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SNACK BUSINESS POPCORN WITH VARIOUS FLAVORS

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Abstract

Based on the results of observations made by researchers, Popcorn is generally still rarely found, especially in the Batam city area, where most UMKM or street vendors prefer to sell fried snacks and the like. Foods or snacks that contain a lot of oil are not very good for health. This research focuses on the snack food business that sells various flavors of popcorn. The name of this business is Corzen Popcorn. The presence of Corzen Popcorn is to have a good impact on people who really like light food but are free from oily food. Sales in this business are carried out through social media, namely Instagram and Facebook. Operational activities carried out by Corzen Popcorn are producing and selling products from Corzen Popcorn, namely popcorn with various flavors.

Keywords: *Popcorn, Social Media, Market Place.*

Introduction

The partner used for this practical work activity is his own business. The name of this business is Corzen Popcorn. Corzen Popcorn is an MSME that was established on September 7 2022. The sales location is through social media. This business sells snack products in the form of Popcorn with a variety of flavors, which are sold through e-commerce such as Facebook and Instagram. Operational activities carried out by Corzen Popcorn are producing, selling, and promoting products from Corzen Popcorn, namely popcorn with various flavors. Popcorn is a snack made from dried corn kernels that are shelled and heated. With a simple heating process, the corn kernels expand and are marked with a small explosion sound. One serving of popcorn calories, without additives, is 93 kkal. Meanwhile, the fiber content is around 3.6 grams. In addition, popcorn also contains B complex vitamins, iron, magnesium, phosphorus and potassium (Maulana, 2022). Based on the results of observations made by researchers, Popcorn is generally still rarely found, especially in the Batam city area, where most UMKM or street vendors prefer to sell fried snacks and the like. Foods or snacks that contain a lot of oil are not very good for health. Oily foods high in fat content. This type of fat in food is usually also a bad fat that is detrimental to health (Swari, 2021). As we know popcorn is very popular with people, especially when watching television or when relaxing. Popcorn is a snack made from corn kernels that expand when heated (Makarim, 2022). One of the reasons why you have to implement a popcorn

business various flavors at this time is because popcorn is a ready-to-eat snack that is easy to prepare, and delicious to enjoy anytime and anywhere.

Purpose of various flavors of popcorn business activities:

1. Producing various flavors of popcorn
2. Selling popcorn products through social media

Methods

In this practical work activity, researchers use primary and secondary data sources. Primary data is the type of data that is collected directly from the main sources such as through interviews, surveys, experiments, and so on. Meanwhile, secondary data is a variety of information that has existed before and is deliberately collected by researchers that are used to complement the needs of research data (MR, 2022). Primary data collection was carried out in the form of semi-structured interviews or in the form of interview methods. Meanwhile, secondary data collection was carried out by analyzing related documents. Interviews are question and answer activities between two or more people whose purpose is to gather information from sources (Aeni, 2022). The parties interviewed were popcorn sellers and popcorn snack buyers. In designing the output that will be carried out from this Popcorn business, the first step is to make a product in the form of attractive popcorn, which has its own characteristics such as a taste that already exists or has never existed before, and is different from what has existed before so that it is more interesting. The second stage is promoting the product to be sold through social media. The third stage is selling products through social media accounts. implementation stages:

1. Prepare the tools that will be used to sell products.
2. Purchase materials from raw material suppliers.
3. Making Assorted Flavor Popcorn products.
4. Promote products through social media.
5. Selling products.

Implementation Schedule and Budget

The schedule for implementing this activity starts from September 7 2022 to December 30 2022. The first step that has been carried out is submitting an MoA and preparing a practical work report that was submitted in September. followed by making a practical work report in October.

Table 1.
Activity Implementation Budget

No	Activity Plan	Budget Type	Volume	Unit	Satuan	Total
1	Observasi dan Wawancara	Biaya Transportasi	3	Kali	Rp 10,000	Rp 30,000
2	Dokumen Persetujuan	Materai	4	Buah	Rp 12,000	Rp 48,000
3	Pendampingan Implementasi Luaran	Biaya Koneksi Internet	3	Bulan	Rp 100,000	Rp 300,000
		Biaya belanja bahan baku	5	Buah	Rp 50,000	Rp 250,000
4	Pembuatan laporan	Biaya Belanja Habis Pakai (ATK)	1	Kali	Rp 50,000	Rp 50.000

		Biaya lain-lain	1	Kali	Rp 50,000	Rp 50,000
TOTAL BUDGET						Rp 728,000

Result and Discussion

The outer design of the activity to be carried out is making popcorn with a variety of certain flavors. The flavors that will be tested are original, balado, and chocolate flavors. The next step that can be taken is to create a social media account where this activity is carried out to be able to promote the product to be sold.

Picture 1.
Corzen Popcorn Business Logo



Picture 2.
Corzen Popcorn Instagram account



Picture 3.
Corzen Popcorn Facebook account



In the implementation process, what partners do is make various flavors of Popcorn products. The popcorn flavors that have been made are original, balado, and chocolate. The steps and ways to make popcorn are to start by heating the butter over Teflon over low heat, then when the butter has melted put the popcorn into the heated Teflon, cover it until the dry corn expands into popcorn and is ready to be served or flavored. The results obtained are very satisfying with a delicious and delicious popcorn taste.

Picture 4.
Popcorn with original taste



Picture 5.
Popcorn with Balado flavor



Picture 6.
Popcorn with chocolate flavor



Picture 7.
Popcorn Making Process



After implementation, various flavors of Popcorn businesses can be run through e-commerce. With the sales method carried out through social media, this business is able to run without requiring a fixed place or land to sell. Sellers can immediately make products if there are orders from consumers.

Conclusions

The partner in this business is his own business, namely Corzen Popcorn. In this practical work, the activities carried out are building a Corzen Popcorn business, where Corzen Popcorn is a popcorn product of various flavors that is sold online through social media. The output of this practical work is a Popcorn business and an online sales store account to sell various flavors of popcorn products. The input for the future is to reach a wider range of promotional media, starting from promotions through social media to word of mouth promotions. As well as choosing the best supplier for dry corn and at low prices and the best quality.

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