



ASSISTANCE FOR INNOVATION OF PROCESSED EGG PRODUCTS

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Abstract

This community service aims to provide assistance and counseling to individuals/small entrepreneurs, especially micro and small businesses (UMK) in salted egg industrial centers in the village environment about salted egg processed product innovations. The implementation method used is the tutorial method and discussion, demonstration, and mentoring with the aim of developing the creativity of the villagers. It is hoped that after this service program is carried out, the participants will gain knowledge and insight as small entrepreneurs who are skilled at innovating and adding creativity in managing their industry which aims to improve their standard of living in a better direction.

Keywords— Innovative products, salted eggs, tourist villages, entrepreneurs

PRELIMINARY

The tourism industry is one of the most promising industries in recent years. The Ministry of Tourism of the Republic of Indonesia stated that tourism has been assessed as part of the lifestyle of today's people. The increasing need for people to travel indirectly provides its own potential for business people in the tourism industry. This is also supported by the World Travel & Tourism Council (WTTC) even mentioning that tourism is an industry that can provide job opportunities and the welfare of the world community with a high number compared to other industries. This is evidenced by the total Gross Domestic Product (GDP) contributed by USD 8,272 or 10.4% of the total world GDP and absorbing 313 million workers in the world. This shows that the tourism industry needs to continue to be developed in order to further advance the economic sector in general.

The city of Surakarta, which is located in the Riau Islands region, has extraordinary natural potential which encourages Surakarta City as a tourist city. Not only based on nature tourism, the Surakarta City government also continues to develop various other types of tourism, including artificial tourism. Various playground tours and other tourist destinations have been opened and developed by the Surakarta City government in recent years. The Surakarta City Government is considered to be actively developing its tourism potential. Apart from being able to advance the economy in terms of the tourism it offers, the tourism industry provides many other opportunities through its derivative products, including culinary delights or more specifically the souvenir industry.

Souvenirs are souvenirs that are usually brought by family or relatives from traveling. A survey conducted by the Ministry of Tourism said that 98 percent of people buy souvenirs while on vacation. This shows that souvenirs have a special attraction for tourists in addition to the various tourist destinations on offer. Typical souvenirs of Surakarta City are generally fruit chips, tempeh and various processed products made from apples which have been very popular for a long time. The village in Surakarta which will be run by this service team is part of

Surakarta City which intends to promote Surakarta City government programs as a tourist city. The concept of "Halal Traveling Pendem Village" which is promoted by Pendem Village has quite promising potential. Kampung Pendem has several business groups that are members of the Village-Owned Enterprises (BUMDES) which have assisted in licensing matters, so that several existing business groups already have permits. One of the group's efforts in the village is to develop processed products in the form of salted eggs.

So far, this business group is a side business run by several people in Pendem Village who work as farmers. This situation makes salted egg production only to meet the needs of the surrounding market. This service program is a continuation of the previous activity where the previous program carried out activities in the form of fostering human resource management in terms of improving economic information and financial literacy in financial records, scheduling and labeling the salted egg production process, as well as product packaging.

In this service program, the team plans to help salted egg business groups increase production and quality by maximizing existing potential as one of the typical souvenirs of Pendem village. The concept of salted eggs as a typical village gift is considered to be able to encourage the creation of the "Halal Tourism" concept owned by the village. Based on the results of a survey with one of the salted egg business groups, it is stated that this business group is able to produce 3,000 salted eggs in 1 month. This production limitation is due to less than optimal marketing where production is only intended for stalls around Surakarta City, and the lack of product innovation even though the group is able to produce more.

This salted egg product innovation needs to be done because many other villages/cities also produce salted eggs, so the salted eggs of Pendem village need to have their own characteristics so that they can be used as special gifts from other people. Given the extraordinary tourism potential of Surakarta City, this salted egg processed product deserves added value in the form of patterned salted eggs which are also the typical branding of salted eggs produced by the village.

The results of the discussion and survey of the service team with the business group were able to identify several partner problems as follows:

- 1) Low awareness to have an entrepreneurial spirit
As already mentioned, the business group is a side business other than farming. In fact, if the entrepreneurial spirit of group members can be increased, the potential of this salted egg can be used as an encouraging increase in income.
- 2) Low creativity in product development
The existing salted egg production is still standard, so the lack of creativity adds to the product development.
- 3) Low ability to create innovative products
As a side business, the business group does not provide innovation in its products until the existing salted egg products are the same as salted egg products in general.

Therefore, this innovation of salted egg processed products needs to be developed so that the level of sales increases and at the same time makes patterned salted eggs as one of the typical souvenirs of Surakarta City.

