Proceeding of ICEBM‐Untar Jakarta‐ISBN: 978‐602‐18994‐0‐3  2012

105 |ICEBM 2012

TRADITIONAL FOOD WITH VEGETABLES COMBINATION FOR HEALTH

Marlindawati

Faculty of Computer Science, Bina Darma University Jl. Ahmad Yani No.12 Palembang 30264, Indonesia

e-mail: marlindawati@mail.binadarma.ac.id

Abstract

Who does not know Pempek. Snacks that originated from an area in South Sumatra Indonesia, which is very popular among parents, teens and children. Because of it make people almost consume it every day. Many people in Palembang can make pempek . But if you want to buy, it is available at affordable price. Economic growth which is not accompanied by increased job opportunities resulting in increased unemployment. There's one way or idea to fix unemployment with creating an entrepreneurial spirit to college student. One of them create a healthy culinary efforts and affordable for the medium. Based on this, the authors are interested in providing creative ideas and innovative for those who want to build businesses, especially to college students. Healthy food alternatives that the authors do is making traditional food pempek Palembang with a combination of vegetables in the batter so that essentially creates a different flavor, look attractive and has a high nutritional value, such as karboridrat content, protein and vitamins. As for vegetables that will be combined with pempek is carrots, button mushrooms, cauliflower, and broccoli. Types of pempek that can be combined with vegetables like pempek lenjer, pempek kapal selam and pempek lenggang. With this combination, who do not like vegetables are expected to consume vegetables. Vegetables are a very important thing for our bodies because of the fiber which can facilitate human digestion. Respondents from the realization of this entrepreneurship program is college student in semester III at the Faculty of Computer Science University of Bina Darma, because the college student is one of the prospective entrepreneurs. This idea is carried out to enhance student creativity program through the creation of a healthy food alternative that is worth selling namely through strengthening aspects of internal and strategy in cooperation with pastry shops and stalls.

Keywords: pempek, vegetables, healthy food, entrepreneurship

INTRODUCTION

In the midst of global financial crisis where most of the G20 countries suffer from near zero growth and exceedingly high unemployment level, Indonesia enjoys healthy economic growth in spite of reasonably high unemployment level and entrepreneurship level that far below the rest of the G20 countries. The Minister of Cooperation and Small and Medium Enterprise (SME), Syarifuddin Hasan in Makasar said that the Indonesian unemployment level had been decreasing continuously for the last decade [1]. During the last decade the level of unemployment has going down to 6.3% of the 240 million Indonesian citizens. Therefore, he commits to reduce the level of unemployment further to below 5% by 2014. The figure for South Sumatera is also following similar trend. In 2009, the South Sumatera unemployment level was 7.61%. In the following year the figure was able to be reduced to 6.65 % and the level of unemployment was further decreased to 5.77%. What has been achieved in South Sumatera was ahead of what had been targeted by Medium Term Regional Development plan, i.e. 7.65% by 2010 and 7.43% by 2011[5]. Increasing the number of people that start new business will drive the level of unemployment level down faster. Bina Darma University (UBD) as one of the Higher Education (HE) Institutions in Palembang has participated and contributed to development program that has been proclaimed by the Government of South Sumatera. This contribution comes in the form of

Proceeding of ICEBM‐Untar Jakarta‐ISBN: 978‐602‐18994‐0‐3  2012

106 |ICEBM 2012

Tri Darma perguruan tinggi, the three pillars of Indonesian HE system, namely teaching, research, and community service. For the teaching part, entrepreneurship has been included into the curriculum of all departments in UBD. The aim is to familiarize the student with the process of creation and starting a new business, and the creation of entrepreneurship culture amongst the students. In the research part, entrepreneurship has been the subject of several studies conducted in UBD, In addition, lectures in UBD are actively involved in mentoring and advising SMEs and the creation of several business in urban poor area as their community service activity. This activity has been able to increase the income of the several communities that has been chosen as the pilot project. The main objectives of this research are twofold. First, to study how the student response to a new idea and whether this idea will be able to inspire the student to generate their own creative and innovative ideas that finally will lead to a creation of new business that possesses competitive edges. The second objective, from the product development point of view, is to study how the public will response to a new healthier option of a product that is a modification of a traditional one and has special value and bond with people. The food product is chosen in this study for several reasons. First, pempek, as a traditional food, is consumed by the people of Palembang almost every day. There are different varieties, shapes, sizes, and ways to serve pempek. The huge market provide an opportunity to develop an alternative product which is similar but with a touch of innovation. However, the number of different pempek varieties makes developing a new pempek product really challenging. Second, the amount of pempek consumption provides a vehicle for improving the personal nutrition intake by offering a healthier option of the pempek. Finally, the relatively low production cost of pempek will be suitable for the student to put the entrepreneurship subject into practice. Secondary objectives in addition to the aforementioned are: 1) Increasing the income of pempek business. 2) To enable student to acquire knowledge and gain experience in business plan development for veggie pempek. 3) To provide a new product range that is unique, delicious, and healthy in a well established cullinary business. 4) To persuade those who does not like vegetable, especially children, to consume the daily recommended amount of vegetable. Currently, the fastest growing business in Indonesia is foods and beverages industry, in particular, culinary business . Relatively small investment required to start a cullinary business, low risk, and high profit margin make this type of business is suitable for startups. The culture of having snack between meal also contributes to the growth of cullinary business. According to Robbin dan Coulter [3], entrepreneurship is a process where an individu or a group of individu employing an organised efforts and facilities to find an opportunity to create value and growth to fullfil the expectations and needs through innovation and uniqueness, regardless the controled resources. Another definition provided by Anwar Gozally [2], entrepreneur can be considered as a person that takes responsibility to create or introduce new ideas that is known innovation. They can take role as the initiator or inventor, who is trying to turn their idea into a profitable one. The research questions that we are trying to answer in this study are: 1) What are the necessary steps in starting a veggie pempek business 2) What is the best strategy to introduce the veggie pempek as a healthier option to the original pempek to the market? 3) How to persuade the public to switch to healthier options in their diet.

