

Integrated Mobile Business Clinic Program in Encouraging the Strengthening of the Micro Business Market for the Snack Market during the Adaptation Period of New Habits in Bandung

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Abstract—There are currently 13 micro-enterprises in the snack market sector in the city of Bandung which have been collected based on observations, video calls with several stall owners, discussions with booth showcase design designers, and interviews with (ASPAMI (Association of Indonesian Food and Beverage Entrepreneurs) and also the results of discussions in the FGD (forum group discussion) between the Unisba PKM (Community Service) team and the Bandung Kadin to strengthen the portrait of this business problem phenomenon and try to provide the right solution to the problem. booth or showcase as an attractive place for selling, increasing online marketing, providing marketable packaging tutorials, and initiating the formation of a cooperative for street food stalls. These efforts have yielded positive results, although they are still not optimal during the adaptation period of this new habit, but they are available. Yes, attractive booths and the use of social media such as WhatsApp, Facebook, and Instagram as promotional media have been successfully realized, by developing both the appearance of photo designs, writing or narration and the promotional content displayed.

Keywords—mobile business clinic, micro business, adaptation of new habits

I. INTRODUCTION

Talking about traditional Indonesian market snacks will never end. Typical snacks that are often sold in the market will always have a lot of fans. In fact, in the era of social media and technology, market snacks are even more sustainable. According to Hesti Rahmawati, a lecturer at the Sahid Tourism College, market snacks are traditional Indonesian foods that are traded in the market, especially in traditional markets [1]. According to a 2020 Central Statistics Agency survey, around 69.02 percent of MSMEs experienced capital difficulties during the Covid-19 pandemic. Meanwhile, according to the Complaints Report to the KemenkopUKM as of October 2020,

as many as 39.22 percent of MSMEs experienced difficulties with capital during the Covid-19 pandemic. This will become a big problem when there are no appropriate policies or measures to address it immediately. MSMEs (Micro, Small and Medium Enterprises) are businesses that help the Indonesian economy. Because through MSMEs, they will form new jobs and increase the country's foreign exchange through business entity taxes [2].

Several conditions that occurred in the field according to data from the Ministry of MSMEs of the Republic of Indonesia in 2020 stated that (1) sales decreased, as many as 774 cooperatives and MSMEs (68%) occurred in DKI Jakarta, Banten, West Java, Central Java, East Java, DIY, Sumatra, North, West Sumatra, Riau, Bengkulu, Bali, West Kalimantan, East Kalimantan, North Sulawesi, Central Sulawesi, South Sulawesi, South Sumatra and South Kalimantan; (2) the difficulty of raw materials, or as many as 63 cooperatives and SMEs (6%) including West Java; (3) distribution is hampered, as many as 111 cooperatives and SMEs (10%) including West Java; (4) capital difficulties, as many as 141 cooperatives and MSMEs (12%) including West Java; (v) production is hampered, as many as 42 cooperatives and SMEs (4%).

Based on preliminary research, interviews with partners in an FGD at the Bandung Kadin office on July 28-August 2020, of the many problems faced by partners above, in this short term, partners really need: (i) a place of sale or stall that considered representative to meet food hygiene standards in the form of a booth or showcase; (ii) direct assistance and clinics in making labels, packaging food products to make them attractive; (iii) assistance in making product promotions in social and digital media; and (iv) initiation of the establishment of a cooperative institution so that the lapak business can continue to develop and progress.

II. METHODS

The recruitment technique for PKM Indonesia Bangkit participants began with a collaboration with the Association of Indonesian Food and Beverage Entrepreneurs (ASPAMI) under the guidance of the Bandung Chamber of Commerce and Industry, where the PKM Indonesia Bangkit participants have been identified, namely as many as 13 micro business owners of street food stalls spread across the city of Bandung. Then carry out detailed data collection related to the profile of each participant in order to know in real terms the obstacles, potentials, and motivations to facilitate the tutorial in the next activity. Participants of the Integrated Business Clinic Program are planned as many as 13 market snack stall businesses with 39 participants and 10 market snacks suppliers, as well as 6 volunteers who will assist the process. So the total participants of this program are 55 people.

