

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

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ABSTRACT

Meatballs household business by **Cak Sam** and **Flamboyant Catering** are business groups of society which have been economically productive household-scale enterprises in the area of Malang, East Java. Both of them have been running for nearly three years. 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. They also help each other in efforts **in disseminating information about each of them** to their customers. They 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 **consumers** will increase. When the product is offered more diverse and has a guaranteed quality, the product sales will increase. Promotion and dissemination **which are** interesting and informative will be able to provide information to the public about the type of products **in which** the business will be more developed. **Some programs made** to achieve these goals were technical assistance and guidance through the provision of appropriate technology packages in the processing of products, improvement of promotion and training of sanitation and hygiene. The training done at the manufacture of various breads and also traditional and modern cakes. These activities had also been carried out by training of making creative meatballs. These activities had provided results in increased revenue and productivity from both businesses. Revenue increased to 70% due to the increasing number of orders and store foods that require products from both industries. Public response to the products is better as the means of promotion is getting better and more diverse products are offered with more affordable price.

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

1. INTRODUCTION

Meatballs household business by **Cak Sam** and **Flamboyant Catering** is a food-processing business group synergy. **Flamboyant Catering** business often utilize the service of **Cak Sam's** meatballs to provide meatballs at community events and vice versa. **Cak Sam** efforts help spread information about **Flamboyant Catering**. They have a same dream to change the fate of a poor farm worker into an entrepreneur. The great desire of the business group of **Cak Sam** is creating a kind of meatballs which are different from others by using composite materials and unique shapes. This composite materials consist of meat, fish and vegetables. The results of the initial survey on consumers meatballs by **Cak Sam**, showed that consumers wanted a creative kind of meatballs made from healthier ingredients, such as fruits and vegetables. In addition, the shape and appearance

54 of the product should be designed to be more attractive. Another problem is the lack of
55 information about the products. The similar conditions is also faced by **Flamboyant**
56 **Catering**. This business consists of female housemaids. Their expertise background in
57 cooking dishes of Java and surrounding culture which still holds the traditions of Java
58 results in a catering business which always thinks optimistically. The community around
59 flamboyant catering business is an area where is quite densely populated. The Java
60 Native dominance mostly Javanese tradition still holds that traditional ceremony. However,
61 because it is still less information about the catering products, it results in low number of
62 order yet. Based on the initial survey on the customers, the results expressed satisfaction
63 by the food ordered especially with the fairly cheap price and timeliness of booking.
64 Customers also want **Flamboyant Catering** to provide a kind of more modern food and
65 cakes.

66 Under the conditions of the two types of business, it seems that both businesses
67 still need assistance and guidance in terms of production, management and marketing
68 effort. **Cak Sam** really hopes that the realization of the more productive business with the
69 development and diversification of the type of healthy meatballs, meatballs creation, and
70 the shapes should be more attracting. **Flamboyant Catering** also hopes to the
71 establishment of independent businesses, so that they can be stopped as housekeepers
72 and turn into entrepreneurs. Therefore, **this program was designed** to provide assistance
73 and find solutions to the needs of the businesses
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75 76 **2. LITERATURE SURVEY**

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78 Currently the field of food industry is growing along with the increasing of human
79 needs and lifestyle of food products. Every human being also has different wants and
80 needs of foods that will be consumed. This development encourages the creation of
81 various types of food products that can meet consumers' tastes (anonymous, 2001). The
82 existing food industries ranging from household to industrial large industry, try to create a
83 variety of food products raw material, size, shape and style. The raw materials used come
84 from almost all agricultural products ranging from horticulture crops, legumes and cereals
85 group, plantation crops and forestry, livestock and fishery products. Consumers really want
86 practicality in consuming foods, want foods consumed have smaller size than the existing
87 size. Consumers also want forms and models of existing food products to be more
88 attractive and creative thus the products are impressed newer and not monotonous. This
89 development efforts are included in the design and product development activities. This
90 product development is a core activity in the food industry so that the industry and its
91 products can survive among the same kind of food industry (Azad, 2010; Barbara and
92 Peter, 2003). In addition, food product is not only the factor which always has to follow the
93 development and desires of consumers, health factor and product hygiene are also
94 needed.

