

Improving Health Protocols and Marketing of Baked Bread Umkm Products in Diro Hamlet, Bantul

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are one of the fields that make a significant contribution to spurring Indonesia's economic growth. This is because the absorption capacity of MSMEs for a workforce is very large and close to the small people. Toast is one food that is quite popular at all ages. Consumers can choose a variety of flavors that suit their tastes. This type of food can be found in several places, including in the hamlet of Diro Bantul. One of the toast seller groups is chaired by Mr. Pungki Priawan, who has been selling toast since 2016. The problems faced are during this pandemic, sales turnover has decreased drastically, the lack of an understanding of the importance of carrying out an online marketing strategy, has not been able to adjust to the pandemic conditions which must implement health protocols according to government recommendations, so that business results cannot reach the maximum. . The UMY Service Team aims to improve the skills of SME players so that they can create digital promotional media to market products online and help provide education on Health protocols, so that they are more hygienic and increase sales turnover. The target of this community service is in the form of increasing discipline in implementing health protocols and helping create digital promotions for online sales through social media accounts. The method used is direct online and offline assistance as well as providing health protocol education. The results obtained during the mentoring were very significant, where since an online marketing strategy was created, sales turnover has increased rapidly, and since the education from the service team, business actors are more disciplined in implementing health protocols.

KEYWORDS

Micro Small and medium enterprises;
Toast;
Health protocol;
Digital promotion;
Online marketing



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1. Introduction

The world health body agrees with the current world conditions by stating that Covid-19 is a "pandemic" [1]. Pandemic refers to an epidemic that has spread across several countries or continents, and affects a large number of people [2]. Corona virus disease 2019 (Covid-19) is a name given by WHO to patients with infection with the 2019 novel corona virus which was first reported from the city of Wuhan, China at the end of 2019 [3]. Most patients show symptoms of the respiratory system such as fever, coughing, sneezing, and shortness of breath [4]. The community has an important role in breaking the chain of transmission of Covid-19 so as not to create new sources of transmission/clusters [5]. The community's role in breaking the chain of transmission of Covid-19 must be carried out by implementing health protocols, namely using personal protective equipment in the form of a mask that covers the nose and mouth up to the chin when leaving the house, cleaning hands regularly by washing hands with soap with running water or using alcohol-based antiseptic fluid/hand sanitizer, maintaining a distance of at least 1 meter from other people to avoid being exposed to droplets from people talking, coughing or sneezing, as well as avoiding crowds, crowds and crowds, and increasing body endurance by implementing Clean Living Behavior and Healthy (PHBS) [6]–[8].

Covid-19 cases in Indonesia continue to increase [9]–[11], including in Bantul district. The average age of Covid-19 patients in this hamlet is 30-50 years old with the most comorbidity being hypertension, and currently it has also spread to school age children from kindergarten to university, for this reason the service team must be as good as possible carry out socialization on adaptation to new habits by educating the public on the 5 M Health protocol through direct meetings, mobile counseling, mask

operations, also via WhatsApp, telephone, and cooperation from the surrounding environment [12]–[14]. However, its effectiveness is still not good because there are still people who have not implemented it according to the rules [15]–[18]. The violations that people in Diro Bantul Hamlet usually commit are not wearing masks, and still holding meetings/crowding, especially when there is a wedding event that does not comply with the Covid-19 protocol [19]–[21]. Handling Covid cases in Indonesia and community health centers, especially those which are among the first health facilities in handling Covid, should implement efficient steps to reduce the increase in the number of positive patients and the transmission of Covid-19 itself [22]–[25]. Policy replication efforts were taken by the Indonesian Government as a form of government sensitivity to policies that have been formulated and implemented and are considered successful by other countries [26]–[28]. Meanwhile, on the health side, the Indonesian Government is providing personal protective equipment (PPE), masks, medicines, converting several hotels and meeting buildings into special hospitals for handling Covid-19 [29], [30]. The service team is trying to carry out preventive measures such as providing educational outreach on Health protocols to mosques including providing education to students at the At-Taqwa Mosque Diro Bantul, with the hope that all levels of society can receive information well, so as to reduce the transmission of Covid-19. There are several things that can be done, such as strengthening the immune system by getting enough rest, namely 7-8 hours, eating more vegetables and fruit, avoiding stress, smoking and alcohol and also exercising regularly, as well as implementing health protocols properly and correctly according to government guidelines. Other things that can help reduce the transmission of Covid-19 are washing your hands regularly for at least 20 seconds, don't touch your eyes, nose and mouth, avoid crowds, isolate yourself when you feel sick and always wear a mask.