The methods and solutions used in community empowerment with this integrated business clinic are Socialization, Forum Group Discussion (FGD), Coaching Clinic, and Monitoring and Evaluation (MONEV).

TABLE I. IMPLEMENTATION METHODS

No	Method	Technique	Executors involved
1	Observation	Make observations in the field by observing the situation and condition of traders and sales, as well as matters relating to market and marketing aspects	PKM team
2	Socialization	Identification of the business profile of market snacks in the city of Bandung by direct observation to businesses, direct interviews and FGD	PKM team, Kadin Bandung and Aspami
3	FGD	Have a discussion with the owner about the aspects of the problems faced which will be the material for finding solutions	ASPAMI and PKM team
4	Coaching Clinic	Conducting cooucing clinics directly to business owners of street food stalls about packaging, branding and efforts to maintain clean food standards and POM standards	PKM team, ASPAMI and Facilitated by Kadin Bandung
	a. Training	Provide training on direct marketing of products produced to consumers	The PKM team collaborates with PT.Best Digital Market which has created a market development application for MSMEs in the city of Bandung
	b. Workshop	Organizing an offline workshop held at the	PKM team, Kadin Bandung and

		Bandung Kadin Office on 22-25 March 2021 Material: 1. Marketing Strategy 2. Branding, Pakaging & Strategy 3. Labeling 4. MSME Business Sustainability Strategy 5. Entrepreneurial talent mapping 6. Financial and Investment Management 7. Volume increase strategy	Aspami
5	Accompaniment	Conduct tutorials and direct assistance to business places of market snacks and suppliers.	PKM team accompanied by ASPAMI and Kadin Bandung
6	Monitoring and Evaluation	Ensuring that all micro MSMEs implement the results of the training and collective agreements.	PKM Team

III. RESULTS AND DISCUSSION

Supported by a memorandum of understanding (MOU) or collaboration between the PKM Team and institutions or associations such as the Indonesian Food and Beverage Entrepreneurs Association (ASPAMI) and Kadin Bandung in carrying out community service activities through an integrated mobile business clinic program in encouraging the strengthening of the micro business market in the stall sector market snacks during the adaptation of new habits in the city of Bandung. The complete data of partners in community empowerment is as shown in the following table 2:

TABLE II. PROFILE OF MICRO BUSINESS SNACKS MARKET IN BANDUNG

No	Snack Tent	Address
1	Snack tent Kencana	Jl. Moh Toha No.146 Bandung
2	Snack tent Perintis	Jl. Perintis Sebelah Masjid Al-Kautsar Sarijadi Bandung
3	Snack tent STATIM	Jl. Stasiun Timur No.20 Bandung
4	Snack tent Dago 477	Jl.Ir.H. Juanda No.477
5	Snack tent Sukamaju	Jl. Sukamaju No.27A Ujung Berung Bandung
6	Snack tent Sekeloa	Jl. Sekeloa Tengah No.1A/152C Rt.01/Rw.03
7	Snack tent Cempaka Arum	Jl. Cempaka Arum GCA
8	Snack tent Haruman	Jl. Kampung Baru No.75 dekat Masjid Raya Ujung Berung
9	Snack tent CIKAL	Jl. Panghegar no.5 Cinambo Dekat Masjid/ pabrik Robani
10	Snack tent Karya Jelita	Jl. Macan no.7
11	Snack tent Warteam	Jl. Terusan Jakarta depan Masjid Al Hikmah Antapani
12	Snack tent Gagak Tengah	Jl. Gagak Tengah
13	Snack tent 3738 Sekemala	Jl. Sekemala Nagrog Ujung Berung

A. Observation Results

Observations were made to stalls selling street food in various regions to see, observe, and find various problems faced by traders (See in Figure 1).



