

“FRENS” INSTANT RED GINGER DRINKS BUSINESS IN LUMBAN PINGGOL VILLAGE, PANGURURAN SUB-DISTRICT, SAMOSIR DISTRICT

Erli Mutiara¹, Adikahriani¹, Riana Friska Siahaan¹, and Lelly Fridiarty¹

¹ Department of Family Welfare Education, Faculty of Engineering, State University of Medan
Medan, Indonesia * Correspondent Author: erli@unimed.ac.id

ABSTRACT

Bandrek (Ginger Drink) is a traditional drink that has a great demand by consumers because of the health benefits. Most of the traditional beverage production is still produced on a household scale, such as the instant ginger drink produced by the household business “Frens”. The household businesses that produce ginger drink should apply good food production methods so that the products produced are safe and their nutritional value is also maintained. Lumban Pinggol Village, Pangururan District, Samosir Regency is one of the tourist areas in the Lake Toba area in North Sumatra. One of the residents' efforts is to work on making ginger drink Instant. The processing method for instant ginger drink is still manual, even though the ginger drink produced reaches 50 kg each day. Therefore, the solution offered to partners was to design a ginger grinding machine. The implementation method consists of empowerment, mentoring, strengthening capital as well as monitoring, coaching and evaluation. In addition, to improve product quality, more attractive packaging designs and online marketing are needed. The results of this PKM activity are as expected. This can be proven by the fulfillment of targets and the enthusiasm and enthusiasm of the partners when listening to / paying attention to the material presentation and processing practices, so that with this PKM activity the partner's income will increase.

Key Words: Ginger Drink, Red Ginger, Pangururan

INTRODUCTION

A. Situation Analysis

Small and Medium Enterprises (SMEs) are one of the fields that make a significant contribution to spurring Indonesia's economic growth. This is because the absorption of SMEs to the workforce is very large and close to the small people. However, SMEs in Indonesia still face various problems including promotion, marketing and sales of the products they produce (Jauhari, 2010). Small and medium enterprises (SMEs) are one of the pillars of the country's economy. Now, many household businesses have emerged, one of which is the household beverage business, namely instant red ginger drink, (Rahmana, Iriani and Oktarina, 2012). In accelerating economic development, industrialization is one of the strategies implemented by the government. The industrialization process has had a positive impact and has made a large contribution and has produced many new businesses, including small industries (Andyaka, 2013).

Based on the results of Simanungkalit's research, (2006) there are the production factors of home industry such as; the capital used by home industry entrepreneurs is their own capital which is used in a circle every day, raw materials are obtained from traditional markets and plantation products by means of the message system, the labors of home industry is the family and neighbors around. The role of small businesses in the Indonesian economy is felt to be very important, especially in aspects such as job opportunities, income distribution, economic development in rural areas and others (Santoso, 2016). In terms of

social and political aspects, the small industrial sector is a sector consisting of low-income people who tends to be forgotten and underestimated, but is able to provide stability for business peace for the large-scale business sector, due to, among other things, the ability to accommodate workers and unemployment. This sector is also the most languishing for its prosperity and welfare, but for the nation as a whole, they are a sector that is able to function as a damper, reservoir and deterrent to explosions and explosions that could potentially occur with increasing unemployment from time to time (Sartini, 2016). Efforts to develop small industries in rural areas are the right steps as one of the government policy instruments to overcome the economic and social problems facing Indonesia at this time (Paramita, Hapsari, Hakim and Soeaidy, 2014).

Bandrek (ginger drink) is known as a traditional Indonesian drink. ginger drink is made from natural ingredients with the right blend and composition so that it has a distinctive taste and aroma. Apart from being a refreshing drink, ginger drink also has functional aspects for health and can maintain body fitness. Red ginger is a commodity that has a high price because it is a basic ingredient in making traditional medicine. Red ginger with the Latin name *Zingiber officinale* Roxb, has many benefits, if marketed in processed form has a higher selling value. Instant red ginger is a beverage preparation that can be consumed directly. The business opportunity for instant red ginger production is very good, because instant red ginger is good for consumption with the intention of preventing and even treating various diseases (Daulay 2017).

Along with the times, nowadays ginger drink has been made into instant drink powder products so that it is more practical and has a longer shelf life. The aspect of ease of presentation, storage and transportation is an added value of instant drink powder products. The distinctive taste and attractive appearance and packaging form are the reasons this instant ginger drink powder product can be a regional superior product (Herlina, 2015). Ginger drink is made from a mixture of palm sugar, pepper, ginger, cinnamon, cloves, Javanese chilies and other spices. The variation of materials in making ginger drink is influenced by the customs of each area (Herlina, 2015).

