

MBKM Program: Young Culinary Entrepreneur (TKP) Know Spicy Krispy

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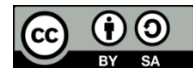
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ABSTRACT

Fast food is very popular and has become a trend for Indonesian people. Tofu is an energy source that is rich in carbohydrates. The tendency to consume modern food has become a trend for Indonesian people. Tofu is a type of food source of protein made from soybeans which is very popular and popular with Indonesian people. Tofu is also a processed soybean product which has a fairly wide market segment. This is proven by the existence of various types of tofu that are sold on the market, namely: sumedang tofu, filled tofu, and meatball tofu. Tofu is a healthy food that contains lots of nutrients, from protein to fiber. This food is useful for maintaining heart health, and optimizing brain function.

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1. INTRODUCTION

Starting from the MBKM (Free Learning Independent Campus) program, we, in a group of 3 people, registered for the Entrepreneurship Incubator program, through selection we were declared to have passed the MBKM Entrepreneurship Incubator Program, after that the capital was funded by Slamet Riyadi University in the amount of IDR 10,000,000, with that capital We decided to open a fast food business that is very popular with Indonesian people, namely Spicy Krispy Tofu [1].

Tofu is a type of food source of protein made from soybeans which is very popular and popular with Indonesian people. Most tofu products in Indonesia are produced by small-scale businesses, most of which are

found on the island of Java, especially the city of Semarang. The tofu industry business is growing rapidly in line with the increase in Indonesia's population. Tofu is also a processed soybean product which has a fairly wide market segment. This is proven by the existence of various types of tofu that are sold on the market, namely: sumedang tofu, filled tofu, and meatball tofu [2].

The process of making tofu is relatively simple and easy, so it is often done by home industry businesses. The process of making tofu on a household scale is generally still done using traditional or manual methods and uses a lot of human workers, then we process the tofu into the food we use, namely white tofu, then we process the tofu into crispy tofu after it becomes crispy tofu, then We provide flavored spices that

consumers ask for, such as balado or sweet and spicy.

The share of this food product is that we market it using 2 stages, namely staying in a place targeting the general public, from children to adults. and here we will also promote our business through online media, the technology we use is Instagram, WhatsApp, social media. in this aspect of entrepreneurship, it is able to build a business that can run independently and sustainably and provide economic benefits for team members [3].

2. LITERATURE REVIEW

Entrepreneurship involves two elements main points (1) opportunity and, (2) ability respond to opportunities. Based on p that, then the definition of entrepreneurship is a response to a business opportunity which is revealed in the collection actions and produce results in the form of institutional business organizations, productive and innovative". Entrepreneur (entrepreneur) apart from being a very hot trend discussed by various groups pursuing it, is also already a thing one of the planned programs by the government applied at various levels higher education. All this time a student synonymous with "job seeker" rather than job creator", and is now starting to be directed by the government to education entrepreneurship as one option promising life.

Status as a student, young and doing activities business is something proud. Young people with More effort will get results and even more achievements. Students and business are two an interesting object to research [4]. Matter This of course gives rise to a new term known as young entrepreneur or young preneur, who where the term originates from It's popular with those who are still old young but already independent finances and owning your own business [5].

2.1 Creation Of Entrepreneurial Ideas

Creating a entrepreneurial idea is one of the important factors in starting a business. With the existence of various kinds of entrepreneurial, young entrepreneurs

must be able to compete with their new entrepreneurial. This is not easy for university graduates as potential young entrepreneurs because they have to develop their creativity. Ideas in the context of entrepreneurship here are ideas for creating something new and different [4]. So it can be concluded that creating a business idea is the creation of an idea that creates a new and different business.

2.2 Innovation in Entrepreneurship

Entrepreneurial innovation is a change that occurs within a company to adapt to the environment or market demand, The purpose of innovation is to keep a company "alive". Whether that's by adding new value to the business or increasing development and productivity. Innovation itself can occur out of necessity or because a company wants to make itself different from competitors [6].

2.3 Entrepreneurial Sustainability

Sustainability in entrepreneurship refers to the integration of environmental and social responsibility into the operations and goals of a business. It involves finding ways to minimize the negative impact of business activities on the planet and its communities, while also ensuring long-term viability and success [7].

3. METHODS

The research method used in this research is to use descriptive qualitative, namely describing the reality of tofu sellers with a focus on development strategies. This research approach is qualitative, namely in relation to development strategies which include aspects of resource provision including raw materials, labor, products, forms of business development and sustainability strategies, what stages of business, what market potential. Meanwhile, the prospects for the sustainability of the crispy tofu business are known by analyzing

data on all strategies. sustainability of prices, implementation of taste innovations. In this research, researchers try to describe and explain the sale of crispy tofu.

4. RESULTS AND DISCUSSION

4.1 Short Business Profile



Figure 1. Logo

TKP TOP is the short name for spicy krispy tofu which is the name of our product. TKP TOP was developed from a domestic food product, namely tofu which was developed with innovation and creation so as to increase the selling value of the tofu which according to the public is just tofu which we usually process into a product that has a very high selling value. The products that will be made include various things such as tofu, crispy flour, and spices that are needed. This business will be developed by 3 students from the UNISRI Law study program.

4.2 Raw Material

The main raw material is tofu, we do not produce tofu ourselves, but collaborate directly with tofu producers. By purchasing semi-finished products from tofu producers directly, we only process the final tofu by frying. The relationship between the business owner and the raw material provider must run well in order to meeting the needs for raw materials that support

the implementation of the production process.

4.3 Market Potential

The marketing areas we have chosen are around markets, school environments and the wider community. We chose this area because there are many local residents and it is strategic for sales. Based on market analysis, you know TKP TOP with an average product of 35 pcs per day, selling 25 to 30 pcs per day with an average sale of Rp. 5,000 Potential can be calculated as follows:

Based on the analysis above we can calculate the overall Market Potential using the formula:

$$Q = n \cdot q \cdot p$$

Information:

Q = Market Potential

n = Average Number of Products

q = Average Number of Products Purchased

p = Average Price

Based on the analysis above the data obtained is known:

$$n = 35 \quad q = 25 \quad p = 5.000$$

Market Potential Calculation

$$Q = n \cdot q \cdot p$$

$$Q = (35) \cdot (25) \cdot (5.000)$$

$$Q = 125.000$$

4.4 Survey Market

Table 1. Survey Market

Category	Persentase
Like	79 %
Do Not Likw	21 %

4.5 Survey Produk

Table 2. Survey Market

Name	Like
Barbeque	70%
Spicy	55%
Sweet Spicy	80%
Balado	75%
Sweet	60%
Extra Spicy Balado	45%

Based on survey results from respondents:

- a. The purchase price is affordable so that everyone can buy this product.
- b. Strategic location and quite spacious place.
- c. The facilities (place, way of serving) are quite good
- d. Apart from rice dishes and side dishes, tofu is served with side dishes and replaces the need for heavy meals, besides tofu can also be a snack.
- e. Tofu is enjoyed by all levels of society, from children to adults.
- f. The most popular flavor is sweet and spicy.



5. CONCLUSION

1. Based on an analysis of the existing conditions of culinary businesses, a total average value of 7.9% was obtained, which shows that culinary businesses are widely liked and popular. So that the tofu business can continue to develop amidst the emergence of many competitors with very tight levels of competition, it is necessary to determine the right strategy.
2. Based on the strategic analysis that must be carried out is to maintain product quality, quality and service, this is the best step in running a culinary business.

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