Fig. 1. Observations at the location of one of the street food vendors.

Observations made at several points resulted in several findings, namely the lack of a representative place or area for selling, the unattractive appearance of the snacks offered, perfunctory services and conditions and environments that are less supportive and less strategic.

B. Outreach Results

Socialization to the participants consisting of micro-entrepreneurs of market snacks spread over 13 points in the Bandung City area. In this socialization stage, the PKM Team collaborates with the Bandung City Chamber of Commerce and Industry and Aspami (see in Figure 2).



Fig. 2. Socialization with market traders and ASPAMI.

The results of the socialization are in the form of offering several solutions and activities for traders on various problems faced by traders to further develop their business and be able to survive and compete in the present or in this new habit.

C. FGD Results

This activity is carried out in order to carry out the follow-up process from the end of the PKM activity. And discuss the weaknesses and strengths of the PKM activities that have been carried out. Also discussed various possibilities in the future to increase sales volume and the sustainability of the street food stall business in the future, based on the SWOT analysis that has been carried out (see in Figure 3).



Fig. 3. FGD with ASPAMI and Kadin Bandung.

The results achieved in the FGD activities were initiating the formation of a forum such as a cooperative/business unit by involving ASPAMI and Kadin Bandung and it was agreed to establish a cake shop unit where the supplier is a market snack MSME that has passed the product feasibility test, made a capital mechanism, made a mechanism /SOUP.

D. Training Results

Organizing an offline workshop held at the Bandung Kadin Office on 22-26 March 2021, with the following materials:

- Marketing strategy conveyed by the Deputy Chairperson of Cooperatives, MSMEs and Partnerships of the Bandung City Chamber of Commerce, by Bambang Trisbintoro
- The Branding, Packaging & Labeling Strategy submitted by the Standing Committee on the Partnership and Licensing of the Bandung Chamber of Commerce and Industry, by Bhakti Desta Alamsyah
- The MSME Business Sustainability Strategy delivered by the Chairperson of ASPAMI West Java, the Standing Committee for the Food and Beverage Industry, Kadin, Bandung City

These three materials were carried out offline at Graha Kadin, Bandung City, Jalan Talaga Bodas N0.31 Bandung.



Fig. 4. Training implementation.

Figure 4, the results achieved in this activity are the participants' understanding of marketing aspects, especially how to implement marketing programs for food products, participants' understanding of the strategy of Branding, Packaging and Labeling of food products as well as practices

for products making packaging and labeling of market snacks products from participants and online marketing. Online marketing is considered capable of expanding its business marketing wings optimally at a much lower cost than offline. Before accepting the effectiveness of online marketing and implementing it, you must first know the meaning and concept. Another opinion regarding the understanding of online marketing according to experts is also stated by Kotler [3]. It is explained that online marketing is a social and managerial process for individuals and groups. The process regulates these individuals and groups in obtaining their needs and desires by making, offering, and buying and selling. In principle, online marketing is almost the same as marketing in general, only differs in the marketing media. In the Q&A session, the speakers provided tutorials on how to form an attractive brand name and packaging to expand marketing and increase sales volume. Participants have also brought food creations to this meeting, namely various kinds of cakes, breads and traditional foods. The participants understand more about the strategy of building a street food business so that it has high sustainability in the future. Business strategy is a strategic plan that occurs at the divisional level and is intended to build and strengthen the competitive position of the company's products and services in a particular industry or market served by the division [4]. This activity requires a joint commitment to build a business platform for business sustainability, it was agreed to open a Cake Shop (will be discussed again in the FGD which will be scheduled later).

E. Workshop Results

Organizing an online workshop through the Zoom Meeting media held on March 26, 2021, with the following materials:

- Entrepreneurial Talent Mapping, which was delivered by the head of the PKM Team, by Dr. Sri Suwarsi, SE., M.Sc.
- Financial and Investment Strategy, which was presented by a member of the PKM Team, by Dr. Rusman Frendika, SE., M.M
- The Strategy for Increasing Sales Volume, which was delivered by a lecturer in the Management Study Program of FEB Unisba, by Septiana Estri Mahani, SE., M.M.