Proceeding of ICEBM‐Untar Jakarta‐ISBN: 978‐602‐18994‐0‐3  2012

107 |ICEBM 2012

The study conducted by Siswoyo [4] found that the majority of HE graduates is more to a job seeker that a job creator. The more educated a person the less his/her independence and entrepreneurial spirit. This study is intended to stimulate student to generate innovative and creative ideas that can be directly translated into a business. Research conducted by Trisninawati [6] shows the growing trend of healthy food consumption by the public.

MATERIALS AND METHOD

This study begins with the idea to disseminate the results of Entrepreneurial Creativity Program to the second year student. The proposed activity in this program is to develop a new food product that is a healthier option to the traditional product, in particular pempek. serta melakukan pemetaan terhadap mahasiswa. Considering the number of varieties of veggie cocktail pempek that can be created, only two products are proposed. The products that will be studied as the healthier pempek are carrot pempek for all types of pempek, such as lenjer, telor, keriting, etc., and cabbage, mushroom and broccoli mixed that will be used for the production of pempek lenggang. The processses involve in the production of veggie pempek are similar to the original one. The main ingredient is sago/tapioca flour and fish or plain flour for a special type of pempek known locally as pempek dos. The only difference is the addition of vegetable mixed in a finely choped or powder form into the pempek dough. During the study, groups of student will be trained to how to make the veggie pempek. The students will be asked to produce and market their products in the campus and the surrounding area to obtained some information on product acceptance by the public. Based on this information the students are required to deviced a marketing strategy for the product. The design of this study is shown diagrammatically in Figure 1. Adapun design model ini dilakukan adalah untuk menambah hasil penelitian sebelumnya seperti pembekalan dan penanaman jiwa wirausaha pada mahasiswa dan diharapkan dapat memotivasi mahasiswa menjadi wirausahawan muda yang tangguh, ulet dan mandiri. The graduates from the HE are expected to incline to be job creators as an outcome of this study.

DISCUSSION

The output of this study is expected to improve the delivery of the entrepreneurship subject. The competency expected from students who passed this subject is somewhat different from other subject. Upon finishing the class the student will have the ability to generate innovative idea, write a business proposal, and have the courage to initiate a new business and not just understand the theory. In the long run the student hopefully will develop the necessary entrepreneurial skills to make their business grow. This will hopefully be able to change the way of HE graduates to see themselves as job creators rather than job seekers. On the other hand, the addition of mixed vegetables into pempek will improve its nutritional content. The introduction of healthier version of food product that is consumed by the public almost daily in the market will persuade people to opt for the healthier one. Findings during this study also can be used to develop a better marketing strategy for the new product. Any healthier option of an established traditional food product is subjected to some level of resistance. This will require a dedicated marketing strategy.

Proceeding of ICEBM‐Untar Jakarta‐ISBN: 978‐602‐18994‐0‐3  2012

108 |ICEBM 2012

Figure 1. Research framework.

The benefits of this study are as follow: 1) Providing inputs to improve the delivery of entrepreneurship subject. 2) Diharapkan perencanaan bisnis ini sehinga berguna dan menambah pengetahuan, serta menjadi referensi atau bahan masukan dalam penelitian serupa pada penelitian yang akan datang. 3) Providing a framework for developing new healthier version of traditional food product.

CONCLUSION

This study is aimed at finding the best way to teach entrepreneurship in higher education. The involvement of the students in the production, business initiation, and marketing will provide some insights into the design of entrepreneurship learning process in order to achieve the targeted competency. In addition, they also provide a picture on how to best introduced a habit of healthy food consumption to the public by observing how the public response to the product.

REFERENCES

[1] Antara news, 23 Juni 2012, Menkop: Angka Pengangguran di Indonesia Menurun, http://www.kaskus.co.id/showthread.php?p=715340063, diakses pada 7 September 2012 [2] Anwar Gozally. 2011. Pengertian dan definisi wirausaha. http://afeyaja.blogspot.com/2011/02/pengertian-dan-definisi-wirausaha.html. diakses pada 6 September 2012. [3] Robbin dan Coulter. 2011. Pengertian dan definisi wirausaha. http://afeyaja.blogspot.com/2011/02/pengertian-dan-definisi-wirausaha.html. diakses pada 6 September 2012. [4] Siswoyo, Bambang Banu, Jurnal Ekonomi Bisnis, Tahun 14 nomor 12, Malang, 2009 [5] Sumselpost.com.2012. Angka penganguran disumsel menurun. http://www.sumselpost.com/index.php?option=com\_content&view=article&id=5249:a ngka-pengangguran-di-sumsel-menurun&catid=55:palembang&Itemid=401. diakses pada 6 Sptember 2012. [6] Trisninawati, Healthy Food Eunterpreneurship As An Alternatif, Proceedings International Seminar On Entrepreneurship And Business 2012 (ISEB 2012), 108 – 113, April 2012