95 Nowadays, consumers do not just want the chemical quality of the product, but also
96 take into account to the level of cleanliness and health effect of the products they
97 consume. Consumers will take into account to the cleanliness of the food that will be
98 consumed because they are already aware of the dangers of food borne illness. Food
99 hygiene also relates to food safety. Food which is safe to consume is food which does not
100 contain the biological, chemical, physical and microbiological dangers. Therefore, food
101 processors must avoid their products from contamination of environmental factor, wrong
102 material handling, and contamination of workers (Griffith, 2000; Selamat and Hasan,
103 2000). Consumers prefer a clean appearance for food products, and also food vendors
104 with a clean look and clean equipment used when selling. If product hygiene cannot be
105 guaranteed or doubtful, consumers will tend to not choose the product (Bonatai, 2003).

106 The other factor affecting the purchasing power of consumers is the outer
107 appearance of the product i.e. its package. Currently package gives a great significance to
108 the success of a product sale, including food product. Package can serve as a promotional
109 means for the product. Stimulation of shapes, colors, sizes, writing, marks, images and
110 other components in a package can influence the consumer's decision to purchase a food
111 product (Ahmed et al, 2014; Rundh, 2005; Underwood, 2003; Silayoi and Speece, 2007).
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113 114 **3. RESEARCH METHOD**

115 The study was held in the district of Malang, East Java during February to June
116 2015. The activities of the study were conducted in mentoring and coaching on both
117 businesses in terms of production, management, and marketing effort. The process of
118 mentoring and training lasted for five months, while the coaching process continue until
119 now. Mentor in this activity is 3 team members, two entrepreneurs in the field of pastry and
120 meatballs, and 4 students as a companion. Total mentor in this activity is 9 people. The
121 food processing training was conducted at process engineering laboratory of agroindustrial
122 department of tribhuwana tunggadewi university. The training materials were various such
123 as processing cookies, cakes, traditional and modern cuisine. Overall, the activities aimed
124 to improve the productivity of both types of business and make it more independent. The
125 success of the program was recognized by the achievement of targets and indicators on
126 output increase activity. Increased productivity in order to support the independence of this
127 effort depended on the aspect of improving the business image in the community. The
128 public business image would increase if the public confidence in the business also
129 increased. If the public confidence increased, the number of consumers also increased.
130 Initial survey was conducted on 100 customers of meatballs and 100 customers of
131 catering. This initial survey was the first step conducted to determine the customers'
132 needs. The survey was conducted by distributing questionnaires to each customer. These
133 customers are customers who are accustomed to using the services of Flamboyant
134 Catering and meatballs effort Cak Sam. Customers come from the area around the city of
135 Malang and Batu. Fill quitionary most of them to find out the wishes of the customer to the
136 product of Flamboyant Catering and meatballs industry Cak Sam so that product quality of
137 both can be further increased. Based on the initial results of the customer survey, it was
138 showed that the priority of solving the problems faced by the catering and meatball
139 business groups was achieved with skills of food production increase, production capacity
140 increase, improvement of business management through improvement and remodeling
141 means of promotion and marketing, quality of improved sanitation and hygiene.

142 The stages of the program undertaken include improving food production through
143 the development of skills and the creation of types of food products which are more
144 creative and innovative, increasing production capacity with the procurement of the
145 supported equipments. The stages also made management improvement efforts through
146 the improvement and promotion arrangement in forms of leaflet and poster, business
147 analysis training for simple small-scale industries, improved methods of dissemination to
148 the public of the products offered, and improved sanitation and hygiene.
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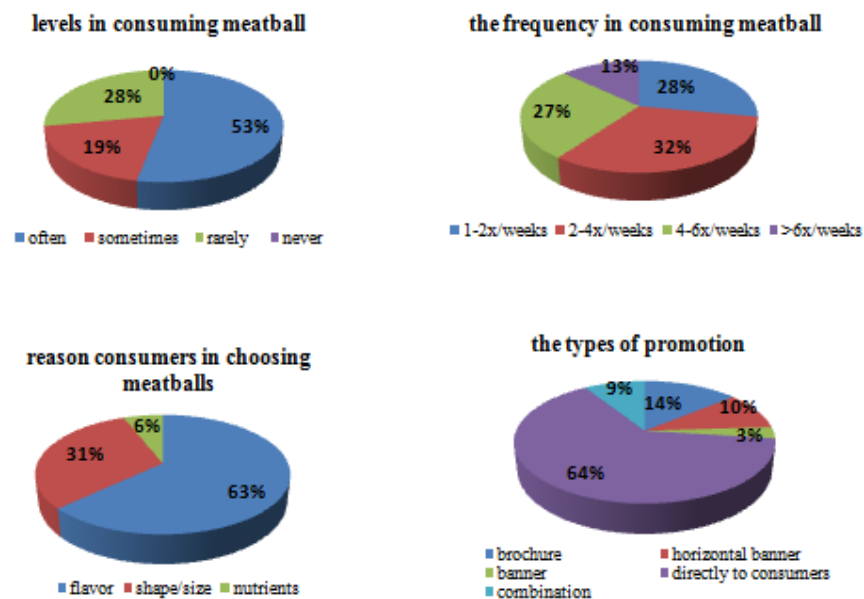
150 151 **3. RESULTS AND DISCUSSION**

