

DOI: <https://doi.org/10.31933/dijemss.v2i6>

Received: 25 August 2021, Revised: 15 September 2021, Publish: 30 September 2021



COMMUNITY EMPOWERMENT THROUGH FOOD PROCESSING BASIC CHOCOLATE

Muliyati Muliyati¹, Haswan Yunaz², Irzan Soepriyadi³

¹Faculty of Management Economics, Institute of Business and Informatics Kosgoro 1957, muliyati.ibik57@gmail.com

²Faculty of Management Economics, Institute of Business and Informatics Kosgoro 1957, haswanyunaz@yahoo.com

³Faculty of Management Economics, Institute of Business and Informatics Kosgoro 1957, irzlaw@yahoo.com

Corresponding Author: First Author

Abstract: Indonesia is a cocoa producer with potential to be developed. Cocoa that has been industrially processed into cocoa powder, dark chocolate and others. Chocolate-based cake business is very suitable to be developed because the raw materials are easy to obtain. In addition to the potential available raw materials, cocoa also contains good nutrition for the growth of the human body. The purpose of the training is to increase knowledge about entrepreneurship, improve welfare and improve nutrition for the community considering the current condition of the country which is being affected by the COVID-19 virus outbreak. The participants were attended by 20 people who were going to start a new cake business, especially cakes made from chocolate. The training material consists of theory and practice of making chocolate-based cakes. The results obtained from the technical guidance of this training are that the community has knowledge about the establishment of new businesses, especially the delicious, nutritious and hygienic chocolate cake business. All participants who take part in the training are willing to establish a new entrepreneur of chocolate-based cakes, either individually or in groups.

Keywords: Entrepreneur, Chocolate, Brownies

INTRODUCTION

Indonesia is an agrarian country producing cocoa which has potential to be developed even now it has entered the international market. Processed cocoa into cocoa powder is processed into dark chocolate which has a fairly original taste because it has not received any additional ingredients. Chocolate tastes sweet because it has added butter, milk and sugar.

Cocoa powder is one of the foods that are rich in flavonoids as part of polyphenol compounds. The flavonoids and polyphenols in chocolate are natural antioxidants that are good for the growth of the human body.

Antioxidants function to counteract the bad effects of free radicals that can trigger various diseases in the body. Antioxidants are compounds that can inhibit, delay, or prevent oxidation reactions for biological systems and food systems. Polyphenol compounds are closely related to health, function to reduce inflammation, improve blood flow, lower blood pressure and increase cholesterol and blood sugar levels in the body (Almatsier, 2010).

Humans are the most perfect creatures created by Allah, they have the power and potential when they are born into the world. But there are still many people who are not aware of the potential that exists within themselves. Everyone's potential is very supportive of life's success if used properly. One's self-potential should still be honed. Human beings have considerable potential for self-development through knowledge, experience and training.

Entrepreneurship is an effort made to find new ideas and implement them in business. Entrepreneurs need to have creative and innovative minds to run their business. The search for new ideas should be carried out regularly and accompanied by an evaluation of the business model that is being carried out. The goal to be achieved is to run the business more effectively and efficiently with maximum profit (Kotler, at all, 2016).

Entrepreneurship is a process that someone wants to do when they want to start running an entrepreneur. In carrying out this process, one must anticipate various risks so as to be able to obtain profits as expected. Entrepreneurs should be creative so that they can create new, unique and can be used by many people.

This cocoa-based entrepreneur is very appropriate to be developed because young raw materials are obtained, widely available both in traditional markets and in supermarkets. Cocoa or cocoa powder has good nutritional content for body growth. The benefits of cocoa powder are as a natural antioxidant, which functions to ward off the bad effects of free radicals that can cause various diseases. In addition to these functions, cocoa powder can also reduce the risk of heart attack and stroke, reduce symptoms of depression, improve brain function, lower blood pressure, relieve asthma, improve symptoms of type 2 diabetes, maintain healthy bones and teeth and others.

Chocolate is the basic ingredient for making cakes, drinks and ice cream. Making chocolate-based cakes such as brownies requires not too big business capital. Brownies are a group of cakes that are dark brown in color with a slightly harder texture than cake. The basic ingredients of brownie cake consist of flour, margarine, vanilla, milk, eggs, sugar and chocolate.

