



THE PROCESSING AND PACKAGING OF PASTRIES AND KENONG COOKIES TO IMPROVE THE SELLING VALUE AND UNIQUENESS OF LOCAL PRODUCTS IN BENDUNG VILLAGE, BENDUNG DISTRICT, KASEMEN SUB-DISTRICT, SERANG

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Abstract

Community Service on Training on Processing and Packaging Techniques of Pastries and Kenong in Bendung District, Kasemen Sub-district of Serang, with the target of MSME actors, Pastries and Kenong, Bendung Village, the purpose of this community service activity is to provide training on the processing and packaging of pastries and kenong in the Bendung village, Kasemen district, Serang. The technique used in this service activity is lecturing the participants on processing and packaging techniques for cookies and kenong.

Namely, SME players can be directly involved in practising and creatively processing and packaging products attractively to become food products with an appealing appearance and flavour. And it is worthwhile to sell it so that it can bring in additional money for the family and potentially grow into a successful business. So while it's encouraging that 60% of training goals achieve for the training, the remaining 40% still need to be followed up with assistance before the next Community Service can complete.

Keywords: Weir Village, UMKM, Pastries, Kenong.

INTRODUCTION

Bendung is a district area found in the Kasemen Subdistrict of Serang. The site is quite strategic, and Bendung Village also benefits from its geographical location and proximity to urban areas. 2007 saw the division of the Village into a Sub-District, which resulted in the creation of the Bendung Village. Since the division from Village to the District has existed for several periods, I, Mr Dahlan (First Election), as PLT (Acting Task). Period II Mr Marhum from 2008-2016 as Head of Bendung Village, period III, Mr Ma'ruf from 2017 as PLT (Task Executor) served for six months.

Period IV Mr Awaludin in 2017 as PLT (Task Executor) served for one month, period V Mr Hayumi in 2018-2019 served as PLT (Acting Task), period VI Mr Aji Kurnianto S.Sos., M.Si on May 1, 2019-present and serves as the Head of the Village.

Bendung Village has an area of 402,204 H with a population of 8,349 people. The population of Bendung Village is 8,349, and the Village occupies a space of 402,204 H. The Bendung district is an agricultural community, and it is clear that the majority of the area is used for agricultural purposes by the local community. There are many micro, small, and medium-sized enterprises (MSMEs) in the area, and most locals earn their living through these enterprises.

Some micro, small, and medium-sized enterprises (MSMEs) in Bendung Village have the potential to be developed. And some of the products that have this potential include salted eggs and kenong pastry (pastries), both of which are produced directly, use natural processes, and have economic value when sold. The salted egg is a product that has been an MSME in Bendung Village for a very long time. The reason is that the salted egg is made in a natural way, which is beneficial to one's health. Meanwhile, the kenong cookie is the newest MSME product that has become a signature of Bendung Village. According to a survey conducted in Bendung Village, Kasemen District, Serang City, pastries (Kue kenong) are a food and beverage and unique local products that need empowerment to be further improved to meet the needs of the local community.

Pastries MSME actors need guidance for entrepreneurs who require creative innovation to make their businesses more appealing and more comprehensive training in marketing strategy. The background for this Community Service activity on MSME Assistance is the lack of community skills in entrepreneurship and innovation, the underdeveloped industry based on the Village's potential, and the need to develop a community mindset for entrepreneurship.

In addition, developing a community mindset for entrepreneurship is needed. Additionally, because there is a shortage of assistance in the industry, many micro, small, and medium-sized enterprises are not receiving consulting or mentoring services. Therefore, it is essential to have a companion or facilitator in assisting MSMEs to facilitate MSME actors and provide training and services tailored to their requirements. As a result of this activity, it is hoped that MSME actors will get a lot of guidance on the processing and packaging of pastries and kenong to increase the selling value and regional uniqueness in Bendung Village, Bendung District, Kasemen Sub-District, Serang City, Banten Province. This activity improves the selling value and regional identity in Bendung Village, Bendung Village, Kasemen District, Serang City, and Banten Province.

METHOD AND PROCEDURES

The following are the stages involved in carrying out activities that are beneficial to the community:

1. Identification of problems

At this point, the Joint Service Team collaborated with a group of twenty students from KKM to conduct an initial survey of micro, small, and medium-sized enterprises in Bendung Village, Kasemen District. One of the UMKMs that has the potential to be developed is the UMKM of pastries and kenong, both of which are distinctive features of the Bendung region. The Community Service Team will use the identification of this problem as the basis for conducting training and mentoring for actors in the cake and kenong business.

2. Training and Mentoring

- a. It's essential to bake and package pastries properly, so they look their best when served.
- b. Instruction in the appropriate titling and packaging of goods
- c. Participants in the business world receive ethics training

To help businesses succeed, the government is funding a project to improve how pastries and kenong are processed and packaged so that they have a higher resale value and are more distinctive to their region.

RESULTS

The Tri Dharma of Higher Education, which includes education, training and community service, is a unified whole and cannot be separated. This activity is an activity that a higher education institution has programmed. Because of this, the training fulfils one of the requirements for graduating from Tri Dharma Higher Education: performing community service and putting the information learned during the lecture period into practice. This community service endeavour has many important aims and benefits for ensuring the continued existence of people's lives. The programme is being carried out to gain knowledge and direct experience that the community service team has gained while activity is being carried out.

