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Rumah Sejahtera Strategy as an Independent Entrepreneur by PKH Tembesi Members

Alifia Lisda Zetty Aqmi¹, Renny Christiarini²

Universitas InternasionalBatam

Email of correspondence: 1941258.alifia@uib.edu

Abstract

This study aims to analyze the development of finished products from cassava at Pondok Tani located in Tembesi Village, Batam City. The problem find in this study is the low farmer wage rates resulting from the sale of crops only in the form of raw goods and finished goods which are less innovative. The research method uses research analysis methods through SWOT analysis, USP analysis, observation, interviews and documentation directly to the location. The results of this study refer to product development, namely MOCAF (Modified Cassava Flour) in line with government programs, namely local food diversification and a focus on products made from cassava. With this Rumah Sejahtera program, it can help organize the duties and responsibilities of Rumah Sejahtera members and increase sales results by 3,2%. Recommendations for further research are increasing the processing of MOCAF (Modified Cassava Flour) into other processed products.

Keywords: *MOCAF, Product Development, Analysist Product, Entrepreneurship.*

Introduction

Pondok Tani located in Tembesi sub-district, Batam City is referred to as a food security area because of the fertile soil and the abundance of natural resources in the area. One of the most natural resource products comes from agriculture, namely vegetables, bananas and cassava. Among these agricultural products, cassava is the largest agricultural commodity so that when the harvest season comes and cassava yields are abundant, the selling price of cassava becomes very cheap. The low selling price of cassava also affects the income of cassava farmers. Based on the results of a survey from PondokTani, it was found several problems experienced by local residents, especially members of the PKH (Program Keluarga Harapan), namely abundant yields but relatively low selling prices. With a relatively low selling price, this results in relatively low wage costs as well so that the costs for the daily needs of residents are still not met. Moreover, the residents around the Pondok Tani, especially members of the PKH (Program Keluarga Harapan) only have the main workers as farmers cultivating the Pondok Tani so that the main income only comes from the crops cultivated. So far, PondokTani's crops have only been sold in the form of raw materials or only in

the form of raw cassava. The sales of raw cassava, which ranges from Rp. 1,500- Rp. 2,000/kg, still do not cover the minimum wage for farmers, so that product yields are increased by processing cassava into chips. This processing also still uses the traditional method which requires quite a long time and costs a lot while the product is valued at a low selling price so that the profits obtained are not comparable to the processing process. Food and cooking as they are culturally determined, place the eater in a social universe, and a cultural order, as identity marker of a region (Hariyanto, O. I. 2017). Thus, the results of the sale of cassava chips also still do not produce the desired profit according to the farmer's minimum wage. After conducting a survey of the management and daily activities of the farmers at the farmhouse, the products produced are only marketed internally so that the turnover rate and return on investment takes quite a long time while the daily needs continue. This makes people's daily income becomes hampered. But not only that, related to competitors who also have the same selling product, it is one of the obstacles for the pondok farm farmers. Looking at the results of the product and the problems that occur, the author conducts further analysis regarding the development of other products that have more selling value so that they can help increase the wage costs of local farmers. The product idea proposed by the author in this activity is MOCAF (Modified Cassava Flour). MOCAF (Modified Cassava Flour) is one of the results of processing cassava into flour which has been fermented and has nutritional value and many health benefits. MOCAF (Modified Cassava Flour) itself is also very safe for consumption by people with diabetes, cholesterol and autism sufferers because this flour does not contain gluten. In addition, since 2020 the Indonesian government has carried out a local food diversification program where the purpose of this program is to encourage consumption of food that is diverse, nutritious and safe for health based on local food. Not only that, in supporting this program to run, the government has also begun to limit imports of food sources such as flour. As it is known that wheat is the result of processing wheat, while wheat is not produced in Indonesia. Therefore, MOCAF (Modified Cassava Flour) can be an opportunity for product development and support for local food diversification programs. To carry out the development of this product, a container is needed in carrying out the production process to marketing. By maximizing the human resources of the pondok farm, especially members of the PKH (Program Keluarga Harapan), an entrepreneurial program called Rumah Sejahtera was formed. Entrepreneurship programs are an important role in every country because entrepreneurship programs can affect the conditions and economic development of a country (Hamdan et al., 2022). In line with the work program of the Indonesian Ministry of Social Affairs, namely the Social Entrepreneurship Program (ProKUS) which is aimed at poor and vulnerable families with an economy by collaborating on a business approach in overcoming social problems that aims to reduce and break people's dependence on social assistance in order to create self-reliance (Nadila & Hani, 2022). Based on the description of the problems above and with the potential that exists in the area, the

author wants to design and implement strategies for Rumah Sejahtera and raise the issue to be used as a report on community service activities with the title "Strategy for Rumah Sejahtera as an Independent Entrepreneur by PKH Tembesi Members". With the Rumah Sejahtera program, it is hoped that Tembesi residents will be able to apply all their experience and knowledge to revive the economy in the area together. One of the indicators of success achieved is being able to apply the strategy that has been formed to increase the selling value of cassava and the organization of roles and responsibilities per sector in Rumah Sejahtera