The marketing strategy of chocolate-based cakes applies the target market to be targeted, such as the people who live around the neighborhood. Marketing of chocolate-based cakes is as easy as in traditional markets and supermarkets. Marketing strategy includes the marketing mix, sales targets, company resources as costs and expected results (Kotler, 2016). The things that determine success in entrepreneurship are perseverance, daring to take risks, skilled and not discouraged, endeavor and continue to innovate (Prayitno, at all, 2018).

Purpose and objectives

The purpose of this activity is to provide motivation and increase additional knowledge to the community about the importance of starting and owning a business. While the purpose of this activity is to add insight and knowledge as well as community skills, especially the sense of business so that potential new entrepreneurs will be created.

LITERATURE REVIEW

Entrepreneurs are innovators who change the market by combining many or few new things. There are new products introduced such as new production methods, opening new markets, acquiring new sources of supply. Entrepreneurship is a business that is run and ready to take risks in managing and managing all affairs and receiving several benefits, both

financial and non-financial. Entrepreneurship is the application of innovation and creativity to solve problems and be able to take advantage of existing opportunities to make profits (Kotler, et al., 2016).

Entrepreneurs must be self-confident, task and result oriented, risk-taking, straightforward leader, have strong innovation skills and are future-oriented. Entrepreneurship is the spirit, attitude, behavior and reliability in running a business or activity that refers to efforts to find, create and implement new ways of working, technology and products in an efficient manner to get greater benefits (Mulyati, dan Bachri S, 2021).

Successful entrepreneurs are wise, humble, polite, courteous, provide excellent service, are friendly, dare to make decisions and are able to solve existing problems. Entrepreneurial criteria are happy to work hard, be creative and innovative, participate in realizing the welfare and prosperity of the community, disseminate and create an entrepreneurial culture with character in the surrounding environment (Soegoto, Agus Supandi. 2013).

Chocolate-based cake entrepreneurs have a large enough opportunity to be developed. In addition to being delicious and savory, it also contains nutrients that are good for health. This chocolate-based cake is very popular with the public, it can be seen at weddings, Eid and meetings. Almost all meetings held by the community are served with chocolate-based cakes such as brownies. It has been in the minds of consumers about the enjoyment and deliciousness of the brownie cake so that consumers voluntarily spend their money to get the cake.

Brownie cake is no stranger to consumers' minds, because brownies are now widely circulated in traditional markets and mall stores. Brownies are made from a mixture of flour, butter, sugar, eggs, melted chocolate and almonds. Brownie cake is made with the basic ingredients of chocolate and has been proven to be liked by many people from all walks of life. The brownie cake business opportunity is very promising to run because the market share is already available. The development of innovative and creative brownie cakes will be able to bring benefits to business actors.

ACTIVITY IMPLEMENTATION METHOD

Time and Place

Community service activities are carried out in the Jakagarsa Village, South Jakarta, from November to December 2020. The participants of the activity are people who live in the Jagakarsa sub-district of DKI, who have an entrepreneurial spirit with a total of 20 participants.

Cake Making Materials and Equipment

The ingredients used in the practice are wheat flour, refined sugar, margarine/blue band, dark chocolate, cocoa powder, vanilla, eggs and full cream milk. While the equipment used is a mixer, baking sheet, gas stove, oven, pans, basin containers, knives, cutting boards, dark chocolate team tools and food scales.

Activity Implementation Method

Preparation Phase

This stage is the first step by recruiting participants who will be fostered with the criteria that participants have an entrepreneurial spirit, are optimistic, disciplined, ready to work hard and dare to face risks. Before the activity was carried out, the committee gave a pre test questionnaire to determine the extent of participants' understanding of entrepreneurship and understanding in good food processing, especially chocolate-based cakes such as brownies.

Implementation Stage

This training activity is a chocolate-based food processing with the aim of fostering the community to be able to run a food processing business. In addition to providing material on entrepreneurship tips, food processing practice materials are also provided, namely training on making delicious, hygienic and nutritious brownies. Training activities for chocolate-based food processing can be seen in table 1.

