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PKM Snack BAPER: Efforts To Increase The Economic Independence Of Yatim-Dhuafa Guardians In The Rpi Lumajang Foundation

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Abstract

Lumajang Indonesian House of Change (RPI) Foundation fosters 405 NON-PANTI orphans and 48 Tahfidz Qur'an students. The trustees of the orphans are widows and parents who are economically disadvantaged. The main objective of the Community Service Program (PKM) scheme is to assist partners in empowering fostered trustees and to increase their economic independence through BAPER snack production. BAPER snack production by partners has four main obstacles, namely: 1) Low quantity, quality, and product continuity; 2) Product safety is not fully guaranteed; 3) BAPER snack products do not yet have a PIRT permit and 4) Limited product marketing facilities and networks owned by partners. The implementation methods offered to partners are: 1) Procurement of 1 (one) set of production equipment; 2) Practices for food processing production; 3) Guidance on food safety and entrepreneurship training; 4) Assistance in obtaining a PIRT permit; and 5) Procurement of facilities and media online (website) for product marketing. The results of the implementation of the Community Service Program are the responses of partners and orphans quite large in participating in the whole series of activities, increasing the knowledge and skills of partners and fostered partners and increasing the motivation of fostered trustees in entrepreneurship. If the fostered family's motivation increases in entrepreneurship, over time it will be able to increase income, empowerment and economic independence. Thus, together with the Lumajang RPI Foundation they can direct, guide the RPI fostered children to become dedicated Muslim individuals and achievers in the future.

Keywords: Baper Snack; Wali Yatim-Dhuafa; Lumajang RPI Foundation.

INTRODUCTION

Lumajang House of Change in Indonesia (RPI) Lumajang is a social and educational foundation that was established in Lumajang on October 28, 2009. Lumajang RPI has 2 main programs, namely the Social Program which facilitates social activities in the form of guidance and scholarships for orphans "NON-PANTI ". In this program, RPI receives funds from donors and professionally manages 100% of funds received for orphans. The second program is the Personal Development Program, this program was developed to participate in building Indonesian human resources, especially in Lumajang towards a better Indonesia. These program activities in the form of training, outbound and event organizers. All net benefits from this program are used to support social activities of the RPI.

Until now, RPI has a total of 405 orphans who are scattered throughout the Lumajang Regency, 48 students of Tahfidz Qur'an with active donors of around 600 people. Educational scholarships are given to orphans regularly every month from elementary, junior high to senior high school. The nominal amount of the scholarship is IDR 100,000.00 for elementary and junior high students while
for high school students is IDR 200,000.00 per month. The scholarships are used for educational purposes, from school fees, purchases of books and other school equipment such as stationery, bags, school shoes to laptop. The use of scholarships outside of school needs is strictly not permitted, so to minimize the misuse of scholarships, the RPI makes a savings book for each of the fostered children which are managed independently by RPI management.

Problems arising from the policy are fostered orphans who are economically disadvantaged, unable to use scholarship funds to meet other living needs, such as buying groceries and daily household needs to pay monthly electricity bills. RPI fostered guardians are predominantly poor families who make a living as household assistants, small traders and farm laborers. They need money not only for their children's school needs but also to fulfill their other daily needs. This condition motivated the RPI management to empower the fostered guardian through the activity of snack food production business units with the main raw materials, which are agricultural commodities in Lumajang Regency, including bananas and taro. The main raw materials are processed into sale bananas, banana chips, and taro chips.

These business activities are carried out so that the fostered family does not only depend on their children's scholarships obtained through the RPI but also so that they can be more independent in meeting other household needs. If the business unit activities in the form of snack production by the fostered guardian can run smoothly and are increasingly developing in the future, it is possible to increase the income and welfare of the fostered family's family. RPI management believes that if the fostered family of the fostered income, prosperity, empowerment and independence, they can jointly direct, guide the children of the RPI fostered to become dedicated Muslim individuals and achievers in the future.

Processed snacks (snacks) by partners have started to be produced since 2017. With the consideration that more easily known to the public, RPI management gave the brand (brand) processed products is SNACK BAPER. BAPER is a word that hits all circles. The meaning of BAPER, in this case, is not “BRINGING FEELINGS”, but “BAROKAH CHANGES”. Giving the brand with hope is that the RPI Foundation can truly bring blessings to the Ummah especially the orphans and guardian families that they foster.