Methods

The data collection techniques used in the community service program are observation, interviews and documentation. Observation is an experimental scientific activity based on field facts and text, through sensory experience without using any manipulation (Hasanah, 2017). The author made direct observations to the location to find out the actual conditions in the field. Then to find further information the author uses a structured interview method which consists of written questions (Thalib, 2022). Furthermore, to complete the collection of information and as an archive, the author also documents related to the daily activities of the local community. These documents can be in the form of articles, drawings or someone's monumental work in providing or gathering evidence and information (Sudarsono, 2017). In addition to data collection techniques, it is also in the program implementation stage, the authors went through three stages, namely (1) The preparatory stage began with a survey of the Pondok Tani location in Tembesi to find out what activities and activities were carried out by PKH members in the area. In addition, it also seeks to find out the opportunities and potential that exist in the region to be developed. Furthermore, it also studies related to several product innovations that can be used as a potential development of natural resources in the region. (2) The Implementation Phase begins with conducting a SWOT analysis as reinforcement in developing the strategy that will be implemented later. Then, after knowing the types of product innovations that will be developed, then the next step is to study the process of making product innovations and designing a budget for the Rumah Sejahtera program. (3) Evaluation and reporting stage by conducting training and outreach related to the strategies that have been prepared for Rumah Sejahtera members. Then at this stage reports will also be prepared and finalized, there will be monitoring and evaluation from Rumah Sejahtera and supervisors. Then in the final stage a report is collected in the form of softcopy to the registerkp.uib.ac.id website.

The details of the budget needed to facilitate community service activities in the Rumah Sejahtera program:

- | | |
|--|---------------|
| a. Observations and Interviews : | Rp683.000,- |
| b. External Design Cost : | Rp3.925.000,- |
| c. Outcome Implementation Assistance : | Rp734.000,- |
| d. Report Generation : | Rp150.000,- |

Result and Discussion

The results of the program output that have been prepared by the author are expected to help Rumah Sejahtera to continue to grow and increase revenue in the

form of SWOT and Unique Selling Proposition (USP) strategy analysis, product innovation processing training, namely the process of making MOCAF (Modified Cassava Flour), details of the budget plan Rumah Sejahtera and socialization regarding the implementation of the development of the Rumah Sejahtera strategy.

SWOT and Unique Selling Proposition (USP) strategy analysis

This analysis is needed to find out the strategy as well as the potential and opportunities of Rumah Sejahtera to run an entrepreneurship program. SWOT analysis helps in analyzing strengths and weaknesses internally and knowing opportunities and anticipating threats externally (Sundari et al., 2022). Following are the results of the SWOT analysis from Rumah Sejahtera:

Table 3.

SWOT Analysis

<p>Analisis SWOT</p>	<p>Strength:</p> <ol style="list-style-type: none"> 1) Having abundant natural resources and high human resources 2) The Pondok Tani location has been recognized as Food Security by the Batam City Service 3) Having high solidarity between communities 	<p>Weakness:</p> <ol style="list-style-type: none"> 1) Lack of innovation in processing natural resources 2) Lack of HR soft skills and hard skills in managing natural resources 3) Land in PondokTani is managed by landlords or middlemen
<p>Opportunities:</p> <ol style="list-style-type: none"> 1) Processing abundant natural resources, namely cassava, into product innovations with relatively high selling value 2) The number of people who are high in the desire to increase the value of natural resources 	<p>Strategi SO:</p> <ol style="list-style-type: none"> 1. Process natural resources (cassava) into product innovation, namely MOCAF (Modified Cassava Flour) 2. Forming Community Empowerment under the name Rumah Sejahtera 	<p>Strategi WO:</p> <ol style="list-style-type: none"> 1. Improve the soft skills and hard skills of Rumah Sejahtera members 2. Determine product innovation as natural resource development