Table 1. Schedule of Training Implementation of Chocolate-Based Food Processing

| No. | Time | Description of Activities | Information |
|---|---------------|--|----------------------------|
| Day : Monday, December 22, 2020 | | | |
| 1. | 08.00 – 08.30 | Participant Registration | Executive Committee |
| 2. | 08.30 - 09.20 | Opening | MC |
| 3. | 09.20 – 09.50 | Pre Test | Executive Committee |
| 4. | 09.50 – 10.10 | Coffe Break | Executive Committee |
| 5. | 10.10 – 11.00 | Motivator | Dr. Haswan Yunas, MSi.,M.M |
| 6. | 11.00 – 12.00 | Good Manufacturing Practices | Irsan, SE.,M.M |
| 7. | 12.00 – 13.00 | Rest, Pray, Eat | Executive Committee |
| 8. | 13.00 – 15.30 | Enterpreurship | Dr. Haswan Yunas, MSi.,M.M |
| 9 | 15.30 – 16.30 | Discussion | Instructor |
| Day : Tuesday, December 23, 2020 | | | |
| 1. | 08.00 – 09.30 | Introduction to practice tools and materials | Dr. Ir. Mulyati,M.M. |
| 2. | 09.30 – 10.00 | Coffe Break | Committee |
| 3. | 10.00 – 12.00 | Food Processing | Instructor |
| 4. | 12.00 – 13.00 | Rest, Pray, Eat | Committee |
| 5. | 13.00 – 15.30 | Baking Brownies Cake | Dr. Ir. Mulyati,M.M |
| 6. | 15.30 – 16.30 | Advanced Practice | Instructor |
| 7. | 16.30 – 17.30 | Advanced Practice | Instructor |
| Wednesday / 24 December 2020 | | | |
| No. | Waktu WIB | Uraian Kegiatan | Keterangan |
| 1. | 08.00 – 09.30 | Steamed Brownies Cake Making | Dr. Ir. Mulyati,M.M. |

| | | | |
|----|---------------|-------------------------------|---------------------|
| 2. | 09.30 – 10.00 | Coffe Break | Committee |
| 3. | 10.00 – 12.00 | Lanjutan Praktek | Instructor |
| 4. | 12.00 – 13.00 | ISHOMA | Committee |
| 5. | 13.00 – 14.30 | Brownies Cake Making Practice | Dr. Ir. Mulyati,M.M |
| 6. | 14.30 – 15.30 | Product Design | Irsan,S.E.,M.M |
| 7. | 15.30 - 16.30 | Discussion | Instructor |
| 8. | 16.30 – 17.00 | Post Test | Committee |
| 9. | 17.00 – 18.00 | Closing | Committee |

The implementation of the training went well according to the previously planned schedule and continued to implement the health protocol. During the activity the participants were enthusiastic and looked serious in following all the material that had been given. Practical activities are only carried out for three days because the training participants are domiciled in areas affected by covid 19. Mentoring and mentoring are still provided until the community can be independent in running their business. The practical activity of making brownie cakes can be seen in the following picture:



Figure 1. The Process of Making Brownie Cakes

The practice of making chocolate-based cakes in the form of brownies has a delicious, savory taste with good nutritional content for the growth of the human body. The process of making brownies can be done by baking using the oven. However, brownies can also be made by steaming, Steamed brownies will give the cake a smoother texture. The nutritional content of brownie cakes, whether processed by steaming or in the oven, has a high nutritional content because the food ingredients used are the same, only the final processing method is different.

Brownie flavored cakes are easy to find, especially in big cities. In the areas of DKI Jakarta, Bogor, Bandung, Semarang, Kudus, Surabaya and other big cities, brownies are one of the most popular souvenirs purchased by tourists. Of the many businesses, the selection of a brownie cake business is indeed quite promising by obtaining more fantastic profits for the entrepreneur. Almost all people like brownies, so this cake business opportunity is very promising to be developed. To produce a delicious brownie cake, you should use good quality cake ingredients so that it can produce a more delicious and savory taste.

Consumers are very interested in brownie cake because of the delicacy it has. Until now, brownie cake is the dream of children to adults. The content of eggs, sugar, margarine or butter is dominant enough to produce a delicious, legit taste and savory texture.