Apart from using a variety of spices, ginger drink can be varied with other ingredients such as milk and coconut shavings. ginger drink is usually served during cold weather; when it rains or at night. This drink is nutritious for increasing body warmth, relieving coughs, preventing colds, improving blood circulation, treating nausea and maintaining stamina. Ginger drink is included in the functional food category (food supplement) because seen from its definition; functional food is food or drink that contains bioactives that are beneficial to health (Rifkowaty and Martanto, 2016). Increasing consumer knowledge and awareness for healthy living has a significant impact on the food household industry, (Koswara and Diniari 2016).

The development of people's lifestyle which is currently increasingly complex demands the availability of various ready-to-eat (instant) products. The advantage of instant drink powder is the ability to dissolve without the need for manual stirring provided that all components dissolve easily in water. In addition, other advantages of products in the form of instant powders are a longer shelf life, require less space for transportation, and are easier to pack (Rifkowaty and Martanto, 2016). Presentation in the form of powder fast food (instant) is an

alternative to providing healthy and practical drinks (Rifkowaty and Martanto, 2016). Pangururan District, Samosir Regency, is one of the tourist areas in the Lake Toba area. Lake Toba which is very famous for its beautiful and unique panorama in the world is able to become an asset of Indonesia to be developed as a tourist destination. Tourism on Lake Toba, especially on Samosir Island, is still mass, not specific. Visitors / tourists who come to visit Samosir Island tend to be concentrated on introducing Lake Toba, enjoying the natural panorama of Lake Toba and visiting the most famous historical places on Samosir Island [10]. In Figure 1 you can see the beauty of Lake Toba on Samosir Island.



Figure 1. The beauty of Lake Toba in Samosir Island

To support the needs of tourists who come to Lake Toba, local people always provide food and drink needed by tourists. One of the efforts made by the residents of Lake Toba is to produce Instant Red Ginger Drink. The marketing is still limited to tourists who come to Lake Toba and the local community. Increasingly, more and more consumer demands for ginger drink, so that these household businesses are overwhelmed in facing market demand. The main problem faced by partners is the processing of instant red ginger drink. The method of processing instant red ginger drink is still manual, even though the ginger drink produced reaches 50 kg each day. To get red ginger juice, partners squeeze the ginger by hand and filter it with a napkin. In Figure 2 Partners are squeezing red ginger manually by hand and filtered with a napkin.



Figure 2 Partners are squeezing red ginger manually by hand and filtered with a napkin

Therefore, the solution offered to partners is to design and build a ginger press to speed up the ginger drink processing process, which can save time and effort. Besides that, it is necessary to make more attractive packaging, make bookkeeping and marketing. Based on this, this activity needs to be carried out to assist partners in increasing their income.

B. Partner Problems

Based on the author's observations, partner problems are production, business management and marketing problems. There are the explanations of production, management and marketing problems:

1. Partner Production

Partners use raw materials from red ginger to produce instant ginger drink. They can reach 50-100 kg each day. The equipment used to make ginger drink is inadequate, and ginger drink processing is still manual. The ginger drink is packaged in plastic packaging with weight or package contents and the selling price varies. Weight 250 gr and 500 gr, with a price of IDR 30,000 and IDR 60,000, respectively. This ginger drink is favored by the public because of its delicious taste and affordable price.

The marketing system is still limited, only deposited in stalls, sold in traditional markets, and sometimes sold to collectors. The existence of this partner is actually very beneficial for the surrounding community because it can absorb a workforce of around 4-10 people. Workers in this small business group are freelancers or daily workers with a daily salary of IDR 10,000 per person. Based on the partner's condition, the partner's problem is the need for appropriate technology, namely the ginger press and the manufacture of ginger drink labels so that production will be better, using appropriate technology that is simple, cheap and easy to do.

2. Management

If you look at the management conditions applied by this partner, they still use simple management in a friendly manner, where administrative management which includes work arrangements, financing, production and human resources is still simple. For the management of this business, everything is still in the hands of the business owner, including the procurement of raw materials, production management, labor, and sales. Even though it adheres to family management, the system of division of labor is well organized, meaning that each worker already has duties and responsibilities for their respective jobs.