Threats:	Strategi ST:	Strategi WT:
1) Product competition between SMEs 2) The selling price of substitute products is more affordable	1. Processing available natural resources into products that can compete and have value 2. The capital cost of products from food security locations will be more affordable	1. Improvement of Softskills and Hardskills in order to produce product innovations that can compete

Source: Author, 2022

Product Innovation Processing Training

After analyzing the strategy and determining the type of product innovation, namely MOCAF (Modified Cassava Flour), the next step is to conduct training at Rumah Sejahtera regarding MOCAF processing. MOCAF is an effort to increase food diversification and efforts by the government by utilizing local food potential, namely from tubers. In addition, MOCAF's innovation seeks to reduce the amount of use of wheat flour where the raw material for wheat flour is imported wheat and wheat does not grow in Indonesia. The MOCAF business idea was carried out to adapt a program from the Ministry of Social Affairs, namely ProKUS (Social Entrepreneurship Program) which is a follow-up program from the Family Hope Program (PKH) which aims to empower KPM PKH through training that focuses on social entrepreneurship. The benefits of this MOCAF flour are: (1) Better for Health. MOCAF has lower calories, lower fat content, and higher water content than some other flours. MOCAF also has a lower pure starch concentration level making it easier to digest for those with digestive problems. MOCAF also has good nutrition and a low glycemic index content. It is highly recommended for consumption by people who have diabetes, high blood pressure, or high cholesterol problems. (2) Suitable for Gluten Allergic Sufferers. This flour is grain free so it can prevent gluten allergies, to sensitive digestive system disorders. MOCAF is one of the recommended food ingredients for people with autism. (3) It has a higher mineral (calcium) content of up to 58% compared to only 16% wheat and 6% rice.

MOCAF flour itself is different from other flours or even tapioca flour which both come from cassava raw materials because they are different at the processing stage. This MOCAF is processed through several stages:

(1) Material Preparation.

MOCAF uses young cassava tubers because they still contain large amounts of starch. Before being processed, young cassava will be washed first, allowed to dry naturally, then peeled.

(2) Peeling Cassava.

Cassava that has been sorted and washed clean is separated from the skin using a knife or other tool. During the stripping stage, cassava should not come into contact with water so as not to cause discoloration of the cassava to be processed.

(3) Thinly Sliced Cassava.

The next process for making MOCAF flour is by slicing cassava thinly, like when making cassava chips. Try to do the slicing into sheets as thin as possible because later it will affect the ability to reduce water content in the drying process.

(4) Soaking Cassava Slices.

The process of making MOCAF flour that is no less important is soaking cassava. Thinly sliced cassava needs to be soaked in clean water using a plastic container. Leave it for approximately 2×24 hours, with a note that every twelve hours it is recommended to change the soaking water. Use it to prevent the emergence of unpleasant odors.

(5) Cassava Drying.

After soaking for about two days and two nights, the cassava slices can be removed and rinsed in running water for drying. In this process, MOCAF flour craftsmen will try to "drain" the water content in cassava by up to 15%. This is characterized by the texture of cassava chips which crumble easily when touched.

(6) Floating Process.

When cassava is completely dry, cassava will undergo a significant change into MOCAF flour. the process can be done using the help of a milling machine or by pounding it using a pestle and traditional mortar.

(7) Sieving of Cassava Flour.

The result of the collision will be flour, although the size is definitely not uniform. To avoid lumps in the flour and the end result of the flour being uneven, the coarse flour will be sifted. The goal is to produce smooth and soft MOCAF flour.

(8) Storage Process.

As with other flour variants, this flour needs to be stored specifically and should not be close to other products with strong odors

Details of the Cost Budget Plan

In calculating the investment required for the production of MOCAF innovation products, the calculations are carried out as follows:

1. Details of the Investment Budget Plan

Table 4
Details of the Investment Budget Plan

No	Cost Component	Unit	Physical Amount	Price Per Unit Rp	The Amount of Costs	Depreciation Value
1.	Knife	Unit	5	20.000	100,000	-
2.	Basin / Container	Unit	3	60.000	180.000	-
3.	Shredder Tool	Unit	1	650.000	650.000	-
4.	Water Scales	Unit	1	185.000	185.000	-
5.	Sieve	Unit	5	35.000	175.000	-
6.	Tray	Unit	10	25.000	250.000	-
7.	Penetration Tool	Unit	1	1.500.000	1.500.000	150.000

8.	Sealer	Unit	2	150.000	300.000	-
9.	Fan	Unit	1	65.000	65.000	-
TOTAL INVESTMENT						150.000

Source : Author, 2022

2. FOC (Factory Overhead Costs)

Tabel 5

FOC (Factory Overhead Costs)

