



Supporting the Increase in Productivity and Marketing of Chicken Floss to Enhance the Competitiveness of Dapur Hoki's Home Industry

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ABSTRACT

The chicken floss production business of Dapur Hoki has garnered significant interest, yet faces challenges in production, marketing, and financial management. To address these issues, support was provided in the form of production equipment aimed at boosting partner sales revenue, creating packaging labels for partner identity, leveraging social media to expand marketing reach, and assisting in bookkeeping to clarify capital and profit from chicken floss sales. The data acquisition uses both qualitative and quantitative methods. Qualitative data is obtained through interviews, while quantitative data is collected through the distribution of questionnaires. Evaluation results using a questionnaire among partners yielded an average score of 95%, indicating the service outcomes were rated as Excellent. Furthermore, the bookkeeping support enabled partners to effectively calculate their capital and profits from their business operations.

INTRODUCTION

In the observations conducted prior to this community service activity, several challenges were identified among home-based women entrepreneurs in their sales production. These challenges include limited production equipment, inconsistent sales, narrow marketing reach, and many businesses lacking distinctive product branding. The participants in this community service initiative are home industry entrepreneurs. According to Aprilia, home industry involves the processing of raw materials or semi-finished goods into finished products with added value to generate profit (Indraswari, 2016). Home industry serves as a platform for a significant portion of the population to grow and develop independently, contributing significantly and strategically to economic development.

Abon is one of the processed meat products well-known and enjoyed by all segments of Indonesian society. Abon is typically consumed as a side dish with rice and other dishes. It falls under the category of Intermediate Moisture Food (IMF), with a water activity (aw) above 0.5, allowing it to be consumed directly and remain stable during storage without requiring heat treatment, freezing, or cooling (Ismayuni & Rezki, 2022). Mrs. Linda runs a home-based business producing chicken floss daily. She is capable of producing up to 4 kg per day, usually based on orders, with any excess often consigned to nearby eateries. Mrs. Linda aims to increase her daily production of chicken floss, but is hindered by her production equipment.

Currently, she manually processes the chicken floss, and according to initial interviews, the most challenging aspect of the process is during the drying phase. The chicken floss must be thoroughly dried to enhance taste and prolong shelf life. In addition to production equipment, the marketing strategy for this chicken floss product is currently quite limited. Mrs. Linda desires her chicken floss to reach a wider audience and wishes to establish a distinctive logo or brand identity to differentiate her product from others in the market. Financial record-keeping is also problematic for her, as disorganized finances make it difficult to determine her exact capital and profits.

In addressing these challenges, additional production equipment is needed to support the sale of her chicken floss. Furthermore, effective marketing channels are crucial, with digital marketing being particularly emphasized. As noted in (Sembiring, 2021), digital marketing utilizes the internet and information technology to expand and enhance traditional marketing functions. This outreach includes platforms like Facebook and Instagram, enabling Dapur Hoki's Chicken Floss to gain broader recognition. Sound financial management is vital for business sustainability. According to (Patmawati et al., 2021), accurate financial management is crucial in determining appropriate pricing and ensuring profitability (Pendampingan & Keuangan, 2023). Detailed purchasing and sales reports provide insights that guide strategic decisions for business sustainability (Harjanti et al., 2022). With this community service activity, it is hoped that it can assist partners in terms of adding production equipment, expanding marketing reach, and accurately determining business turnover.

IMPLEMENTATION AND METHODS

The partner's location is situated in a bustling area near the government center of Badung, close to school environments, and surrounded by residential areas. This advantageous location allows the partner to develop their business by promoting their goods, aided by tools to enhance productivity. The initial activity to be conducted in this community service project is the socialization of the project to partners regarding the upcoming community service activities and the continuation of the program. During the socialization, the targets and objectives of the activities will be communicated to the partners in accordance with the challenges they face. Additionally, there will be the provision of production equipment to increase the partners' productivity, as well as the creation of packaging logos to establish their identity and distinguish their products. The next phase of this project involves training sessions on using social media platforms like Instagram and Facebook, as well as training on financial management for their businesses to ensure better structure. The sequence of activities to be carried out can be seen in Figure 1.

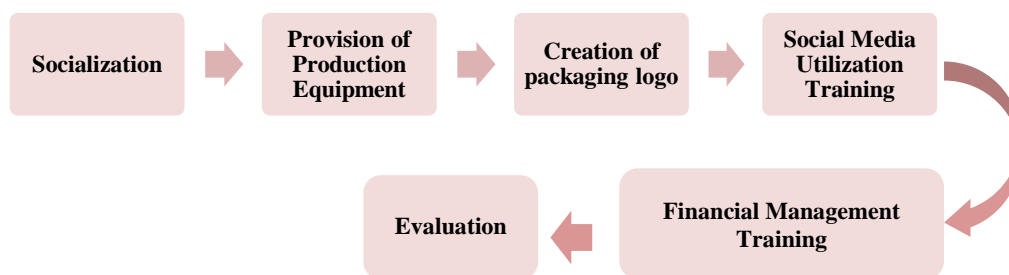


Figure 1 Sequence of Community Service Activities

Partner Participation

The participation in the form of contributions to be fulfilled by the partners during the implementation of this community service program is as follows:

1. Willingness to participate in the conducted training sessions.
2. Providing explanations regarding the main issues faced by the partners.
3. Providing a venue for conducting the training.
4. Being willing and capable to attend the training sessions of this community service program offline, while adhering to health protocols.