3. Marketing

Partners do not understand and are skilled in managing promotional techniques and product marketing more broadly. Partners do not know how to promote and market products properly. This problem becomes a priority because marketing is one of the keys to the success of a business.

C. Solutions Offered

To solve partner problems, the solution offered is to design and build a ginger press, make packaging more attractive, provide training in management, marketing management, and financial accounting. This solution is expected to be able to become the basis for business development in a larger direction, with a larger production capacity as initial capital to carry out wider marketing to higher levels of consumers, followed by better business management skills. Seeing the problems faced by partners and the limitations of the implementing team, it is necessary to prioritize the problems that will be resolved through this activity. After discussing with partners by considering the ability of the implementation team, the priority issues to be resolved through this activity are;

- 1) The partner does not have a ginger press for the production process.
- 2) Making labels for more attractive packaging so that it is in line with market tastes.
- 3) The use of information technology as a product marketing medium.
- 4) Improved management system.

D. Output Target

The output of this activity is:

1. Instant Red Ginger Drink
2. Ginger grinding machine
3. The more attractive Instant Ginger Drink packaging
4. Scientific publication in ISSN journal LPPM Unimed
5. Publications in print or online
6. Video of online activity on youtube
7. Increasing the application of science and technology in society (mechanization, IT, and management)

IMPLEMENTATION METHOD

The PKM implementation team has conducted surveys and made several visits to PKM partners. The PKM team meets again with PKM partners to discuss the work schedule to be carried out. This is important so that this activity does not interfere with partner activities and also harmonizes with other activities of the PKM team. The PKM team will also pre-order the tools and materials for processing Instant red ginger drink and ginger refiners. This is important to make the necessary tools and materials arrive on time and do not disappoint PKM partners. Furthermore, the implementation method consists of empowerment, mentoring, strengthening capital, as well as monitoring, coaching and evaluation.

- a. Empowerment. This effort is to increase the knowledge and skills of the partner group which is carried out through training and workshops.
- b. Accompaniment. This activity is in the form of visits and coaching of the PKM team to partner groups.
- c. Capital strengthening. Ginger grinding tools or machines was given to partners as needed.
- d. Monitoring, Coaching and Evaluation. It is hoped that the implementation of this partner group empowerment will be carried out continuously, so that partners are able to produce instant red ginger drink easily and save energy and can add to family income. Monitoring and coaching during the activity will be carried out by the PKM team and after the activity ends, coordinated by LPPM UNIMED. Evaluation activities (in the context of PKM activities) are carried out at the middle and end of the activity implementation year.

RESULTS AND DISCUSSION

The implementation of this community service is carried out in stages. It was divided into several formal meetings held at partner locations. The first meeting was conducted by the implementing team who met directly with the partner as the manager of the instant red ginger drink business. At this meeting, a chat was held about the process of establishing an instant red ginger drink

business. Based on the explanation of the partner as a business owner, they start to make the Instant red ginger drink business because the partners liked to consume ginger drink. The idea emerged to make instant ginger drink, so if you wanted to drink ginger it was already available. Ginger drink made by partners is often given to the family, because the family feels the benefits of consuming ginger drink, so they orders ginger drink from the partner. Because many families order ginger drink from the partner, they feel that ginger drink can be a business opportunity. So since then until now the partner has produced red ginger drink which is marketed through the family and the surrounding community.

Currently this home-based business has approximately 5 employees who come from the neighbors. To process the red ginger drink, we need to clean the red ginger first then soaked with salt to remove impurities such as soil that sticks on red ginger. Then grind the red ginger in a blender and strain it using a soft cloth to extract the juice. After that, the red ginger juice is cooked with sugar. This method is usually used by partners in producing red ginger drink. Seeing that the partners' working methods to produce ginger drink were not quite right which resulted in the loss of the spicy taste of ginger, the UNIMED LPM team provided counseling on how to produce ginger drink that was correct with spicy red ginger flavor and better nutritional value. Furthermore, the UNIMED LPM team provided ginger drink processing training to partners, to simplify production and save energy.

In addition to the processing techniques taught to partners, the PKM UNIMED team is also give a ginger grinding machine with a larger capacity, so the partners could produce up to 50 kg of ginger drink each day. With this machine, the partners' production methods will be faster and the time is also more efficient, thus saving energy. Partners are no longer using the manual methods but they can use the appropriate technology now. In Figure 4, you can see the UNIMED PKM team handing over a ginger grinder to partners.