152 The programs made included technical assistance and coaching through increasing
153 skills and production capacity, training for packaging and storage-of-product, promoting
154 and improving means of socialization, and training for sanitation and hygiene products.
155 The activities in each program were aimed to obtain the solutions to the consumers' needs
156 and demands. The cooperation between the two types of these efforts had been well
157 established. The second principle of this type of business is if the consumer needs are met

158 and consumers are satisfied with the resulting product then the image will increase and
 159 productivity will also increase. If the business is more productive, the income will also
 160 increase. Cooperation of two businesses showed better results compared with a business
 161 carried on by an individual. An increase in the number of customers and revenue.
 162 Increasing the level of cleanliness because the workers have learned the importance of
 163 health for consumers. Before the training, the workers did not wear gloves during food
 164 processing. but now, always use gloves when they are processing products.

165 The initial analysis of the consumers showed that the rate level of consumption by
 166 50 consumer was often (53%) with frequency of two to four times each week. The
 167 consumers had reason that meatballs had become typical food or favourite food with good
 168 taste and affordable price for all levels of society and especially for students. Meatballs
 169 with various kinds had peculiar taste and did not tend to be boring for consuming.
 170 However, the consumers also stated that the hygiene offered also became one of the
 171 compelling reasons for the consumers to choose and buy meatballs. The consumers
 172 preferred to buy meatballs sold by the way of touring around the settlements because the
 173 level of practicality. Based on an analysis of the needs of consumers, shows that
 174 consumers want the meatballs are made from materials that are more nutritious food such
 175 as meat and fish mixed with vegetables. Additionally, meatballs should be consumed
 176 safely and free from chemicals or additives which are dangerous, for example borax,
 177 formalin, food colorings and monosodium glutamate which are not excessive. The
 178 consumers also expressed their readiness to buy and try new meatball products which are
 179 more innovative, healthy and safe.

180 The type of promotion which was more effective to introduce new products of
 181 meatballs was direct promotion (64%) by including the product example, so that
 182 consumers could immediately try and provide a response to a new form or flavor of the
 183 meatballs offered. In addition, the form of promotion which could support the introduction
 184 of new product types of meatballs was by distributing flyers or leaflets (14%) of information
 185 about the product advantages compared to the similar products which already exist. The
 186 initial analysis on meatball consumers can be seen in Figure 1. Based on the results of
 187 this analysis, we conducted a follow-up in the form of training to improve skills and
 188 knowledge of the meatball product types which are more innovative or meatball
 189 development of the existing products.



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 191 Figure 1. The results of the initial survey on meatball consumers
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193 The trainings that have been given to the Flamboyant Catering and meatballs
194 industry Cak Sam has resulted in a more diverse types of products they can produce.
195 Various types of cakes and dishes have been able to be produced by Flamboyant
196 Catering. Various types of meatballs made from raw materials that have a high nutrient but
197 has a reasonable price, it has been able to be made by Cak Sam. This product is called
198 creative meatballs. The combination of tofu, mushrooms and fish meat is the most
199 preferred types of meatballs and become a favorite meatballs. Meatballs unique shape has
200 to be created by Cak Sam, such as boxes, forms of love, oval, and round in the super
201 large size (Figure 2).. Cake produced is also more diverse, such as pastries and flour
202 made from raw mocaf of catfish. Kind of pastry is more nutritious and suitable given to
203 children, because of its nutrient content is very good for the growth that is essential amino
204 acids such as lysine and tryptophan.

205 Creative meatball is the development of a form of meatballs in general. These
206 creations are box shape, long shape, and chapped shape. Healthy meatball type is the
207 type of meatball using fish meat or chicken meat or beef and vegetables or a mixture of
208 several kinds of meat. Food products containing composite materials or containing more
209 than two kinds of materials have more advantages. The advantage is not only to increase
210 the food diversity and economic value of products, but also can improve the nutritional
211 value of products (Igene *et al.*, 2012).

