

Short Research Article

Business Image Improvement and Quality of Products of Meatballs Household Business and Catering

ABSTRACT

Meatballs house hold business by cak sam and flamboyant catering is a business group of society who have been economically productive household-scale enterprises in the area of malang, east java. Both have been running for nearly three years entrepreneurship. However, they still need guidance and mentoring effort in terms of production and business management. Currently, they have collaborated to improve the productivity of businesses by forming a joint venture named karyo. Karyo have the meanings continue to strive and work. Flamboyant catering products utilize cak sam meatballs operating results and provide raw material requirements meatballs. They also help each other in efforts to disseminate information on each of their customers. They have to have the same determination to change the fate of a poor farm worker into an entrepreneur. The image of business in society will increase when confidence increases. If public confidence increases, the number of buyers will increase. When the product is offered more diverse and has a guaranteed quality, the product sales will increase. Promotion and dissemination of interesting and informative will be able to provide information to the public about the type of products that the business will be more developed. Programs that have been made to achieve these goals is technical assistance and guidance through the provision of appropriate technology packages in the processing of products, improvement of means of promotion and training of sanitation and hygiene products. The training has been done includes the manufacture of various breads and traditional cake and modern. These activities have also been carried out training of creative making meatballs. These activities have provided results in increased revenue and productivity of both businesses. Public response to the products become better as a means of promotion is also getting better and more diverse products offered at a more affordable price.

Keywords: entrepreneurship, household-scale enterprises, productivity, revenue, business image improvement

1. INTRODUCTION

Meatballs house hold business by Cak Sam and Flamboyant Catering is a food-processing business group synergy. Flamboyant Catering businesses often utilize the services of meatballs Cak Sam to provide meatballs at community events and vice versa. Cak Sam efforts help spread information about Flamboyant Catering. They have the same dream to change the fate of a poor farm worker into an entrepreneur. Great desire of the business group of Cak Sam is creating a kind of meatballs that are different from the others by using composite materials and the unique shape. This composite materials consist of meat, fish and vegetables. The results of the initial survey on consumers meatballs by Cak Sam, showed that consumers want a creative kind of meatballs made from healthier ingredients, such as fruit and vegetables. In addition, the shape and appearance of the product should be designed to be more attractive. Another problem is the lack of information about the products. Similar conditions experienced by Flamboyant Catering. This effort consists of female housemaids. Background expertise in cooking dishes of Java and culture around who still holds the traditions of Java, resulting in the catering business is always thinking optimistically. Communities around flamboyant catering business, an area that is quite densely populated. Java Native dominance mostly Javanese tradition still holds that traditional ceremony. However, because it is still less information about this catering products, resulting in low number of orders yet. Based on the initial survey on customers, they expressed satisfied with the food ordered especially a fairly cheap price and timeliness of booking. Customers also want Flamboyant Catering can provide the type of food and cakes are more modern.

Under the conditions of the two types of business, it seems that both are still in need of assistance and guidance in terms of production, management and marketing effort. Cak Sam really hope

53 the realization of a more productive business with the development and diversification of the type of
54 healthy meatballs, meatballs creation of types and shapes more interesting. Flamboyant Catering also
55 hopes the establishment of independent businesses, so that they can be stopped as a housekeeper and
56 turning into entrepreneurs. Therefore, in this Program seeks to provide assistance and get solutions to
57 the needs of the business.
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60 **2. MATERIAL AND METHODS**

61 The event was held in the district of Malang, East Java during the month of February to the month
62 of June 2015. This activity is conducted in the form of mentoring and coaching business thoroughly and
63 comprehensively on both the business in terms of production, management and marketing effort. Overall
64 activities aimed at improving the productivity of both types of business and make it more independent.
65 The success of the program was marked by the achievement of targets and indicators on output increase
66 activity. Increased productivity in order to support the independence of this effort, depending on the
67 aspect of improving the image of the business in the community. The public image of the business will
68 increase if public confidence in the business also increased. If public confidence increases, the number of
69 buyers or consumers also increased. Based on the initial results of the customer survey, showed that the
70 priority of solving the problems faced by business groups and catering meatball was achieved with skill
71 Increased food production, production capacity increase, improvement of business management through
72 improvement and remodeling means of promotion and marketing, quality Improved sanitation and
73 hygiene.

