

junior 201 revision (2).docx

by Admin@gomit.id 1

Submission date: 26-Sep-2024 06:02AM (UTC-0400)

Submission ID: 2409290645

File name: junior_201_revision_2_.docx (114.78K)

Word count: 2024

Character count: 11571

Development of Culinary Business Slepiban (Banana Rolls) to Increase Interest in Entrepreneurship among Students

Abstract

Indonesia is the country that produces the most bananas. This is because Indonesia's climate is very suitable for the growth of banana plants. Banana is one of the most important horticultural crops in the world because of their large production potential. Bananas have long been known as a delicious and nutritious fruit for health, for example as a remedy for diarrhea. Banana rolls are an entrepreneurial product made as a healthy snack today. Slepiban (banana rolls) is a product made from processed bananas that are flattened and then rolled and topped with toppings. This product is made from bananas that are ripe enough to have a sweet taste. The purpose of making banana rolls is as a healthy snack or snack that has high nutritional value, and to use bananas as a food ingredient which is quite popular among all ages, from children to the elderly. In its market segmentation, it targets all groups, from children, and teenagers, to adults, even the elderly. This food product is safe for consumption by all groups because it does not cause side effects. In addition, this rolled banana product from Slepiban has many benefits because it is made from premium ingredients that are rich in nutrients. However, more specifically, the slepiban market segmentation tends to be for children, teenagers, and housewives. The reason is that this group prefers snack products such as banana rolls. Due to these considerations, this rolled banana product from slepiban will sell well among children and adolescents as well as housewives.

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Keywords: Bananas, Banana Rolls, Entrepreneurship

INTRODUCTION

For those in the company, the culinary industry offers excellent prospects and positive outcomes (Vuksanović et al., 2024). The culinary industry encompasses businesses that manufacture, serve, and market specific food items to consumers (Herison et al., 2024). The culinary industry has expanded throughout time to include a variety of offerings, including regional and international cuisine as well as original dishes made by industry players (Cappelen & Pedersen, 2024). As the culinary industry grows and develops in different areas, players must be able to compete to thrive in terms of their offerings, sales tactics, and customer services (Triwijayanti et al., 2024). Good service to these customers is believed to lead to satisfaction thereby influencing customer loyalty (Yum & Kim, 2024).

Indonesia is the largest banana-producing area in the world (Sutanto et al., 2024). This is because Indonesia is suitable for the growth of banana plants. Because of their enormous production potential, bananas are among the most significant horticultural crops in the world

METHOD

The data analysis technique in the banana rolls business uses a quantitative descriptive analysis technique. This firm uses a requirements questionnaire for data collecting, and it distributes it directly to PGPAud students in the 6A class. Bengkulu University conducted this study in Bengkulu City in March. In order to gather data for this study, student representatives filled out questionnaires and conducted firsthand observations.

(Maseko et al., 2024). The delicious banana fruit has a lot of health benefits (Alam et al., 2024).

One of the many kinds of food sold among students is food made from bananas. Because the food prepared from bananas is a light snack and quite special (Sirinjullapong et al., 2024). We make a food product from bananas called *slepiban*. Here, we present fried bananas covered in moss with a variety of toppings to attract students and other consumers. That's because people are consumptive from what they see, apart from that the tendency of people to consume sweet foods as daily snacks is a main point for our business so that food is produced in the form of banana rolls, namely bananas that are smeared with eggs and fried and given a variety of toppings to attract students to participate in this culinary business.

In addition to earning pocket money, this culinary business can help students get additional pocket money, this type of student culinary is good for fostering an entrepreneurial mentality while studying at university.

To find out the feasibility level of the *slepiban* culinary business. The questionnaire was filled out by 11 group representatives. The results of the questionnaire are to find out whether the business is feasible to be traded among the general public.

Table 1. Rating Likert Scale

Alternative Answers	Score Weight
Very Unpleasant	1

Not good	2
Currently	3
Nice	4
Very delicious	5

The next step is to analyze the results of the percentage questionnaire for the feasibility of the Slepiban culinary business.