BAPER snack production is done with simple steps and equipment. In terms of taste, BAPER banana sale has the right sweet taste and crispy texture for fried banana sale. The advantages of texture and taste are also owned by banana chips and taro chips, besides being more crispy, the chips produced by the guardian mother do not use food additives that are harmful to consumers so that the products are categorized as safe for consumption. The average production of BAPER snacks is 10 kg per month, both for sale of bananas, banana chips, and taro chips. For marketing methods done in 2 ways, namely, entrust to store food products Kembang Jaya Lumajang.
and online via social media Facebook, group, WhatsApp and fans page Foundation RPI. Aside from that, RPI also accepts BAPER snack orders with a limited amount, this is because there are still a small number of guardian assistants who are actively involved in snack production. Meanwhile, if the order is handed over to another party, it is feared the quality of the product produced is not the same as BAPER snacks that have been known by consumers so far.

Based on the business scale, BAPER snack production conducted by partners is still classified in the small business category. The definition of small-scale business according to Law number 20 of 2008 concerning micro, small and medium-sized businesses in Article 1 is an independent productive economic business, which is carried out by an individual or business entity that is not a subsidiary or is not a branch of a company that is owned, controlled, or be a part either directly or indirectly, of medium or large businesses. Syaifuddin (in Hartono and Hartomo, 2014) revealed what is meant by MSMEs are as follows: a) In terms of personnel, MSMEs are businesses that are often carried out independently (self-employment), do not require high skills, weak business or academic backgrounds and are lacking insight into developments outside; b) In terms of management, MSME is a business that is vulnerable to competitors, passive and without integration in planning, organizing, implementing and controlling; c) In terms of facilities and technology that are limited and often out of date, easily outperformed by competitors and experiencing managerial and financial difficulties in technology development; d) In terms of the production system, MSMEs have low productivity, often rely on unpaid family workers and find it difficult to develop their product designs; e) In terms of institutions and organizing, people's business generally holds that business is an individual responsibility so that the importance of organization is not realized and because it is very spread out, it is difficult to relate to each other.

Humans to be able to live to need food. Furthermore, for a person's life to be productive, he must consume safe and quality food. Thus, it is increasingly important to develop Indonesia's national food system that can guarantee guaranteed food production with a good level of food safety, namely food products that are free of factors that are not halal (illicit factors) and unhealthy factors (biological, chemical, and material contamination) other which can disturb, harm, and endanger human health). The existing food safety performance is still inadequate. This is caused by (1) infrastructure that is not yet stable, (2) education levels of producers and consumers are still low, (3) limited financial resources and (4) food production is still dominated by small and medium industries with facilities/infrastructure that is inadequate.

BAPER snack food safety has not been fully guaranteed, because to date none of these partner products have PIRT permits from Lumajang District Health Office. P-IRT Permit or Home Industry Food Permit is a regulation that regulates the safety of food products from raw materials, processing processes, to the final product. The importance of this regulation is because the existence of P-IRT is very closely related to food safety for consumers. This regulation is only applied to household businesses with small to medium capacity or often called Small and Medium Enterprises (SMEs). Specifically, the P-IRT permit is given to food products with a low level of risk. For products with a shelf life of more than 7 (seven) days, the P-IRT permit is valid for 5 (five) years and can be extended. As for products with a shelf life of under 7 days, permits granted are only valid for 3 years and can be extended as well.

BAPER snack production is relatively new and certainly, there are still many obstacles experienced by RPI management so far. These constraints include issues of production, management to marketing. Following are the details of the main problems experienced by RPI in producing BAPER snacks: 1) Production: a. BAPER snack production is still carried out by several fostered guardians accompanied by RPI volunteers who are domiciled in Wonocepokoayu Village, Senduro...
District, the result is that there is no uniformity in the quality of the products produced; b. The production process and equipment used are very simple and depend on the tools owned by each fostered guardian; c. The products produced are still limited in terms of quantity, quality, and continuity, among others, because there is still little involvement of the fostered trustees who produce them; 2) Management: a. Lack of knowledge and skills of partners and fostered partners in food safety and entrepreneurship; b. BAPER snacks that have been produced do not yet have a PIRT (Home Industrial Product) permit from the Lumajang Regency Health Office. 3) Marketing: a. BAPER snack marketing is still limited in the Lumajang area, including in the Kembang Jaya food store, through bazaars/exhibitions of MSME processed products, by utilizing social media and being promoted in the RPI donor group; b. There are no special outlets for displaying/storing products or as a media product promotion at certain events; c. Do not have marketing media online with a wider marketing reach (website).