74 Stages program undertaken include Improved food production through the development of skills
75 and the creation of types of food products that are more creative and innovative, Increasing production
76 capacity with the procurement of support equipment. It also made management improvement efforts
77 through the improvement and promotion arrangement in the leaflets and posters, business analysis
78 training simple small-scale industries, improved methods of dissemination to the public of the products
79 offered, improving sanitation and hygiene.
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82 **3. RESULTS AND DISCUSSION**

83 Programs that have been made include technical assistance and coaching through increased
84 skills and capacity of production, packaging and storage of product training, promotion and improvement
85 of means of socialization and training sanitation and hygiene products. Survey and making the initial
86 response from customers catering and meatballs is the first step that has been conducted to determine
87 the wishes of the customer. Activities in each program directed to obtain solutions to the needs and
88 demands of consumers. Cooperation between the two types of these efforts has been well established.
89 The second principle of this type of business is if the consumer needs are met and consumers are
90 satisfied with the resulting product then the image will increase and productivity will also increase. If more
91 productive then the income will also increase.

92 Early analysis of the consumer, showed that the level of consumption by the consumer is often
93 (53%) with a frequency of two to four times each week. Consumers have reason that the meatballs have
94 become typical food or food craze with good taste and affordable price for all levels of society and for
95 students. Meatballs with various kinds have peculiar taste and tend not boring for consumption. However,
96 consumers also stated that hygiene meatballs offered also become one of the compelling reasons for
97 consumers to choose and buy the meatballs. Consumers prefer to buy meatballs are sold by way of
98 touring around settlements because the level of practicality. According to consumers, the necessary
99 innovation of existing products meatballs and the meatballs were able to make healthy products made
100 from fish meat or a mixture of meat and vegetables so that consumers will benefit more than just eating
101 meatballs. Additionally, meatballs should be consumed safely and free of chemicals or additives that are
102 dangerous for example borax, formalin, food colorings and monosodium glutamate is not excessive.
103 Consumers also expressed readiness to buy and try new meatball products more innovative, healthy and
104 safe.

105 Type of promotion is more effective to introduce new products on the meatballs are the direct
106 promotion (64%) to include examples of products, so that consumers can immediately try and provide a
107 response to a new form or flavor of the meatballs offered. In addition, a form of promotion that can
108 support the introduction of new product types of meatballs is by distributing flyers or leaflets (14%) are

109 accompanied by information about the product advantages compared to similar products that already
 110 exist. Early analysis on consumers meatballs, can be seen in Figure 1. Based on the results of this
 111 analysis, we conducted a follow-up in the form of training to improve the skills and knowledge of the type
 112 of product that is more innovative meatballs or meatball development of existing products.

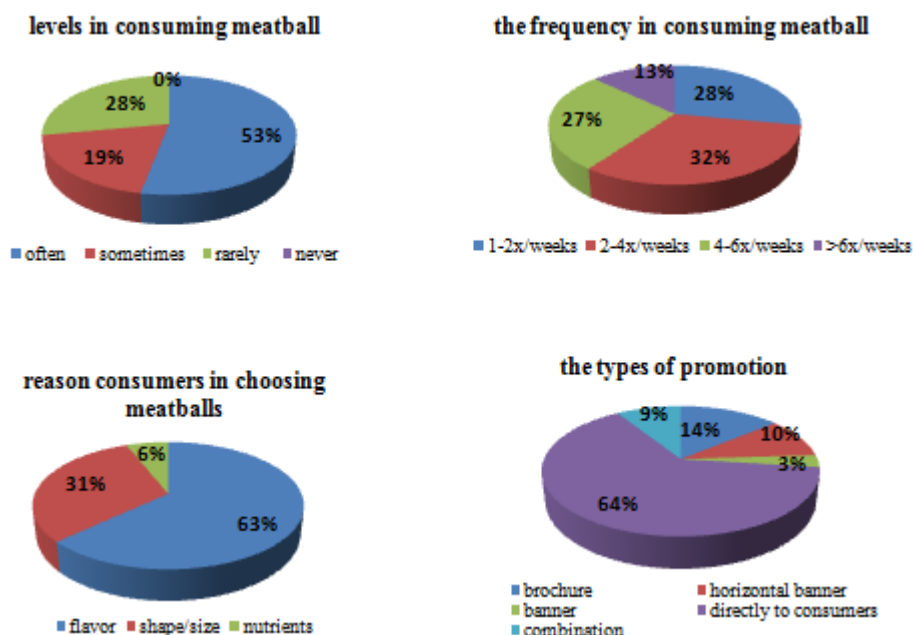


Figure 1. The results of the initial survey on consumer meatballs

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The new type of meatball products that have been trained are creative meatballs and healthy meatballs (Figure 2). Creative meatballs is the development of a form of meatballs in general. This creation is a box shape, length and chapped. Healthy meatball type is the type of meat meatball using fish or chicken or beef and vegetables or a mixture of several kinds of meat. Food products that contain composite materials or containing more than two kinds of materials, have more advantages. The advantage is not only to increase the diversity of food and increase the economic value of products, but also can improve the nutritional value of such products (Igene *et al.*, 2012).