Figure 4. The chief executive and assistant of the UNIMED handover of tools with partners

At the next meeting, the PKM UNIMED team provided material in the form of basic knowledge related to incoming and outgoing reports and business management. In this session the role of the PKM team is as a companion who is assisted by students. Because the average education of the trainees is not very high, it takes extra patience to train them so that they understand the terms they just heard. It takes patience and language selection that is easily understood by the trainees because not all participants are highly educated, especially mothers who become employees. At the next meeting, the material given was more directed at how to organize business management and how to carry out business promotions related to product marketing. Based on the findings in the field, so

far the red ginger drink business has experienced no problems related to marketing. Because there is always market demand.

At the next stage in this community service, UNIMED made packaging for red ginger drink products. It is hoped that this will result in a product whose taste quality is maintained and that looks more sterile and exclusive. With a well-packaged product, we hoped that it can boost product marketing so in the future the red ginger drink product can become one of the superior souvenir products from Samosir Regency. In Figure 5 you can see the packaged red ginger drink.



Figure 5. Packaged Instant Red Ginger Drink

CONCLUSIONS AND SUGGESTIONS

1. Conclusion

The implementation of this PKM activity has been running smoothly and as expected, both by members of the implementing team and partners. This can be proven by the high enthusiasm of the partners during the presentation of the material and practice of processing instant red ginger drink and the use of a ginger grinder from the implementation team. During the implementation of the question and answer activity continued. Apart from that, the practices that have been carried out by the implementation team are easy to accept, understand and get responses from partners.

2. Suggestions

After this activity is carried out well, what needs to be suggested is that partners should take care of domestic workers' business licenses and halal products.

REFERENCES

- Andyaka. 2013. Pembuatan Kripik Singkong. Diakses 2 Mei 2020. <http://andyaka.blogspot.com>.
- Daulay, Anny Sartika. 2017. "Usaha Produk Minuman Kesehatan Jahe Merah Instan Di Kelurahan Binjai Kecamatan Medan Denai." *Amaliah: Jurnal Pengabdian Kepada Masyarakat*. Doi: 10.32696/Ajpkm.V1i1.7.

- Koswara, Sutrisno, and Astrid Diniari. 2016. "Peningkatan Mutu Dan Cara Produksi Pada Industri Minuman Jahe Merah Instan Di Desa Benteng, Ciampea, Bogor." *Agrokreatif Jurnal Ilmiah Pengabdian Kepada Masyarakat*. doi: 10.29244/agrokreatif.1.2.149-161.
- Herlina D. 2015. Analisis Kelayakan Pengembangan Usaha Pembuatan Serbuk Minuman Bandrek Instan Pada Rradh Indonesia FIC, Kota Sukabumi. Skripsi. Departemen Agribisnis Fakultas Ekonomi Dan Manajemen Institut Pertanian Bogor Bogor.
- Jauhari J. 2010 . Upaya Pengembangan Usaha Kecil Menengah (UKM) Dengan Memanfaatkan E-Commerce. *J. Sist. Inf.*
- Paramita P. Hapsari. A. Hakim.dan Soeaidy S. 2014. Pengaruh Pertumbuhan Usaha Kecil Menengah (UKM) terhadap Pertumbuhan Ekonomi Daerah (Studi di Pemerintah Kota Batu). Wacana.
- Rifkowaty E.E dan Martanto. 2016. Minuman Fungsional Serbuk Instan Jahe (*Zingiber Officinale Rosc*) Dengan Variasi Penambahan Ekstrak Bawang Mekah (*Eleutherine Americana Merr*) Sebagai Pewarna Alami. *Jurnal Teknik Pertanian Lampung Vol. 4, No. 4:315-324*
- Rahmana A. Iriani Y. dan Oktarina R. 2012. Strategi pengembangan usaha kecil menengah sektor industri pengolahan. *J. Tek. Ind.*
- Simanungkalit Y. 2016. Perkembangan Home Industri Makanan Ringan di Nagori Perlananan Kecamatan Bandar Kabupaten Simalungun 1962-2011 Analisa Sejarah Perekonomian. Diakses tanggal 2 Mei 2020. <http://digilib.unimed.ac.id>.
- Santoso. 2016. Permasalahan Industri Kecil Rumah. Diakses 2 Mei 2020. <http://ssantoso.blogspot.com>.
- Sartini. 2016. Peranan Industri Rumah Tangga. Diakses 2 Mei 2020. <http://lib.uin-malang.ac.id/Thesis>.