Evaluation of Program Implementation and Program Sustainability

The evaluation of the community service program will be conducted by distributing a satisfaction questionnaire to assess the partners' satisfaction with the activities conducted. The questionnaire instrument will be structured using a Likert scale (with 5 options) and will be given to the training participants

(partners) to determine the extent of the benefits of the community service program for the development of Dapur Hoki's Chicken Floss business. It is expected that the continuation of this program will contribute to the development in other areas, there by increasing competitiveness, enhancing professional management, and creating more job opportunities. The sustainability of this program includes:

1. Expanding sales and marketing of products beyond local and regional areas.
2. Establishing more partnerships with other partners aimed at expanding sales.
3. Improving the quality and quantity of human resources and products to compete more professionally.

RESULTS AND DISCUSSION

Here is a description of the implementation of community service activities based on the arranged agenda as follows.

1. Discussion with Home Industry Partners of Dapur Hoki
Initial discussions with partners focus on identifying their needs to enhance chicken floss productivity and addressing challenges in production, sales, and the partner's bookkeeping system. Partners have expressed difficulties in scaling up their chicken floss production, lack of a logo, minimal engagement in social media marketing, and inadequate bookkeeping.
2. Designing a New Logo and Packaging for Dapur Hoki's Chicken Floss
The creation of a logo is eagerly awaited by partners to give their product a unique identity compared to other chicken floss products. Below is the logo that has been designed and approved by the partners.



Figure 2. New logo for Dapur Hoki's Chicken Floss packaging



Picture 4 Old Packaging



Picture 3 New Packaging

3. Provision of Production Equipment The equipment provided is the result of discussions with partners deemed suitable and appropriate to enhance the productivity of Dapur Hoki's Chicken Floss. Below is the handover of the equipment to the partners.



Figure 5. Delivery of production equipment

4. Social Media Utilization Training
The use of social media in this era greatly influences the promotion of products for food, goods, and service business owners. The social media platforms used by partners are

Facebook and Instagram. We facilitated partners by creating new email accounts to be used for Facebook and Instagram.

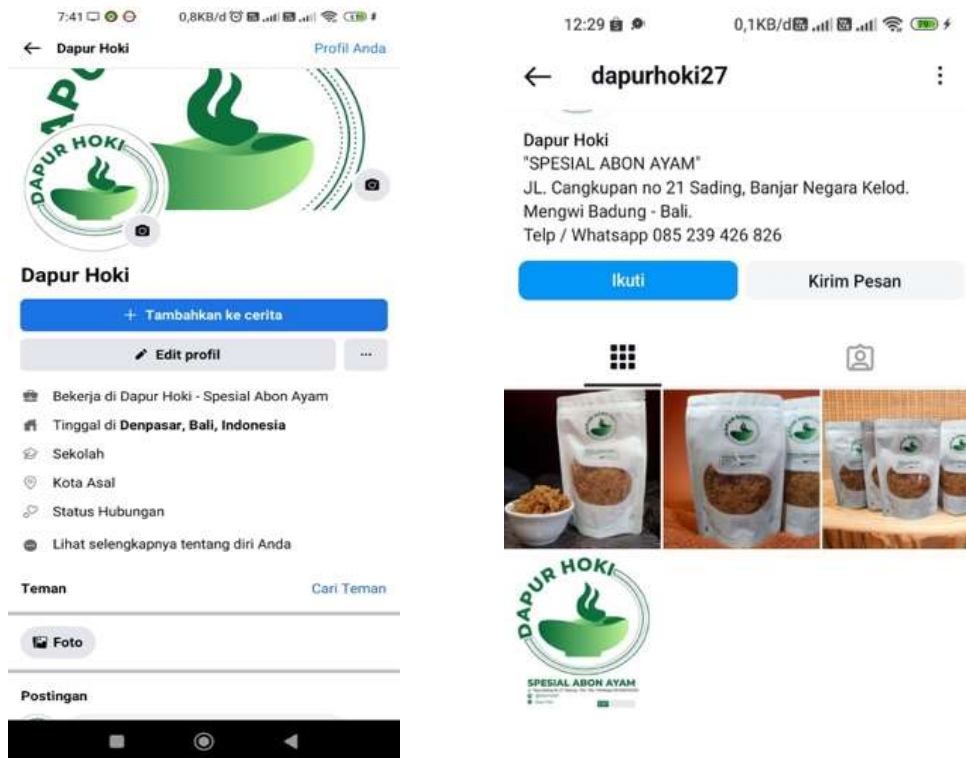


Figure 6. Social media platforms Facebook and Instagram for Dapur Hoki's Chicken Floss