Micro, Small and Medium Enterprises (MSMEs) are one of the fields that make a significant contribution in spurring Indonesia's economic growth [31]–[35]. This is because MSMEs have a very large absorption capacity for labor and are close to the small people. One of the MSMEs in Diro Padukuhan, Kapanewon Sewon, Bantul Regency is a group of business actors selling toast. Micro, Small and Medium Enterprises (MSMEs) are one of the pillars or pillars of the economy in Indonesia [36]–[38]. MSMEs based on people's economics have proven to be able to save the national economy when the economic crisis occurred in Indonesia in 1998 [39]–[42]. MSMEs are generally stronger in facing various challenging economic conditions in Indonesia [43], [44]. Until now, MSMEs still remain the foundation for national economic stability, because of their role in creating prosperity for the Indonesian people. Since the government imposed crowd restrictions, all community organizations in Padukuhan Diro have stopped, and existing MSMEs have experienced a very sharp decline in sales turnover [45]–[47]. This is in line with research conducted by Andi Amri which stated that the condition of MSMEs in the midst of the pandemic experienced a decline in capacity, both production capacity and income [48]–[50].

The chairman of the Roti Bakar King MSME group, Mr. Pungki Priawan, explained that this MSME has been running for 6 years and has 5 branches spread across the Bantul district. Usually Roti Bakar King opens its stalls from 17.00 WIB to 23.00 WIB. Apart from using the offline method by selling on the side of the Bantul main road, we also help register the Roti Bakar King business on various online applications such as GoFood, Grab Food, and also Shopee Food. Apart from selling toast, Mr Pungki Priawan also innovates by selling steamed bread in the menu options offered. In managing his business, Mr. Priawan is assisted by his wife, who also faithfully accompanies him. Mr. Priawan said that in running his business so far he has experienced many obstacles in his business, especially during this prolonged pandemic. However, businesses during the current pandemic experience a decline in turnover due to the government's PPKM policy. Before the pandemic, we were able to sell 40 pieces of toast, now during the pandemic we only sell 15 to 20 pieces of toast. However, in running his business, Mr. Pungki Priawan remains optimistic and always tries to adapt to the existing circumstances and dares to try new things to maintain and advance his business.

Roti toast is a typical Indonesian grilled sandwich, which consists of two slices of bread and fillings, such as sugar, margarine, butter, sprinkles, chocolate spread, cheese, peanut butter, strawberry jam, serikaya or sirizat. This dish is used as an alternative quick breakfast and is commonly known as street food. Currently, toast has various varieties and shapes. Innovation in business is mandatory, especially in culinary business. It is hoped that the flavor variants and new menu creation ideas will attract more consumers to buy our products. Bread, which was initially consumed by the upper class, gradually

became known and liked by various levels of society. For middle class people, it started to become popular in the 1970s and began to be sold at street level. Since the 1970s, the writer's tongue has been pampered with "Dutch" flavors, namely various jams such as chocolate and strawberry. What felt luxurious at that time was the use of corned beef and cheese. The habit of Indonesian people who like to snack, especially at night, makes toast a favorite snack among Indonesian people. Apart from that, toast is also often served at community events such as RT meetings, night patrols, recitations, etc. According to Fadly, the trend of a healthy lifestyle contributes to the large consumption of bread at night. However, this trend is from an urban lifestyle. Toast can be eaten in various conditions, including while relaxing in the shop, quickly, or wrapped and taken home. It is said that bread is considered to be a more balanced source of carbohydrates for consumers and is a means of promoting a healthy diet by toast business people. However, Indonesians still usually eat rice again at night, even after eating toast (according to Fadly in, Aisyah. 2020). Toast is a type of food that is easy to find in many places. This type of food can be enjoyed by almost all age levels. The price is relatively affordable for Indonesian people, making this food quite popular among our people. As a source of carbohydrates, toast can be enjoyed at any time, morning, afternoon or evening. One of the carts that we can find, in Diro hamlet, is owned by Mr. Pungki Priawan as the head of the MSME group selling toasted bread with the name Roti Bakar King. We can buy and enjoy it from 17:30 to 21:30. Mr. Pungki started selling toast since 2017. Mr. Pungki's motivation for selling toast is to increase his family's income. The location on Jalan Bantul was chosen by Mr. Pungki, on the side of this road which is quite busy and strategic for selling toast. When he was about to start selling, Mr. Pungki had done a survey, and at that time there was only 1 person selling toast in the Pendowoharjo district of Bantul. Mr Pungki sells toast with various flavors with prices ranging from IDR 15,000 to IDR 30,000. On average, 12 boxes of toast can be sold per day. Sales turnover could drop by up to 70% at the start of the Covid 19 pandemic, turnover dropped drastically, only selling around 2-3 boxes of toast. In selling, Mr. Pungki is assisted by his wife and employees. The obstacle that is often faced in this home business is a lack of knowledge about online marketing strategies, so that sales turnover is still very low, especially during the Covid 19 pandemic, turnover has decreased very sharply, apart from that there is a lack of awareness in implementing health protocols in terms of wearing masks and washing hands with soap as often as possible, causes consumers to be less interested in buying the product. These are the obstacles faced by business actors selling toast. This problem creates problems of difficulty in achieving maximum sales results. This may occur due to a lack of knowledge or understanding of business actors regarding digital promotions for online sales of their business as well as a lack of awareness in implementing health protocols which they may consider to be unimportant. Financial reports are basically the result of the accounting process which can be used as a tool to communicate financial data or company activities to interested parties. These parties can be internal parties (management, business people, employees) and external parties to the company. Accounting plays an important role in entities because accounting is the language of business. Accounting produces information that explains an entity's financial performance in a certain period and the entity's financial condition on a certain date. Based on these understandings, accounting is very important in a business activity, even though the business is a small and medium enterprise. Based on the results of the interview and situation analysis described above, the problem faced by business actors in the Roti Bakar King SME group is the lack of business actors' knowledge about creating digital promotions for online sales in their businesses, as well as the lack of awareness of implementing health protocols. This service activity aims to help with digital promotions for online sales and education on health protocols among groups of toast business actors in Diro Bantul hamlet, chaired by Mr. Pungki Priawan.