No	Description	Amount	Unit	Cost Per Unit Rp	Total Cost/ Month Rp
FIXED COST					
1.	Labor				
	a. Employees	10	People	500.000	5.000.000
	Total Labor Salaries			500.000	5.000.000
3.	Rent	1	Piece	1.000.000	1.000.000
4.	Utilities				
	Electricity	1	Month	300.000	300.000
	Water	1	Month	100.000	100.000
	Total Utilities			400.000	400.000
5.	Depreciation Equipment Cost				150.000
6.	Maintenance Cost	1	Bulan	100.000	100.000
7.	Cost of Raw Materials and Packaging/Products				
	a. Cassava	780	Kg	2.000	1.560.000
	b. Starter BIMO Cf	500	Gram	200	100.000
	c. Packaging	300	Buah	1.500	450.000
	Total Product Cost			3.700	2.110.000

TOTAL FIXED COST	2.503.700	8.260.000
TOTAL PRODUCTION		8.260.000

Source : Author, 2022

3. Cost of Goods Sold (COGS)

Product sales are available in 2 packages, which are divided into 1 kilogram and ½ kilogram (500 gram) sizes of mocaf flour.

Sales Price for 1 Kilogram of Mocaf Products:

$$\begin{aligned}
 COGS &= \frac{FOC}{\text{Production Total}} \\
 &= \frac{Rp8.260.000}{260} \\
 &= Rp31.769 \approx Rp32.000
 \end{aligned}$$

Sales Price for 500 Gram of Mocaf Products:

$$\begin{aligned}
 COGS &= \frac{COGS \text{ of } 1 \text{ Kg Product}}{2} \\
 HPP &= \frac{Rp32.000}{2} \\
 &= Rp16.000
 \end{aligned}$$

4. Selling Price

Selling Price of 1 Kilogram Mocaf Products:

$$\begin{aligned}
 &= \text{Cost of Goods Sold 1 Kilogram} + \text{Profit} \\
 &= Rp 32.000 + Rp 3.000 \\
 &= Rp35.000;
 \end{aligned}$$

Selling Price of 500 Gram Mocaf Products:

$$\begin{aligned}
 &= \text{Cost of Goods Sold 500 Gram} + \text{Profit} \\
 &= Rp 16.000 + Rp 4.000 \\
 &= Rp 20.000
 \end{aligned}$$

5. Sales Results

Proceeds from Sales of 1 Kilogram Mocaf Products:

$$\begin{aligned}
 &= \text{Amount of Mocaf Product Production 1 Kilogram per month} \times \text{Selling Price} \\
 &= 260 \times Rp 20.000 \\
 &= Rp 5.200.000
 \end{aligned}$$

Total Product Sales Results:

$$\begin{aligned}
 &= \text{Sales of Mocaf 1 Kilogram} + \text{Sales of Mocaf } \frac{1}{2} \text{ Kilogram (500 grams)} \\
 &= Rp 4.550.000 + Rp 5.200.000 \\
 &= Rp 9.750.000
 \end{aligned}$$

6. Return on Investment (ROI)

Return on Investment is a ratio that shows the result of the total assets used in the company or a measure of management efficiency.

Net Profit = Sales Price – FOC

$$\begin{aligned}
 &= Rp 9.750.000 - Rp 8.260.000 \\
 &= Rp 1.490.000 \text{ per month}
 \end{aligned}$$

$$ROI = \frac{\text{Net Profit}}{\text{Investment}} \times 100\%$$

$$\begin{aligned}
&= \frac{Rp\ 1.490.000}{Rp\ 3.405.000} \times 100\% \\
&= 43,75\%
\end{aligned}$$

With a 1 kilogram Mocaf Product Profit Percentage, the amount obtained is:

$$\begin{aligned}
&= \frac{Profit}{COGS} \times 100\% \\
&= \frac{Rp\ 3.000}{Rp\ 32.000} \times 100\% \\
&= 9,37\%
\end{aligned}$$

With the Profit Percentage of ½ kilogram (500 gram) Mocaf products obtained as follows:

$$\begin{aligned}
&= \frac{Profit}{COGS} \times 100\% \\
&= \frac{Rp\ 4.000}{Rp\ 16.000} \times 100\% \\
&= 25\%
\end{aligned}$$