Every problem faced by the RPI Foundation as a partner requires the right solution that can be useful to overcome the problem not only for a moment but is sustainable. Some of the solutions offered by the PKM Team are as follows: 1. Production: a. Facilitating the procurement of 1 (one) set of BAPER snack production equipment; b. Provide facilitation and assistance in the practice of food processing production. 2. Management: a. Provide and facilitate the holding of food safety counseling; b. Provide and facilitate the holding of entrepreneurial training; c. Provide facilitation and assistance in obtaining a PIRT permit from the Lumajang District Health Office. 3. Marketing: a. Facilitating the procurement of marketing tools for displaying/storing products as well as product promotion media at certain events; b. Facilitating the procurement and assistance of marketing media use online(website); c. Product marketing assistance in certain events/bazaars.

METHOD
The method of implementing PKM activities describes the stages or steps in implementing the solutions offered to overcome problems experienced by partners. The method of implementation is described as follows: 1. Production: a. Procurement of 1 set of production equipment, ranging from cutting blades, baskets for sale of bananas (trays), digital balance, 1 set of frying equipment, stoves, cooking oil drainer tables and packaging machines (hand sealers); b. Facilitation and assistance in BAPER snack production practices, to improve the skills of partners and fosters in producing snacks. 2. Management: a. Conducting food safety counseling which is a prerequisite in the submission of a PIRT permit from the Health Service; b. Conducting entrepreneurial training to increase the knowledge and skills of partners and fostered entrepreneurs in entrepreneurship especially in marketing products; c. Assistance in obtaining a PIRT (Home Industry Product) permit from the Lumajang Regency Health Office. 3. Marketing: a. Procurement of marketing facilities (storefronts and promotion tables (portable booths) for displaying/storing products as well as media for product promotion at certain events; b. Procurement and assistance in using marketing media online(website); c. Product marketing assistance in certain events/bazaars.

RESULTS AND DISCUSSION
The real impact of the results of the Community Service Program (PKM) Snack BAPER Community Service program can be seen from the responses shown by partners and fostered orphaned guardians in participating in a series of activities ranging from coordination, equipment handover process, production practices, food safety counseling, entrepreneurship training, the process of obtaining a PIRT permit to product marketing assistance. Another positive impact is the increased knowledge and skills of partners and foster caregivers in terms of food safety and product
marketing, and increased motivation of fostered trustees in entrepreneurship. The following is a description of the results achieved by Community Service activities:

Production. Before this Community Service activity was carried out, BAPER snacks were produced by several trustees assisted by RPI volunteers who were domiciled in Wonocepokoayu Village, Senduro District. Consideration of the location of production in these places is partly because it is closer to the availability of raw materials. The resulting BAPER snacks are then transported to the RPI Foundation Headquarters in Kepuharjo Sub-District Lumajang District to be packaged, labeled and marketed. The transportation of the product to the RPI Foundation Head Office causes obstacles in the transportation process, given the distance between snack production locations in Wonocepokoayu Village, Senduro District to the RPI Foundation Headquarters, approximately 25 Km. During the transportation process, it is possible for physical damage to some products due to friction between products and collisions on the conveyance, so that it will reduce the number of products that are suitable for packaging and selling. Thus the manufacturer's profits will be reduced. Also besides, the cost of snack production will be higher because there is an additional transportation cost to the RPI Head Office and the price of supporting materials at the production location is generally more expensive when compared to urban areas.

Based on the above considerations, the board of the RPI Foundation changed the location of BAPER snack production to the RPI Foundation Headquarters on Jl. Veterans, Kelurahan Kepuharjo, Lumajang District. The move to the production location requires several new consequences, including the need for BAPER snack production equipment. The equipment used for BAPER snack production has so far relied on household-scale cooking equipment owned by the assisted mothers. To overcome this problem, the PKM Team facilitated the procurement of 1 (one) set of snack production equipment ranging from both conventional and four-edged knife cutting knives, banana sale baskets (baking pan), digital balance, 1 (one) set of frying utensils, stoves, table cooking oil drainer to the packaging machine (hand sealer). So far, the fostered guardians only use simple household appliances in producing BAPER snacks. The RPI Foundation as the person in charge of BAPER snacks has not been able to fulfill all incoming orders given the limitations of the equipment used. Besides that, the type of equipment used has not been able to realize the hygiene of the product produced because it still allows contamination with contaminants in the environment. The following are pictures of some of the production equipment given to partners.