2. Method

The service method used begins with observations and meetings with the Head of the Dukuh in Diro Hamlet, Pendowoharjo Village and discussing MSMEs in the surrounding community that need help from the service team. After determining the MSMEs, then conducting direct interviews in the field to identify problems. Then determine the work objectives that are in accordance with the situation and conditions of the problems that are present in our service MSME partners. After determining the work objectives, a problem formulation is formulated, solving the problem with several work programs which are expected to provide benefits and achieve the success that has been achieved in the objectives section. Work. After solving the problem, the next step for the team in charge is to take a social approach in the form of an educational approach to the local community where the educational

approach is the main strategy in implementing the work program later. The educational approach referred to is an activity carried out systematically, planned and directed with the active participation of individuals, groups and society as a whole to solve problems felt by the community by taking into account local socio-economic and cultural factors. Next, carry out activities that are adjusted to the planning work objectives, including:

1. Offline Assistance; In the form of training in making product videos and photos for advertising on social media, education on good and correct health protocol practices, assistance with more attractive product packaging, distribution of leaflets, posters, etc.
2. Online assistance via Whatsapp in the form of assistance with guidelines for improving health protocols, by sending health protocol articles.
3. MSME Program Workshop includes photography (Product photos) and videography (Advertising) to support marketing strategies and use of social media, offline and online
4. Education on Health protocols with the 5M rules, offline and online

Carrying out activities such as offline workshops to achieve goals can be carried out directly by implementing health protocols. After carrying out the activities, monitoring and evaluation of each work program carried out is carried out. The method used in community service activities is providing counseling to business actors and training in creating digital promotions for online sales, as well as providing health protocol education to business actors selling toast in Diro Bantul hamlet. With this method, it is hoped that the business owner, in this case Mr. Pungki Priawan, can create attractive product photos to promote on social media accounts and other digital marketing outlets on a regular, routine and independent basis, so it is hoped that this can increase the sales turnover of business results in the period certain. Business actors are also expected to be able to implement Health protocols properly and correctly according to government guidelines. This service activity was carried out during the Covid 19 pandemic, namely from January to March 2022 by implementing very strict health protocols. The activity was attended by 7 people, namely Mr. Pungki Priawan as head of the MSME group, Mr. Pungki's wife and 5 members of the group of toast business actors in Diro Bantul hamlet.

3. Results and Discussion

3.1. Program Implementation

3.1.1. Basic Program

In implementing the KKN-PPPM Service program, there is a main program. There are seven main programs in this service activity, namely making business permits, making banners, packaging design, menu design, making product photos, making 5 M health protocol infrastructure, and providing an online product marketing assistance process. This series of programs aims to achieve the stated objectives, namely:

1. Making a Business License

Having a business license will make it easier for Roti Bakar MSMEs to carry out sales promotions and increase buyer interest, thereby increasing sales turnover;

2. Making Standing Banners

This standing banner will later be placed near the Roti Bakar King sales cart which functions as a marker and is expected to attract consumers to stop by and buy.