The ingredients needed in making brownies are 200 grams of butter, 200 grams of dark cooking chocolate, 150 grams of refined sugar, 120 grams of wheat flour and 200 grams of powdered milk, 100 grams of almonds, thinly sliced and 4 eggs. The process of making brownie cakes can be seen in the following picture:

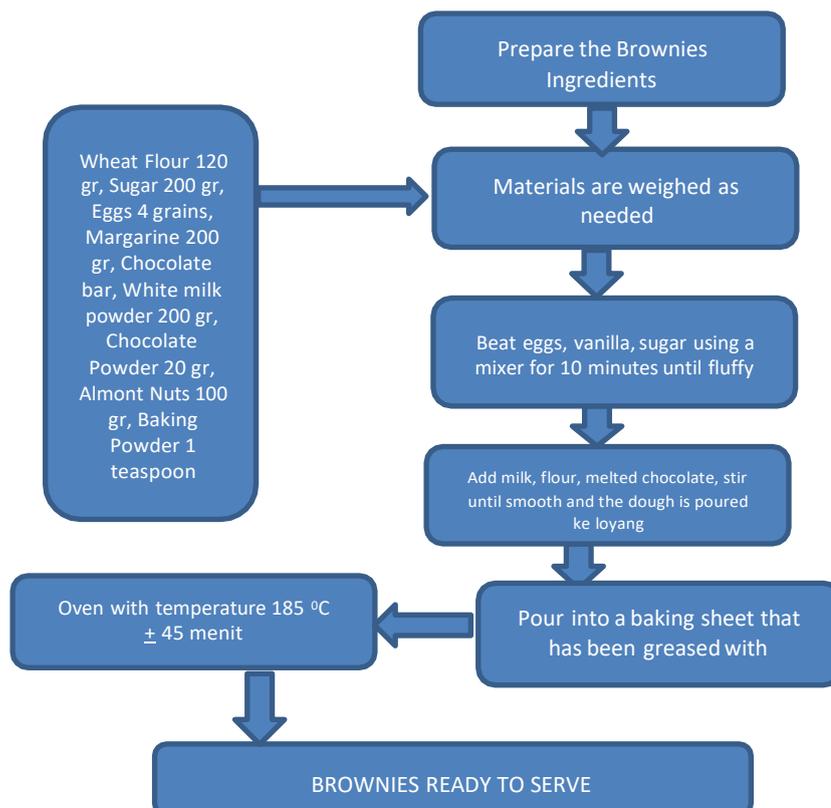


Figure 2. Steps for Making Brownies Cake

The process of making brownie cakes is not too difficult and the costs incurred are not too expensive. In running a brownie cake business, the first thing to pay attention to is how to process it and the ingredients used must be of good material. A delicious cake will create a special attraction for consumers so that they are not saturated in consuming the cake. Likewise, creating brownie cakes with various flavors according to consumer desires. So that this brownie cake business is in great demand by consumers and make sure the brownie cake tastes delicious, nutritional and hygienic.

This cake storage process can last a long time as long as the storage method is considered properly. Brownie cakes can last up to four months if stored properly. If you want to feel the special taste that brownies have after they are cooked, they should be stored first. Allow the brownies to rest in the pan, set aside in a cool place for a night or two and leave them completely uncut. Give a layer of aluminum foil or airtight plastic wrap to avoid ants or other insects. If you want to freeze, you should first wrap the brownies in a baking sheet with two layers of aluminum foil or airtight plastic wrap. How to cut a brownie cake is done from the back to the front so that the remaining crumbs can cover the brownie cracks.

RESULTS AND DISCUSSION

The implementation of this chocolate-based food processing entrepreneurship training activity will produce 20 new entrepreneurs who will set up a chocolate-based cake business, especially brownies. Community empowerment is basically a planned social change strategy aimed at helping the community in dealing with economic problems caused by the COVID-19 pandemic that has hit the country. Community empowerment in the form of training on cocoa-based food processing is carried out to improve the economy and improve the quality of life of the community. This must be carried out with the full involvement of the community in a gradual and sustainable manner.

The implementation of service activities begins with debriefing the community in the form of entrepreneurship training for one day. The training on the next day was the practice of making brownie cakes, either by baking in the oven or by steaming. The practice of making brownies was carried out for two days with very satisfactory results. The brownies made by the participants were as delicious as the brownies sold in supermarkets. So that entrepreneurial practices continue to run well, the service team monitors the community that has become the target.