Equipment The availability of sufficient production equipment needs to be supported by the holding of production practices. Besides aiming to improve partners’ skills in operationalizing Appropriate Technology equipment, through food processing practices can also improve partners’ skills in this case the fostered trustees to produce various types of food preparations that are potential to be cultivated and certainly safe for consumption. The resource persons presented were from business actors who have run a food processing business with various types of product variants. It is hoped
that the partners' skills can be further improved and motivated partners to be more active in running their businesses. The following is documentation of the implementation of BAPER snack food processing production practices.

![Figure 3. BAPER Snack production practices](image)

Management. Counseling is one of the methods planned in the implementation of this PKM activity. The theme of the counseling delivered related to food safety, with participants being fostered assistants accompanied by RPI management as the person in charge of BAPER snack products. The counseling is one of the prerequisites that must be fulfilled, especially for businesses/home industries that want to apply for a PIRT permit. The resource person for food safety counseling was presented directly from the Lumajang District Health Office staff who were in charge and accompanied by the PKM Team in delivering material to partners and fostered trustees. The result of the implementation of food safety counseling was an increase in participants' knowledge related to food safety, especially food products that would be marketed to consumers. The following is a documentation of food safety counseling activities organized by the Lumajang University PKM Team in collaboration with the Lumajang District Health Office.

![Figure 4. Counseling of Food Safety](image)

In the context of food production and distribution by the home industry, according to article 43 of Government Regulation No. 28/2004 concerning Food Safety, Quality, and Nutrition, it is necessary to conduct safety education and IRT food product certification. Meanwhile, according to article 42 In the framework of overseeing food safety, quality and nutrition, every processed food either produced domestically or imported into Indonesian territory to be traded in retail packaging before being circulated must have a registration approval letter. Taking care of a PIRT permit means legalizing a product. One of the benefits of having a Home Industry Food permit is to legalize our business. Legally referring products are products that have already been authorized brands. Therefore, taking care of a PIRT permit is an important thing to do. P-IRT is very closely related to marketing. Legal products have registered numbers with the appropriate brand labels. Registered product means that it has obtained a permit from the Health Service through the stages of selection and laboratory testing regarding product safety so that it is safe for consumption. Therefore, the
PKM team facilitated the administration of the BAPER snack product PIRT permit to the Lumajang District Health Office. With the PIRT permit, it is hoped that the marketing BAPER snack will be more widespread and more attractive to consumers because consumers no longer hesitate to consume it.

Training in the context of human resource development is a very important thing to consider in the management of an organization, both in the form of institutions and companies. Training activities have objectives that are realized in a series of systematically structured activities. The objectives and benefits of this training are useful to improve the expertise/skills associated with work so that the quality of their performance increases to provide benefits for the progress of the business is run. Also besides, so that they are competent in dealing with certain situations that can occur in the business world.

The training carried out in the PKM program is entrepreneurial training. The focus of entrepreneurship training is to provide knowledge to partners regarding the use of social media in marketing products online. With the increasing social status of the community, the use of smartphone devices as a means of communication is growing rapidly. Almost everyone has a smartphone with several social media features in it. By most people, the use of social media lately is not only used as a place of self-existence but also as a means of product promotion. But not a few novice business people who are still technologically illiterate in utilizing social media as product promotion. Therefore, after the implementation of this entrepreneurship training partners are expected to be able to maximize the presence of social media in promoting and marketing BAPER snack products produced. Entrepreneur training presenters are food processing businesses as well as Information Technology (IT) experts, who are accustomed to utilizing social media in promoting their processed products.