3. Making packaging designs

It is hoped that making this packaging design can increase the branding and positioning value in consumers' minds, making it easier for consumers to recognize Roti Bakar King products.

1. Menu Design Creation

Making this menu design will replace the old menu design, so it is hoped that it will make it easier for customers to read and choose the flavor variants to order.

2. Making product photos

Assistance in creating more attractive product photos to make it easier for customers to choose the variant to order

3. Providing 5M infrastructure

Providing facilities to support carrying out activities in accordance with existing protocols by facilitating hand washing soap to support preventing the spread of the Covid 19 virus in the selling location environment. Education on health protocols through leaflets and posters placed around the selling location will make it easier to disseminate information about health protocols to the public, both sellers and buyers of products from businesses selling toast.

4. Renovate the facilities and infrastructure of the MSME toast sales stall chaired by Mr. Pungki Priawan

Apart from helping document balar bread products, we helped renovate stalls belonging to the MSME Group selling toast, we also helped in the renovation process, such as replacing worn tarpaulins and installing banners for partners selling toast.

5. There is a Mentoring Process

The mentoring process is carried out over three months of activities with several programs that have been planned so that they can run smoothly and routinely. The target of the mentoring process is the group of Roti Bakar King MSME business actors in Diro Bantul hamlet. It is hoped that with assistance from the UMY KKN-PPM service team, this business can further increase its sales turnover and improve in implementing the 5 M Health protocol.

3.2. Program Implementation Results

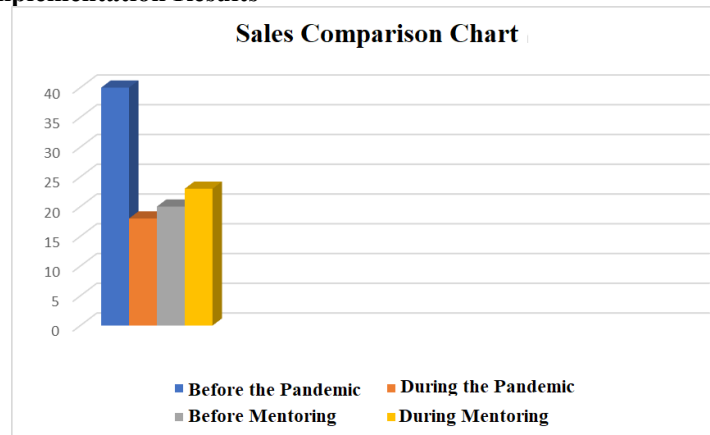


Figure 1. Write a graphic description here



(a)



(b)

Figure 2 (a) Observations of the UMKM Roti Bakar King which is owned by Mr. Pungki Priawan which has been running for almost 5 years and has 5 branches spread across the Bantul area. Sales of

toast are carried out offline and online via the GoFood and GrabFood applications. During the implementation of the PPKM regulations, Mr. Ipung said that sales of toast decreased because they had to close early. (b) Meeting with MSME owners to ask about design agreements that they want to apply to the Roti Bakar MSME marketing strategy.

4. Conclusion

All UMY KKN-PPM service activity programs have been carried out well thanks to support from various parties and good cooperation between group members and partners. The program targets conveyed through socialization outreach to assisted partners can be achieved and implemented well. From the results of the ongoing UMY KKN-PPM service program activities, the following conclusions can be obtained:

1. Outdated banner stands can finally be refurbished.
2. The menu list is getting better with the latest price list.
3. There was an increase in sales turnover during the mentoring compared to before mentoring the UMY KKN-PPM service team.
4. The assistance of the KKN-PPM service team is very beneficial for the MSME partners who are accompanied.
5. The implementation of this KKN-PPM service assistance program will further advance the business of MSME partners who sell King's toast in Diro Bantul hamlet.
6. Business actors can be more disciplined in implementing health protocols, especially in terms of wearing masks and frequently washing hands under running water with soap.
7. Partners hope that programs like this can be implemented sustainably.

Acknowledgment

With the implementation of the KKN-PPM service program assistance in assisting MSME Roti Bakar business actors in Diro Bantul, for three months. Therefore, we are very grateful to all parties who have helped implement the Toast Bread MSME mentoring program in Diro Bantul hamlet.

Author Contribution

The service method used begins with observations and meetings with the Head of the Dukuh in Diro Hamlet, Pendowoharjo Village and discussing MSMEs in the surrounding community that need help from the service team. After determining the MSMEs, then conducting direct interviews in the field to identify problems.

Funding

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Conflict of Interest

The authors declare no conflict of interest.

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