Figure 2. Examples of vegetable meatballs by Cak Sam

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132 Coaching and mentoring of meatballs sanitation and hygiene, including how to use the meat
133 grinder that is safe and clean, use plastic gloves when shaping meatballs, use of safe equipment for the
134 product as well as the periodic replacement of the washing water, the provision of clean water and
135 adequate soap when selling. Worker hygiene during the process and meatball seller has shown better
136 results. When the process of making meatballs, workers have been using plastic gloves. The clothes that
137 used by the workers have also clean and tidy to prevent contamination. Another good practice is to do the
138 sorting of all materials to be used for making meatballs and ensure that the materials do not contain
139 substances or foreign objects such as grains of sand or small pebbles, pieces of plastic, pieces of paper,
140 always cleanse the body before the process, always wash hands before the process, cleaning equipment
141 and environmental processes before and after use, and use clean clothes when selling. Efforts to improve
142 the sanitary conditions are very important to provide health care and hygiene products for consumers.
143 Sanitation in food products associated with efforts to avoid the danger of contamination of food products
144 ranging from raw materials to the distribution process. The sanitation activities related to the effort to
145 control the temperature during the process and the level of hygiene of workers (Schmidt, 2014). Donation
146 of equipment to help increase the productivity of businesses in the form of minced meat machines and
147 ancillary equipment making meatballs, have a good impact. Meatball-making process becomes faster,
148 kept clean, more economical and can be used to grind raw materials in small quantities.

149 Equipment related to high temperatures also have used stainless steel material making it more
150 robust, heat resistant and not easily corrosive. Stainless steel is a type of material for food processing
151 equipment. This type of material is suitable for all kinds of food products and beverages. This material is
152 known as a strong, corrosion resistant and durable. In addition, other advantages if used equipment
153 made of stainless steel that is more hygienic, does not affect the smell and taste of processed products
154 as well as easy to clean. Based on the NSF International Standard for Food Equipment (1998), a material
155 made of stainless steel should contain a minimum of 16% chromium. However, its use must be really
156 good and supervised. Stainless steel materials should be ensured so that the quality will not affect the
157 products processed (North Star Ice Equipment Corporation, 2011).

158 Banners and posters installed at the business location and the neighborhood where the selling,
159 while leaflets distributed at selling, the surrounding community and the exhibitions. Socialization efforts
160 done by involving the business meatballs by Cak Sam to sell in the market area of weeks and campus
161 activities, so the number of orders increased. Overall activity has been shown to result in improving
162 business productivity. Promotional products play an important role in increasing the number of sales. As
163 well as any products, if it can not attract consumers to buy the product, then the product can be
164 considered a failure. Types of promotional products include advertising in newspapers, magazines or in
165 the form of posters and leaflets, free product samples and special pricing. Promotional products is
166 essential to provide important information on the product and product advantages to consumers. This
167 promotion merupakan one form of marketing strategy (Food South Australia; Sheperd, 2003).

168 Results of analysis of the initial questionnaire showed that 42% of respondents from the
169 flamboyant catering often use catering services with a frequency of one to two times a month
170 reservations. The products are most popular and frequently ordered from catering services are mainly
171 varieties of cakes modern cakes for a birthday event. As many as 57% of respondents are willing to use
172 the services of flamboyant catering for service well done, on time, good taste and affordable price. Based
173 on the results of this initial survey, has been followed up by providing training and donations of equipment
174 to increase production capacity. It also provided banners, leaflets and stickers products.

175 Food processing training conducted at the Laboratory of Process Engineering at the
176 agroindustrial department of Tribhuwana Tungadewi University. Training materials are various
177 processed cookies, cake, traditional and modern cuisine. Product development efforts and utilization of
178 Indonesian traditional bulbs with these bulbs through substitution with wheat flour. Various types of
179 traditional and modern cuisine that has been able to be produced by the flamboyant catering, resulting in
180 the increasing number of orders either by students cuisine, rice stalls and surrounding communities.
181 Storage and packaging material on is also given to add knowledge about the importance of saving raw
182 materials and the remaining ingredients in a closed condition and protected from insects and rodents.
183 Materials containing oil, kept away from excessive light exposure, hot sun and too humid conditions, so
184 avoid rancidity. Examples of flamboyant catering products, can be seen in Figure 3.

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Figure 3. Examples of flamboyant catering products

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4. CONCLUSION

Meatball processing industry by Cak Sam and Flamboyant Catering has the skills regarding food processing and product diversification. Public response is getting better as a means of promotion and dissemination is also getting better and more diverse products offered at a more affordable price. Sanitation and hygiene quality processed products has been better, because they have understood the importance of sanitation and hygiene in producing healthy food processed.

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