The post-test was given to determine the extent of understanding before and after participating in the training. The results of the final pretest and posttest that have been given can be seen that the benefits of the training that have been provided are very useful for the community. Initially, people could only enjoy the brownies by buying or souvenirs from relatives. Thanks to this training, they have been able to produce the brownies themselves skillfully. From the practice of making cakes, people realize that the cost needed to produce one cake pan is quite cheap, so for this cake business it is very good to be developed. The training activities for making chocolate-based cakes that have been carried out, God willing, will be able to give birth to 20 new entrepreneurs who are successful and strong.

Evaluation Stage

The evaluation stage is to evaluate the people who have been trained by looking at the business opportunities they run. The results of a simple analysis of brownie cake sales are carried out to determine the results of entrepreneurship-based activities by knowing the total cost of capital, the selling price of the product and the profit earned from the sale. The costs incurred for making brownie cakes are not expensive, so that people are able to open businesses with the assumption of simple capital. This business will gain considerable economic benefits and can increase family income. Apart from this, business is also useful in supporting activities as a housewife in addition to taking care of children.

Obstacles faced are the imposition of restrictions on community activities due to the COVID-19 pandemic that has hit the country. So that this service faces obstacles when it often interacts with the community.

Activity Impact

Community empowerment in increasing the added value of food products and economic value so that people can increase their income independently, even brownie cake producers are able to increase their income. Another impact is that consumers can increase their consumption of food sources of vegetable protein, especially cakes made from chocolate.

Activity Sustainability Efforts

Community service activities have been completed, but the service team will continue to provide assistance until they succeed. The brownie cake business is very appropriate to be developed because it is liked by all people, from children to adults. Efforts to develop brownie cake production require adequate production facilities, infrastructure and business capital.

REFERENCES

- Almatsier S. 2010. Prinsip Dasar Ilmu Gizi. Jakarta (ID): Gramedia Pustaka Utama.
- Astawan, M. 2009. Panduan, Karbohidrat Terlengkap. Dian Rakyat, Jakarta.
- Buchari, Alma. 2009. Kewirausahaan Untuk Mahasiswa dan Umum. Bandung : Alfabeta.
- Dwi Rina Kurnial Lubis., D.R.K. 2021. Karakteristik Fsikokimia dan Sensori Brownies dari Tepung Komposit. USU.
- Hendro. 2011. Dasar-dasar Kewirausahaan. Jakarta: Penerbit Erlangga. J. Minardi. 2003. Entrepreneur dan Enterpreneurship. Jakarta: Prenada Me
- Kotler, Philip and Kevin Lane Keller, 2016. Marketing Managemen, 15th Edition, Pearson Education, Inc
- Muliyati dan Bachri, S.2021. Peningkatan Kompetensi Masyarakat dalam Pengembangan Pemasaran E-Commers di DKI Jakarta.OJS IBI K 57.
- Novia, R. 2018. Pengembangan Pruduk Brownies dengan Substitusi Tepung Oncom Hitam dan Sorgum untuk Balita Kurang Gizi. Jurnal Gizi Masyarakat. 1(1):1-15.
- Prayitno, A. S., R. Tjiptaningdyah., F. K. Hartati. 2018. Sifat Kimia dan Organoleptik Brownies Kukus dari Proporsi Tepung Mocaf dan Terigu. Jurnal Teknologi dan Industri Pertanian Indonesia. 10(1):1-7.

- Setyani, S., S. Nurdjanah., A. D. P. Permatahati. 2017. Formulasi Tepung Tempe Jagung (*Zea mays L.*) dan Tepung Terigu Terhadap Sifat Kimia, Fisik dan Sensori Brownies Panggang. *Jurnal Teknologi Industri dan Hasil Pertanian*. 22(2): 73-84.
- Soegoto, Agus Supandi. 2013. Persepsi Nilai dan Kepercayaan Terhadap Kepuasan dan Dampaknya Terhadap Loyalitas Konsumen, *Jurnal EMBA Vol.1 No.3 Hal.1271-1283* ISSN 2303-1174.
- Hendro. 2011. *Dasar-dasar Kewirausahaan*. Jakarta: Penerbit Erlangga. J. Minardi. 2003. *Entrepreneur dan Enterpreneurship*. Jakarta:
- Utami, R.R., 2017. *Cocoa Antioxidant: Effect of Fermentation and Roasting on Antioxidant Change (Review)*. Balai Besar Industri Hasil Perkebunan
- UU No.75/M.IND/PERT/7/2010. *Pedoman Cara Pengolahan Pangan yang Baik (Good Manufacturing Practice)*.