7. Payback Periode (PP)

Payback Period Is the Level of Ability to Return a company's loan capital

$$\begin{aligned}
PP &= \frac{Loan\ Capital}{Net\ Profit} \times 1\ year \\
&= \frac{Rp\ 3.405.000}{Rp\ 1.490.000} \times 1\ year \\
&= 2,28\ years = 2\ years\ 3\ month
\end{aligned}$$

8. Break Event Point (BEP)

Break Even Point (BEP) is a condition where a company is at a point of balance with neither experiencing a loss nor making a profit. Product Break Event Point 1 Kilogram Mocaf Product

$$\begin{aligned}
BEP &= \frac{Total\ Product\ Cost}{Selling\ Price} \\
&= \frac{Rp\ 1.055.000}{Rp\ 35.000} \\
&= 30\ Mocaf\ Products
\end{aligned}$$

Product Break Event Point 500 Gram Mocaf Product:

$$\begin{aligned}
BEP &= \frac{Total\ Product\ Cost}{Selling\ Price} \\
&= \frac{Rp\ 1.055.000}{Rp\ 20.000} \\
&= 53\ Mocaf\ Products
\end{aligned}$$

Strategy Socialization and Training at Rumah Sejahtera

After analyzing the product innovations that you want to implement and calculating the details of the budget plan in the Rumah Sejahtera program, then carry out the realization, namely the socialization and strategy training stages at Rumah Sejahtera which includes a description or introduction of product innovation, namely MOCAF (Modified Cassava Flour), benefits MOCAF

(Modified Cassava Flour), MOCAF (Modified Cassava Flour) processing and the impact of production activities. This socialization was attended by all members of Rumah Sejahtera, Contact Person Coordinator, Field Coordinator, Head of Rumah Sejahtera and Head of the Batam City Family Hope Program (PKH).

The agenda for outreach and strategy training at Rumah Sejahtera is as follows:

Tabel 9
Arrangement of Rumah Sejahtera socialization and training events

No	Activity	Schedule
1.	Opening of Socialization	08.30 – 08.45 WIB
2.	Singing Indonesia Raya	08.45 – 08.50 WIB
3.	Opening Prayer	08.50 – 08.55 WIB
4.	Speech by the Head of Program Keluarga Harapan (PKH) in Batam City	08.55 – 09.10 WIB
5.	Speech by the Chairman of the Rumah Sejahtera	09.10 – 09.25 WIB
6.	Speech by the Coordinator	09.25 – 09.40 WIB
7.	Speech by the Field Coordinator	09.40 – 09.55 WIB
8.	Ice Breaking	09.55 – 10.00 WIB
9.	Presentation of Socialization Materials	10.00 – 10.40 WIB
10.	Question and Answer Session	10.40 – 11.00 WIB
11.	Ishoma	11.00 – 12.30 WIB
12.	MOCAF Processing Training	12.30 – 14.30 WIB
13.	Closing Pray	14.30 – 14.35 WIB
14.	Socialization Closing	14.35 – 14.45 WIB

Source: Author, 2022

Picture 1
Socialization and training of Rumah Sejahtera

Picture 2
Location Observation



Source: Author, 2022



Source: Author, 2022

Picture 3
Interview Process



Source: Author, 2022

Picture 4
Mocaf Process Training



Source: Author, 2022

Conclusions

The conclusions from the ongoing Rumah Sejahtera Empowerment activities that have been designed and implemented by the author can be described as follows:

1. Previously, most of the PKH families in PondokTani were 100% unskilled laborers in the production or management of raw materials, namely cassava with relatively low wages. After the establishment of the Welfare House, which consisted of PKH families in PondokTani, the work roles were divided into 50% of production, 25 % packaging section, 25% marketing division by processing a product innovation, namely MOCAF (Modified Cassava Flour) which has a higher selling value than just selling raw materials.
2. The author has analyzed the product innovation being implemented, namely MOCAF (Modified Cassava Flour) which has a relatively higher selling value and is in line with government programs in diversifying food. Analysis conducted by the author in the form of SWOT and UPS (Unique Selling Proposition) analysis

3. Detailed budget plan costs have been prepared to determine the cost requirements and profits that will be generated from this program. The details of the planned cost budget are listed (1) BOP (factory overhead), (2) HPP (Cost of goods sold), (3) Selling Price, (4) Sales Results, (5) ROI (Return on Investment), (6) Payback Period (PP), (7) BEP (Break even point).
4. Implementation of outreach and training at Rumah Sejahtera as a form of implementation in this program and helping improve the hard skills of Rumah Sejahtera members in carrying out their production activities.

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