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Figure 2. The example of vegetable meatballs by Cak Sam

217 The coaching and mentoring of meatball sanitation and hygiene included how to
218 use the meat grinder in a safe and clean way, use plastic gloves when shaping meatballs,
219 use safe equipments for the products as well as do periodic replacement of the washing
220 water, provision of clean water and adequate soap when selling. Worker hygiene during
221 the process and meatball seller had shown better results. During the process of making
222 meatballs, the workers had been using plastic gloves. The clothes used by the workers
223 were also clean and tidy to prevent contamination. Other good practices were doing the
224 sorting of all materials used for making meatballs and ensure that all materials do not
225 contain foreign substances or objects such as grains of sand or small pebbles, pieces of
226 plastic, pieces of paper; always cleansing the body before the process, always washing
227 hands before the process, cleaning the equipment and process environment before and
228 after use, and using clean clothes when selling. Efforts to improve the sanitary conditions
229 were very important to provide health care and product hygiene for consumers. Sanitation
230 in food products associated with efforts to avoid the danger of contamination of food
231 products ranging from raw materials to the distribution process. The sanitation activities
232 related to the effort to control the temperature during the process and the level of hygiene
233 of workers (Schmidt, 2014). The donation of equipment to help increase the productivity of
234 businesses in the form of minced meat machine and additional equipment for making

235 meatballs had good impacts. The meatball-making process becoming faster, kept clean,
236 and more economical could be used to grind raw materials in small quantities.

237 The equipment related to high temperatures also had used stainless steel material
238 making it more robust, heat resistant, and not easily to be corrosive. Stainless steel is a
239 type of material for food processing equipment. This type of material is suitable for all
240 kinds of food products and beverages. This material is known as a strong, corrosion
241 resistant, and durable. In addition, other advantages if we use an equipment made of
242 stainless steel are it is more hygienic, it does not affect the smell and taste of processed
243 products as well as easy to clean. Based on the NSF International Standard for Food
244 Equipment (1998), a material made of stainless steel should contain minimum 16% of
245 chromium. However, its use must be really good and supervised. Stainless steel materials
246 should be ensured so that the quality will not affect the products processed (North Star Ice
247 Equipment Corporation, 2011).

248 The banners and posters were installed at the business location and the
249 neighborhood where the products were sold (selling), while leaflets were distributed at the
250 selling, surrounding community and exhibitions. The socialization effort done by Cak Sam
251 was by selling the meatballs in the market area and involving the campus activities, so the
252 number of orders increased. Overall, the activities had been shown to result in improving
253 the business productivity. Promotional product plays an important role in increasing the
254 number of sales. As well as any other products, if it cannot attract consumers to buy the
255 product, the product can be considered fail. The types of promotional products include
256 advertisement on newspapers, magazines, or in the form of posters and leaflets, free
257 product samples and special price. Promotional product is essential to provide important
258 information on the product and product advantages to consumers. This promotion is a
259 form of marketing strategy (Food South Australia; Sheperd, 2003).

260 The questionnaire results of the initial analysis showed that 42% of respondents
261 from Flamboyant catering often used the catering services with reservation frequency of
262 one to two times a month. The products which were the most popular and frequently
263 ordered from the catering services were mainly the variety of modern cakes and birthday
264 cakes. As many as 57% of respondents were willing to use the services of flamboyant
265 catering because of the good service, on time, good taste, and affordable price. Based on
266 the results of this initial survey, it had been followed up by providing training and donations
267 of equipment to increase the production capacity. It also provided banners, leaflets, and
268 stickers of the products.

269 The various types of traditional and modern cuisine that had been able to be
270 produced by the flamboyant catering resulted in the increasing number of orders from
271 students, rice stalls, and surrounding communities. Storage and materials for packaging
272 were also informed to add knowledge about the importance of saving raw materials and
273 remaining ingredients in a closed condition and protected from insects and rodents. The
274 materials containing oil should be kept away from excessive light exposure, hot sun, and
275 too humid conditions in order to avoid rancidity. The examples of Flamboyant Catering
276 products can be seen in Figure 3. The impact of these activities is increasing revenues.
277 The increasing number of orders and the increasingly vast area of marketing has resulted
278 in increased revenue. Revenue has risen very well, reaching 70%, so that the two
279 businesses of this community feel greatly assisted from programs and activities that have
280 been carried out.

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Figure 3. The examples of flamboyant catering products

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4. CONCLUSION

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Training provided to workers in the catering and meatballs industry has increased the knowledge of the processing of food products better, so that the products become more diverse. A wider range of processed products has resulted in increasingly diverse product sold so that sales and earnings increases. Revenue increased to 70% due to the increasing number of orders and store foods that require products from both industries. Promotion is becoming increasingly well with the leaflets, banners and posters. The level of hygiene products are also getting better because the workers have realized the importance of health and hygiene products for consumers.

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