5. Financial Management Training Using Cash Book

Below is an outline of the implementation of activities based on the agenda that has been prepared:

1. Introduction and Program Socialization In the opening stage, the community service team introduces themselves to the partners and outlines the planned activities for the financial management training.
2. Introduction to Financial Management Partners are briefed on financial management topics that can be utilized to manage finances. This financial management training aims to simplify the management of expenditures (capital) and income for Dapur Hoki's Chicken Floss business.
3. Financial Management Training The following diagram illustrates the outcomes obtained from the financial management training for Dapur Hoki's Chicken Floss business.

The achievements of the activity outcomes and community service outcomes with Mrs. Linda, who resides at Jalan Cangkupan No.21 Sading, Banjar Negara Kelod, include the following:

Table 1 Results of Community Service Achievement

Description	Information
Production Equipment	Increase in production by 75%
Packaging Logo	Packaging logo as a product signature by 100%
Digital Marketing	Able to manage Facebook and Instagram by 100%
Financial Management	More structured in financial management by 80%
Income Enhancement	Increased by 80%

1. Improvement in production equipment by providing assistance such as adding a meat floss dryer and other equipment that supports the production process.
2. Creation of packaging logo that incorporates the partner's identity as a distinctive feature of the products to be sold.
3. The partner now possesses and effectively utilizes Instagram and Facebook social media platforms, which can be used for broader marketing purposes.
4. Training in Instagram and Facebook social media usage, enabling partners to reach a wider market through marketing efforts.
5. Financial management training that helps partners in recording initial capital, income, and expenses, thereby ensuring accurate knowledge of earnings from their business operations.
6. Following the implementation of this community service program, the partner's income has increased compared to previous levels.

Evaluation of the first stage will be conducted after the questionnaire process on the new packaging of Dapur Hoki's Chicken Floss products is completed. Evaluation of the second stage will be conducted after the activities of the second stage are carried out in April. The evaluation of activities will be done by giving a questionnaire to one participant, namely Mrs. Ketut Linda Wati, as the owner of Dapur Hoki's Chicken Floss business. Below are the results of the questionnaire calculation using the Likert scale given to the participant.

$$Index Formula \% = \left(\frac{Total\ Skor}{Y} \right) \times 100\% \dots\dots(1)$$

Table Error! No text of specified style in document.2. Calculation Results of Index Table Questionnaire

No.	Question	Index
1	What is your opinion about the Community Service Program for business partners/UKM ?	100%
2	How do you view the plan of activities and the socialization of the community service program that was presented before the training activities began?	80%
3	How was the delivery of materials by the head of the community service in the Community Service Program partnering with Dapur Hoki's Chicken Floss business?	100%
4	Did the materials provided in this Community Service Program bring many benefits to you?	90%
5	What is your opinion on marketing through social media platforms like Facebook and Instagram, which were used by the instructors as marketing technique materials?	100%
6	How do you assess the method of delivering materials and training on marketing media used by the instructors?	90%
7	How well did you understand the delivery of marketing materials provided by the instructors in this Community Service Program?	90%
8	Did the implementation of this Community Service Program help you develop marketing media such as Facebook and Instagram, in the materials provided for improving product sales results?	100%
9	Did the implementation of the Community Service Program help you introduce your business to the community?	100%
10	Did the implementation of the Community Service Program help you expand the marketing area for Dapur Hoki's Chicken Floss business?	100%
Index Average		95%

The calculation result of the Index % indicates that the evaluation result category for the implementation of this Community Service Program is classified as Excellent, with an index value of 95%.

CONCLUSIONS AND RECOMMENDATIONS

The conclusions drawn from the community service conducted for Dapur Hoki's Chicken Floss business are as follows:

1. Dapur Hoki's Chicken Floss has been aided with production equipment, especially a spinner or oil dryer, which has significantly improved the chicken floss

production process. Other equipment has also been beneficial in accelerating and enhancing the production of chicken floss.

2. The partner is pleased to have a new logo for their business, which has become a distinctive feature of the produced Chicken Floss.
3. Establishing social media presence on platforms like Facebook and Instagram has greatly assisted in product promotion.
4. Financial management training using a cash book has facilitated the partner in managing and understanding the capital, income, and expenses of their business.
5. The evaluation results regarding the implementation of this Community Service Program are classified as Very Good, with an index score of 95%.

Based on the conclusions drawn from the community service, the following recommendations can be considered for future programs:

1. Introduce more variety in the packaging of Chicken Floss by varying the content weights.
2. Explore marketing strategies beyond social media, such as participating in exhibitions or events.
3. Upgrade bookkeeping practices from manual cash book entries to digital tools like Microsoft Excel for improved efficiency.

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