RESEARCH METHODS

It is hoped that community service activities through training programs and innovation assistance in Kampung Surakarta, Surakarta City can be useful in the long term to improve the economy of rural communities, especially for business groups that are partners in this service. Community service activities are divided into three activities. The implementation of the three activities is designed using an approach that involves the participation of partners. While the method of activities carried out to achieve the desired goals, as can be seen in Table 1 below:

Table of Activity Methods and Partner Participation

Program Activity Objectives	Method	Partner Participation
Provide understanding and awareness to partners about entrepreneurship	Tutorials and discussions	<ol style="list-style-type: none"> 1. Partners are actively involved in preparing activity schedules, providing places for activities and coordinating with business groups 2. Partners are actively involved in expressing opinions and conveying the problems they face related to developing a soul and an advanced mindset 3. Increased entrepreneurial insight
Developing creativity in village partners	Tutorials and discussions	<ol style="list-style-type: none"> 1. Partners are actively involved in preparing activity schedules, providing places for activities and coordinating with business groups 2. Be actively involved in discussions and provide input related to various elements in the stages of starting a business and its development to be more creative and innovative
Creative and innovative product training	Demo of making processed salted egg products with motifs	Mitra terlibat dalam pelatihan dengan mengikutidemo yang diselenggarakan
Product marketing development	Tutorials and discussions with experts	<ol style="list-style-type: none"> 1. Partners are actively involved in preparing the schedule of activities, providing venues for activities and coordinating with business groups. 2. Be actively involved in discussions and provide input related to various elements in the stages of starting a business and its development more creative and innovative

To overcome the problems faced by business partners, in implementing this community service program, learning steps can be taken in the form of training and demonstration of innovative

products for salted egg business groups in Surakarta City Surakarta City using the following methods:

1) Tutorial and discussion method:

This method aims to convey several aspects including: entrepreneurial mindset and village economic potential

2) Demonstration Method

This method aims to display applied activities that can be witnessed directly and tried by all group members. The demonstration method used is for example: how to make an innovative process product (patterned salted egg).

3) Mentoring Method

After partners have attended training with lecture, discussion and demonstration methods and can understand and master it, the next step is to assist business groups in creating innovative products.

RESULTS AND DISCUSSION

In the service carried out in Surakarta City, the service team carried out a series of activities, including:

1) Socialization

The socialization carried out by the Service Team was by holding audiences with residents and accompanied by Surakarta City employees. The team conducted a site survey by looking at the location of the salted egg production location. From the results of the discussion, the community's desire was formed to make innovations in processed salted eggs with the concept of patterned salted eggs.

2) Training

The training carried out by the team went well. This training also invites experts from outside who can provide skills to make egg motif batik. This activity certainly involves partners as training participants to make patterned salted eggs.

3) Mentoring

Assistance is carried out intensively and communicatively, both directly and indirectly by involving related partners.

In addition to providing assistance and training, the service team also provides assistance to partners in the form of an oven that can be used in the patterned salted egg production process.

Activity Complete

The Service Team in collaboration with activity partners hopes that with the innovation of this patterned salted egg product, the sales volume of salted eggs will also increase. In addition, the sales target of salted eggs, which were originally only for local people to eat, can be expanded into souvenirs typical of the city of Surakarta. This is of course in line with the local government's long-term plan to make Pendem Village a "Pendem Halal Adventure Village. The presence of souvenirs typical of the salted egg village will of course also encourage the strengthening of village branding so that it can become a village characteristic.

CONCLUSION

The implementation of service activities in Pendem Village, Junrejo District, Surakarta City has gone well and smoothly. In detail these activities can be summarized as follows:

- 1) The development of salted egg innovation with this dedication shows that partners have a high desire to improve the quality and quantity of their production.
- 2) The development of this patterned salted egg innovation also shows that partners want to play a role in realizing the concept of "Halal Pendem Kembara Village" promoted by the local government by providing souvenirs typical of patterned salted eggs.
- 3) The development of thematic rivers in this service shows that partners have a strong desire to become entrepreneurs so that salted eggs are not only used as a side business, but also have very high economic value.

SUGGESTION

To realize the expectations of partners in Surakarta City, the following can be proposed:

- 1) Cooperation between partners and various parties still needs to be improved, especially as a vehicle for community empowerment, especially in relation to improving the quality and quantity of existing salted egg business groups.
- 2) Assistance activities for patterned salted eggs still need to be improved, especially in marketing this patterned salted egg processed product so that the marketing reach is wider.
- 3) This mentoring activity in the future can also be developed by developing marketing strategies for partners, for example by providing more economical brands and packaging.

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