Table 1. Rating Likert Scale

Interpretation	Percentage
Very Unpleasant	0-20%
Not good	21-40%
Currently	41-60%
Nice	61-80%
Very delicious	81-100%

Based on the management of the Slepiban culinary business feasibility needs questionnaire, we can present that 82.44 % are in the ENAK category. This is why our product is suitable for being traded among the public, and getting some input to be improved again such as adding other flavor variants, and open orders don't just open it for 1 production.

Marketing of slepiban products is carried out using several methods including word of mouth, social media, and business relations (preparation, market research, product formulation, and marketing strategy). In one production, it costs Rp. 147,000 to buy raw materials until they become products. In its market segmentation, it targets all groups, from children, and teenagers, to adults, even the elderly. This food product is safe for consumption by all groups because it does not cause side effects. Apart from that, this rolled banana product from slepiban has many benefits because it is made of premium ingredients. This method is used so that the business concept of Slepiban (banana rolls) is better prepared to compete with other snack products (Nesti et al., 2022).

DISCUSSION RESULT

1. Business Profile

Pisangku is the name used for the trademark (entrepreneurship) that we make. Pisangku itself has a vision of "Making people love fruits and their preparations" and the missions are as follows: 1). Increase love for local fruits, 2). Innovate by making fruit a healthy snack, 3). Uphold the quality of service to get consumer satisfaction. Slepiban (Banana Rolls) are bananas that are flattened and rolled, in roll form. This product is one of many that can raise the banana's economic value and transform it into a snack fit for consumption by people from all walks of life. Pisgul is also a great keepsake for visiting family members or for special occasions like family get-togethers. It is also inexpensive, easily obtained, and easily produced. Our reason for choosing the production of banana rolls is that many people currently need snacks to suppress hunger before mealtime so that they can increase their energy for activities. The banana rolls that we make are processed by frying the bananas first and flattening them, then rolling them and adding toppings, then the finished banana rolls are put into the mica packaging (Asghari et al., 2024).

2. Market Strategy

Marketing is a social and management process that enables people and organizations to create, provide, and exchange valuable goods with one another in order to fulfill their needs and desires (Warni et al., 2024).

Understanding customers better is the goal of this marketing campaign so that rolled banana goods will fit in with the community and eventually be able to stand alone on the market (Provin et al., 2024). Banana rolls are popular across all age groups since they are high in carbs, which may fill you up and have a sweet taste that's perfect for dessert (Hoosen et al., 2024).

We use a variety of strategies in the banana roll business, including word-of-mouth marketing and social media placement on platforms like Instagram, WhatsApp, and others. We also emphasize the distinctive qualities of our banana roll products by emphasizing their taste, shape, and customized price. This product can compete with other products that people usually buy at certain outlets (Hagen et al., 2024).

3. Capital Factor

The capital factor limitation is a variable that influences the profits of the Slepiban Culinary Business (banana rolls). This states that any increase in the capital factor will increase the profits of the Slepiban Business (banana rolls) without

being influenced by other factors. That capital has a positive and significant effect on culinary business profits.

As for the initial capital from selling Slepiban (banana rolls), this is the initial capital. Initial capital for:

30 Portions = IDR 147,000

Selling price IDR 10,000

Estimated Profit 30 Portions x IDR 10,000 = IDR 300,000

CONCLUSION

For business players, the culinary industry offers excellent prospects and attractive outcomes. The culinary industry encompasses businesses that manufacture, serve, and market specific food items to consumers. The culinary industry has evolved throughout time to include a wider range of offerings, including regional and international cuisine as well as original dishes made by industry players.

Banana rolls are a product made to start a business from "Slepiban". This business has quite a big opportunity because other similar products are being sold. The methods used in the implementation of banana roll entrepreneurship include preparation, market research, product formulation, and marketing strategy.

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