This community service can also make a genuine contribution to the community in various scientific fields, such as the social, cultural, and religious fields, enabling the community service programme to interact directly with the community and assist local government programmes (PEMDA). Therefore, community service activities have the potential to provide benefits that are experienced now by members of the community. Thus, the programmes implemented during the programme process may be helpful in people's day-to-day lives.

Training and Support for Small and Medium-Sized Enterprises (SMEs) in Pastries and Kenong is one of the service activity programmes run in Bendung Village. The Lecturer Team has organised this community service project so that students can work toward fulfilling one of the Tri Dharma Lecturers. Education, training, and community service make up the "Tri Dharma of Higher Education," an inseparable whole that must not neglect.

1. Identification of problems

The Service Team, with the assistance of students, carried out a survey beginning on July 25, 2020, during which they met with representatives of MSME actors. This training does before determining the identification of the problem. The situation of micro, small, and medium-sized enterprises (MSMEs) in Bendung Village reveals that most of these businesses continue to use more conventional methods to manufacture and sell their wares. A relatively small number of people still

engage in online or *e-commerce* marketing. Products made by micro, small, and medium-sized enterprises (MSME) in Bendung Village, particularly pastries and kenong, still retain the natural quality of the ingredients, and the packaging is unpretentious. To the point where even the most minimal efforts at improving packaging and labelling have a negative visual impact. Because of this, marketing efforts are often ineffective, or the value of pastries and kenong on the market is relatively low.

2. Training and Mentoring

On Monday, August 3, 2020, 32 locals from the Bendung area, including several employees from the Kasemen District, participated in the inaugural training activity. Opportunities for regional MSMEs with growth potential are discussed, along with the business ethics of business actors, in this training. Training participants from Bendung Village will learn about micro and macro business ethics to inspire more locals to pursue entrepreneurial opportunities and boost the local economy.

After the Service Team visited the bakeries, kenong makers, and MSMEs involved in the production, a second training session was held. Pastry and kenong production is highly unscheduled, with most items being made as they are sold or ordered. Processing is also done traditionally, and it is a simple process. This product is since simple tools and materials are sufficient for goods such as pastries and kenong, typical of the unique local products of Bendung district.



Figure 1 Group photo during a visit to SMEs Pastries in Bendung Village

Furthermore, the second training was held on Saturday, August 15, 2020. In general, this training aims to increase the creativity and innovation of SMEs in Bendung Village in processing and packaging good and attractive products. This activity was attended by 25 participants who are the people of Bendung Village.



Figure 2 Group photo after completion of MSME Training

Activities relating to mentoring are going to take place between the 18th and the 22nd of August 2020. Students and service team members accompanied the small and medium-sized enterprises (SMEs) that made pastries and kenong through the preparation, processing, and packaging stages. In addition to enhancing product quality and the processing and attractiveness of its packaging, the purpose of this activity, in particular, is to provide a potential additional value for micro, small, and medium-sized enterprises (MSMEs) in the Bendung area that makes pastries and kenong. One group of kenong cakes and one group of pastries were each responsible for carrying out this mentoring activity.



Figure 3 Helping and Accompanying the Pastries and Kenong Process

The fact that they can gain knowledge that is both helpful and quickly understood makes MSME actors very enthusiastic about this activity. In addition, the packaging provided by the support staff is simple to acquire and does not demand significant financial investment. Some respondents even mentioned that they were interested in learning more about potential innovations involving pastries and kenong, such as expanding the types of variants available, among other possible developments.

3. The Processes of Monitoring and Evaluation

Monitoring and assessing the effectiveness of this community service project is the activity's last stage. Monitoring and evaluation should be an integral part of the planning process for activities. Only then will the training be able to be described as "complete." Evaluation is geared toward controlling and managing one's progress toward achieving one's goals. As a result of the monitoring and evaluation carried out on activities, packaging and labels on some of the pastries and kenong products currently for sale are already an improvement over those previously used. Product packaging has also become more attractive, although it is not evenly distributed across all MSME actors, pastries and kenong.



Figure 5 Pastries and Kenong Typical Weir after Mentoring

Products made by MSME that already have good packaging are anticipated to have a higher selling value in the market, which, of course, will benefit the economy of the community in which they

are produced. Furthermore, E-commerce and online marketing strategies are both viable options because, with the correct processing and packaging, the baked goods and kenong sold to customers are not only safe but also resistant to damage and long-lasting. Of course, it contributes in its way to the elevating of the degree to which the Bendung region is exceptional.

CONCLUSION

The following conclusions were reached as a result of the community service activities carried out in Bendung Village, Kasemen District, followed by MSME actors, pastries, and kenong:

1. The micro, small, and medium-sized enterprise (MSME) actors in Bendung Village have benefited from this community service activity and have begun to apply it to their businesses.
2. When the training and mentoring have been completed, the processing of pastries and kenong will be more meticulously planned out in an appropriate and sanitary fashion.
3. Some MSMEs in the Bendung area sell pastries and kenong products, and some of these products already come in an appealing packaging.
4. Even though they appear pretty straightforward, certain baked goods and kenong products have labels.

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