 respondents who join this counseling, data result are: number of respondents who have joined counseling about processed food and drinks before are only 8 % while the number of respondents who have not joined any counseling about process food and drinks are 92 %. This means that the counseling is useful for these small businessmen. The raw ingredients for processed food are coming from: buying in traditional market (65 %), buying in supermarket or modern market (20 %), taking from their own fields (15 %). The meaning of this result is raw fresh ingredients is bought from traditional market because the price is relatively cheap and can be bought as many as the seller’s necessity. Meanwhile the raw ingredients that bought in modern market / supermarket are necessary items only because their price cannot be bargain. Then, raw ingredients that were took from the respondent’s own field usually are natural spices such as: basic spices, lemongrass leaves, lime leaves, et cetera.

A place to store the food after this product ready to be sell depends on type of processed food that they produced. Most processed food have characteristic of short lifespan and easy to stale. Some types of processed food that easy to stale can be seen in Table 1. To keep the processed food from stable condition needs a good handling of this product.

Table 1. List of Food and Drinks Products and Criteria Before and After Counseling

Types of processed food and drinks	The Criteria Before Counseling	The Criteria After Counseling
Pentol bakar pak Ri (<i>“Pak Ri”s Grilled Meatball</i>)	TMS	MS
Bakso Goreng (<i>Fried Meatball</i>)	MS	MS
Pentol Telur (<i>Egg Meatball</i>)	MS	MS
Kentang Goreng (<i>French Fries</i>)	MS	MS
Kripik Tahu (<i>Tofu Chips</i>)	MS	MS
Roti Bakar (<i>Toast Bread</i>)	MS	MS
Susu Segar (<i>Fresh Milk</i>)	MS	MS
Es teh segar (<i>Ice Tea</i>)	MS	MS
Nasi Goreng (<i>Fried Rice</i>)	MS	MS
Ayam goreng (<i>Fried Chicken</i>)	MS	MS
Pisang Keju (<i>Banana Cheese</i>)	MS	MS
Mie Goreng (<i>Fried Noodle</i>)	MS	MS
Batagor (<i>Tofu Fritters</i>)	MS	MS

Terang Bulan mini (<i>Small Sweet Murtabak</i>)	TMS	MS
Cireng (<i>Fritters</i>)	TMS	MS
Cimol (<i>Flour Meatball</i>)	TMS	MS
Cimol Pak kumis (<i>“Pak Kumis’s Flour Meatball</i>)	TMS	MS
Sempol Pak Dul (<i>‘Pak Dul ‘s Beef Fried Satay</i>)	TMS	MS
Sempol Pak madur (<i>‘Pak Madur’s Beef Fried Satay</i>)	TMS	MS
Siomay (<i>Wonton</i>)	TMS	MS
Soto Ayam (<i>Clear Lime Soup with Chicken</i>)	MS	MS
Es Krim (<i>Ice Cream</i>)	MS	MS
Gado-gado (<i>Vegetable Salad with Peanut Paste Dressing</i>)	MS	MS
Rujak manis (<i>Fruit Salad with Caramelized palm sugar Dressing</i>)		

Source: Primary Data Tabulation 2016 (MS= memenuhi standar/meet the standard, TMS= tidak memenuhi standar/ below standard)

Here are the distribution of small businessman who sells food and drink. Their food preparation uses clean culture as social responsibility. Their processed food and drinks which will be sell to the costumers are not using any preservatives and harmful coloring agents that can disturb costumers health. According to the observation in place where they prepare foods, almost all sellers have waste drainage (92%), almost everyone has garbage bins (95%) where all the rubbish will be taken by cleaning service in the morning, and clean water facility for washing hands and prepare foods. The water are coming from well and public water service.

Transportation way, kinds of facilities owned by these small businessman of food and drinks products. Most respondents (90%) have motorcycle as their transportation vehicle. Their motorcycle is use for buying raw ingredients, selling their products, and delivering food order.

For food serving is adjusted to the costumers of these food and drinks products which are the local people and children in Tunjungsekar Elementary school. Then its food serving is accustomed to the costumers taste. In this case some snacks that they produce: fried tofu (*batagor*), meatball products (*cilok, cireng, cimol, bakso bulat, bakso bakar, sempol*) and drinks are packed by using a quarter kilo of plastic sheets where in some cases, even these are not too healthy, but efficient because plastic are disposable, and customers can throw away to garbage bin immediately.

Before counseling, many respondents knowledge are relatively low. This laciness happen because almost all respondents have never joined a counseling or a seminar before. Their understanding about food additives and effect of these additives for human health are below standard. According to these small businessmen who played as sellers as well, food additives can cause cancer illness, meanwhile there still other effects such as allergic and toxic to human health that they must know.

At the end of the counseling, there is time for question and answer session to convey respondent’s question about how to select good ingredients for their product, what type of ingredients that safe to pack, utensils for preparing food and drink product, how to put these food into storage, how to presenting their products in an attractive way, and what kind of food additives that unhealthy or forbidden to use. There is knowledge’s level difference between before the respondents join

the counseling and afterward. From 20 questions that given after the counseling there is an increasing knowledge about this subject (70%). Post-test result is showing that all respondents are getting understand about the process of selecting a good ingredient, type of ingredients that safe to pack, the appropriate utensils for preparing the food, how to put food into storage, how to make an attractive food presentation, and kinds of harmful or forbidden food additives to use in their products. All respondents joined this intensive counseling to the end session although it was given in brief time.

V. Conclusions

According to the result of this research, it can be concluded that:

1. The upgrading knowledge is not always be followed by an upgrading behavior. The respondents' bad behavior such as smoking when selling their food and drinks are very influenced by their original habits. This factor is hardly to changed.
2. At the guiding process to small businessman of processed food and drinks is found very difficult and require a long time because these businessman who sell on certain time are busy in serving customers, therefore guiding must be giving when they are not busy or at the time where there is no customer that must be served. After this guiding process over, a post test is given by spreading questionnaire sheets, the same process as pre-test that has conducted before.

References

- (1) I Nengah Sujaya dkk. 2009. Pembinaan Pedagang Makanan Kaki Lima untuk Meningkatkan Higiene dan Sanitasi Pengolahan dan Penyediaan Makanan di desa Penatih, Denpasar Timur. PS.IKM Universitas Udayana.
- (2) Susanto, Rachmad Yusuf, Budi Prihatminingtyas. 2015. Business Development of Iwak Peyek Business Group, *European Journal of Business and Management* www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online), Vol. 7 No. 3, pp. 47-50.