This event was held from 13.00 to 16.00, who acted as moderator in this event was Dr. Kiki Zakiah, Dra., M.Si. as a member of the PKM Team and who became the MC in this activity was Asri Nuranisa Dewi, as a lecturer in Indonesian at the Unisba FEB Management Study Program.



Fig. 5. Online training via Zoom.

The results achieved in this activity are increased motivation and self-confidence of participants to make entrepreneurship a promising choice of profession in the future, understand more about practical tips in respecting money and treat money efficiently in business and profitable investments, understand tricks and tips for increasing the sales volume of food products, especially ahead of Ramadan, either by selling directly or by collaborating with the community, such as receiving takjil order packages for mosques in the city of Bandung.

F. Outcomes of Mentoring

Mentoring activities are carried out by visiting various points to provide direction and understanding in implementing sales strategies (see in figure 6).



Fig. 6. Assistance at one of the street food vendors;

The results achieved in this Business Visit and Clinic activity are seeing firsthand the condition of business actors both in the production sector and sellers in market snack stalls, both in terms of appearance, packaging and also service, partners can analyze the situation and also plan products what consumers are interested in or what market snacks sell best, so that they can focus more on the specialization of these products.

G. Monitoring and Evaluation Results

Monitoring and Evaluation activities are carried out to ensure the activities of the LPPM Unisba PKM Team and Partners have carried out according to the plans in this program. The monitoring and evaluation of partners has been carried out by filling out online questionnaires. Monitoring and evaluation have the same task, namely monitoring or assessing the course of a program. Monitoring is used more when the

program is currently running, so that it can identify deficiencies and errors found so that they can be corrected early. While the evaluation focuses more on the end of the program journey. Where, evaluation is aimed at assessing the success or failure of the program, and can also find out why success or failure can occur. This monitoring and evaluation function includes compliance, auditing, and accounting [5]. And this activity has been carried out, namely with the following link: <http://tinyurl.com/SurveiKepuasanPenelitian>.

The results achieved in the Monitoring and Evaluation activities are partners better understand the weaknesses and strengths in their products and marketing strategies, so that they can overcome the problems they face. And partners can make plans for the sustainability of activities in the future. The results of the discussion of the partners (micro snacks market) want activities such as PKM to be continued again, not just for one period, considering that the participants said that there were many benefits that could be obtained from this activity.

IV. CONCLUSION

That in order to achieve the objectives of the activities carried out in the Community Partnership Program (PKM), namely: Integrated Mobile Business Clinic Program in Encouraging Strengthening the Market for Micro Business in the Snack Market Sector During the Adaptation of New Habits in the City of Bandung, this activity is not just for a moment, but it must be sustainable, then the Unisba PKM Team will establish an integrated mobile business clinic as a sustainable service program in collaboration with Kadin Bandung, other business associations. This clinic will continue to run and become a continuing program even though PKM has been completed, in this way this activity will lead to routine activities carried out by Kadin Bandung. The PKM team will be a facilitator in providing business consultation and also providing materials needed by MSMEs.

An area is needed to multiply booths or showcases with trials on the market snack stall business, then measure the success if it is successful then this project can be applied to the market snack stall business spread across West Java with the cooperation of private and government donors. Therefore, greater program assistance is needed to provide booths for market snacks spread over 13 market points in the Bandung City area.

For the continuation of the program to have an even greater impact on the micro-enterprises of the snack market stall sector, the results of the last FGD were agreed to set up a Cake Shop business to become a sustainable market snack business center as a forum for micro-enterprises making cakes that have passed production standards to advance class and in the long term. . The realization of this activity requires several more meetings and the commitment of the PKM Team, the Bandung Chamber of Commerce and Industry, Aspami and the micro-entrepreneurs of market snacks.

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