

Application Of 30 Icon Cuisines In South Sumatera As A Entrepreneurship Learning Media At Pgrri University Of Palembang

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ABSTRACT: The love of researchers to the City of Palembang makes researchers confident of the richness of natural resources, human resources and the taste of typical cuisine in the Province of South Sumatra. As the people of Palembang City, students of the Palembang PGRI University, who are from various regions in South Sumatra Province, some even come from outside the province of South Sumatra, do not want to take part, they want to participate in the success of ASEAN GAMES 2018 which will be held in Jakarta and Palembang. A pride of the people of Indonesia and pride as citizens of Wong Kito Galo (everyone of us). Especially students of the PGRI University of Palembang will utilize even to introduce the typical cuisine of the Province of South Sumatra, especially the Palembang city to the International arena and preserve this unique country cuisine. Besides the natural beauty of the city of Sriwijaya is very famous with the icon of the Ampera Bridge, Musi River and Empek-Empek, but there are thousands of typical South Sumatra Province cuisine that is not yet known both nationally and internationally, therefore researchers are interested in researching the Typical Cuisine of Palembang city, entitled: Application of 30 Icon of Typical South Sumatra Cuisine as Entrepreneurship Learning Media at Palembang PGRI University. Based on the results of the research that the researchers have done and based on the statements expressed by the students from the results of the questionnaire, the students' response to the treatment given by the researcher was in the form of implementing 30 Icon of South Sumatra specialties as an entrepreneurial learning media at the Palembang PGRI University, amounting to 87.26%.

Keywords: 30 Icon Cuisines, Entrepreneurship, Learning Media.

INTRODUCTION

A love of researchers for Palembang makes researchers confident of the richness of natural resources, human resources and the taste of typical cuisine which is in South Sumatera. Calculation in 2016/2017, the researcher gained the trust selected as Researcher of the Beginning Lecturers with the Title: **Environmental Waste (K5PBB) as Learning Media for grow PGRI University of Palembang**. The city of Palembang as the capital of South Sumatra Province (Sum-Sel) is the second largest city on the island of Sumatra after Medan. Culture is formed from many elements including religion, politics, customs, language, tools (clothing, buildings, and artwork). The city of Palembang has an area of 358.55 km². Younger generation, when asked about their own town's special food, or what is this food made of? Can't answer, they can only enjoy the food without knowing where it came from. Traditional food is generally consumed more by the people who become the area of origin which is then introduced to other people or migrants. Traditional food is processed according to the conditions (recipes) given down and down. In general, the recipe results are decreasing and are usually lowered in the family. This is done with the typical taste of the food maintained (Anonim, 2012). Marcel Danesi in Sumarni (2012: 223) says that food is a sign that is infiltrated by meaning. We eat, first and foremost, to stay alive. However, in a social environment, food receives significance that goes beyond this function and influences the perception of whether or not something can be eaten.

Denotatively, food is as mentioned, the element of survival, in semifracy, food and action of eating always has a broad connotation. The term often used to refer to the connotation system formed by food is typical cuisine (cuisine). From typical cuisine, we can find out what certain groups of people eat, how to make it, and what is revealed from the typical cuisine about them. Investigation in location of typical cuisine center in Palembang city shows the variation of famous typical cuisine. South Sumatera and region of Sum-Sel Province have many traditional cuisines which is not defeated delicious than other Provinces Indonesia. South Sumatera has also many kinds of foods or typical cuisines, there are gravy that include: Model, tekwan, Ragit jalo, Mie celor, Lakso, Celimbungan, Martabak har, Burgo and Bakso ikan. Typical cuisines there are not soupy, they are Pepes, Tempoyak, Sate ikan, Mie tektek and nasi Minyak. South Sumatera has also many kinds of cakes, they are Putu ayu, Srikaya, Kojo, Roket, Maksuba, Engkak, Lapis legit, tumpang cake, delapan jam cake, Gandus dan Bolu sarang semut, moreover Kerupuk or kemplang and kacang merah ice as foods or typical cuisines. Empek-empek cuisines from Sriwijaya city have many kinds, there are pempek kapal selem, adakan, keriting, panggang and others. As we know that every comers or tourists come into Palembang and surroundings. It will be certain looking for and trying to consume special cuisines in South Sumatera. Until now, to get that food start from various pempek, cake although kerupuk and kemplang are easy because spread in many location of center snacks in Palembang. It is expected as a visit target upcoming of ASIAN GAME 2018 in Palembang and influential to other countries in other to typical cuisines in South Sumatera can be forward, progressive and famous in all the world. Collegian with many ideas and never crisis with the creativity as prime object as aspirant of entrepreneur or best target for helping and accelerating success entrepreneurship spirit easily. With the onset is able become strong young entrepreneur. Entrepreneur, for collegian of PGRI University especially is able to give self motivation about credibility to help