Marketing. To increase product sales volume, 1 (one) set of marketing facilities is set up in the form of a display case and promotion table (portable booth) for displaying/storing products or as a media product promotion at certain events, as well as making media marketing online (website). The marketing network owned by partners is still limited to conventional marketing systems, namely through direct promotion to consumers. With a production capacity that will be supported by large-scale equipment, a wider marketing network is needed. The steps implemented include creating an online marketing media (website) as a media for product publications to introduce and promote the products produced. Besides that, there was assistance on how to use media online as a promotional event. Thus later not only partners who come to consumers to introduce their products, but consumers who will come to partners to buy the products produced.
Marketing of products in the millennial era today requires a broader approach to consumers, including through social media. Prospective customers can come from outside the city, outside the island and even abroad. However, a direct approach to local consumers is still very important to continue. This is considering that with the increasing number of local consumers who have experienced the delicious taste of BAPER snacks, it is also a great opportunity to participate in marketing products to a wider range of potential customers. Therefore, PKM Team also provided marketing assistance to partners in marketing BAPER snacks directly to consumers through certain events/bazaars. The product exhibition events that have been participated by partners using marketing facilities facilitated by the PKM Team include the 2019 Ramadhan Market organized by the Lumajang Regency Trade Office on May 22-25, 2019 in Lumajang city square, and the 1,000 parcel distribution event for children orphans organized by the Lumajang RPI Foundation. By procuring 1 (one) set of product marketing facilities, online marketing media (website) and marketing assistance are expected to increase the quantity, quality, and continuity of snack products produced by partners.

Community Service Program Community Partnership Program (PKM) is inseparable from many obstacles, including the lack of main capital to start production in a new place, namely the Lumajang RPI Foundation Office. Capital is needed to purchase raw materials and supporting materials in the production process to the procurement of product packaging that requires revision of packaging label designs that meet the standards. Other constraints are related to the Micro and Small Business Permit (IUMK) and trademarks. Until now, the Lumajang RPI Foundation as a snack producer of BAPER does not yet have an IUMK issued by the local Camat. Regarding trademarks, partners, in this case, the Lumajang RPI Foundation has never registered BAPER Snack products to obtain trademark patents from the Directorate General of Intellectual Property.
Micro, Small Enterprises (MSEs) had a large contribution to the Gross Domestic Product (GDP) in Indonesia by 60.34% in 2017. In addition to being an economic driver in Indonesia, MSEs are also the most effective employment absorber, as evidenced by 2017 labor absorption by 97.22%, so that it can reduce the number of unemployment figures that exist today. To work well in the future, businesses must have a legal permit. It is not only large scale businesses that need to have a permit, but small scale businesses must also have a permit. The Government has stipulated Presidential Regulation Number 98 of 2014 concerning licensing for micro and small businesses that aims to provide legal certainty and means of empowerment for Micro and Small Business Actors (PUMK) in developing their businesses. Also besides, in arranging IUMK procedures after leaving Presidential Regulation it becomes simpler, easier, and faster so that it is profitable for businesses.

Trademarks can be a form of protection of Intellectual Property Rights (IPR) that is closest to our daily lives. Whatever goods or services we need, we often refer to them by trade names rather than generic names. A brand - or also commonly known as a *brand* - is an identity marker of a product or service that is in trade. But not only as identity, but brands also play an important role in representing the reputation of not only their products but also the producers of the intended product/service. No wonder if branding is a very important part of marketing a product/service. Trademark rights are a form of IPR protection that gives exclusive rights to registered trademark owners to use the mark in the trade of goods and/or services, according to the class and type of goods/services for which the mark is registered.

**CONCLUSION**

The outcome of the implementation of the Community Service Program is the response of partners and the community is quite large in participating in a whole series of activities ranging from production practices, counseling, training to market assistance. The quantity, quality, and continuity of BAPER snack products are increasing and the marketing network is expanding. Constraints in the implementation of this program include a lack of venture capital, partners do not yet have a Micro and Small Business License (IUMK) and the Snack BAPER name has not obtained a trademark patent from the Directorate General of Intellectual Property. The next activity plan is assistance in improving partner business management, including motivating foster trustees to intensely participate in developing BAPER Snack businesses that have been initiated, assisting partners to be more disciplined in administration each time of production and providing assistance to foundation management/foster trustees who want to learn how to operate media online for expanding product marketing networks. Regarding the lack of UMK permit and the registration of the Snack BAPER trademark, the PKM Team hopes that there will be assistance from the government or the authorities for the licensing process. Thus, the Community Service program will provide even more and sustainable benefits for partners and fostered in particular as well as the Lumajang community in general.

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