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collegian's trust feeling to support this job. Science of entrepreneurship is important to help marketing process for promoting the result of typical cuisines that will be as a knowledge of marketing. It had already gotten by them since second grade for applying and being a best model to bring into reality. Entrepreneur of culinary is pledge work, with the knowledge that they get, it is be able to apply and get as training toward large entrepreneurship. In order to researcher more focus, so they observed the problem of this research that appointed must be limited. Therefrom, researchers limited be related to:

1. Researched typical cuisines were special cuisines of Palembang city.
2. Main material that was entrepreneurship study that would be main focus of this research;
3. education and training entrepreneur.
4. This learning media would be applied to collegians or students of Accountancy Program

Study.

Formulation of this research was: "How to apply 30 icons of typical cuisines in South Sumatera as Learning Media of Entrepreneurship of PGRI University Palembang?". As for purposes of this research, based on formulation of this research above:

1. Giving information about typical cuisines in South Sumatera.
2. Getting entrepreneurship spirit and collegian motivation to conserve typical cuisines

In South Sumatera, Palembang especially and create new young entrepreneur of culinary area. The purposes of the entrepreneurship were: Can get entrepreneurship spirit for collegian and society so that open new jobs and can compete of AEC (Asian Economic Community) started 2015, and increase collegian creativity to process waste into creative products and have economic value. So that we as Indonesians were able to compete and develop as a business actor, in ASIAN GAMES 2018 especially that held in Palembang. Collegians could sell their creative products as souvenirs for environmental waste in Palembang city. The target of outcome of this research were International journal and 30 iconic magazines for cuisine of Palembang city. Based on the background above, researchers needed to guide the collegians to make these typical cuisine of Palembang city and took the time to make it to be like by society, for tourists ASIAN GAMES 2018 upcoming especially, therefore researchers gave the title "**Application 30 icons of typical cuisines in South Sumatera as Learning Media of Entrepreneurship at PGRI University of Palembang**". Besides being famous for Pempek, South Sumater also has tourism potential that is not inferior to other cities in Sumatera, namely: (1) The Ampera Bridge is a bridge that has become the icon and symbol of Palembang city. Built in 1962, this bridge was completed in 3 years. The Ampera Bridge connects Seberang Ulu and Seberang Ilir which are separated by Musi River. (2) The Musi River is the longest river in Sumatera with the length of 750 KM. The Musi River divides Palembang city into 2 parts and was once the main transportation facility in South Sumatera. (3) The Great Mosque of Sultan Mahmud Badaruddin is the largest mosque in Palembang city. Building of Sultan Mahmud Badaruddin Mosque is a

combination of Indonesian, European and Chinese architecture. For the original people of South Sumatera, there are various Palembang specialties besides Pempek. And many of them can only be found in South Sumatera or certain events. Even some of the special cuisine below will make people who were born and grew up in South Sumatera become homesick or miss homes. But some special cuisine of South Sumatera can also be found in other cities such as in Jakarta and in other cities in Indonesia. For examples of Entrepreneurship Learning Media of most special cuisines of South Sumatera are: (1) kinds of pempek, (2) kinds of soupy specialties such as tekwan, laksan, celor noodles and others, (3) kinds of food or special cuisines that do not like pepes, sate ikan, tempoyak and others, (5) types of pindang patin, pindang bone, pindang gabus and others and (6) crackers, kemplang that special cuisine of Palembang city. Typical cuisine in Palembang city, the researchers made collegian learning media in entrepreneurship courses. In general, the media is a plural word of medium "medium", which means intermediary or introduction. The term media is also used in the field of teaching or education so that the terms becomes an educational media or learning media (Wina Sanjaya, 2006:42). Learning Media by Munadi (2008:23) is defined as everything that can deliver and channel messages from sources in a planned manner to create a conducive learning area where the recipient can carry out the learning process efficiently and effectively. NEA (Educations Association) defines as objects that can be manipulated, seen, heard, read or discussed along with instruments that are used properly in teaching and learning activities can affect the effectiveness of instructional programs. Teaching media is defined as an onpersonal (not human) means used or provided by teaching staff, who play a role in the teaching and learning process, to achieve instructional goals (Winkel, 2009: 36). The Association Of Education And Communication Technology (AECT) says that learning media is everything that people use to convey learning messages (Hamdani, 2011: 17). Three advantages of media capabilities are; (1) Fixative ability means that it can capture, store and re-display an object or event. With this ability, objects or events can be drawn, photographed, recorded, filmed and then stored, and when needed can be shown and re-observed as the original event. (2) Manipulative ability means that the media can re-display objects or events with various changes (manipulation) as needed, such as size, speed, color changes, and presentation can be repeated. (3) Distributive ability means that the media is able to reach a large number of audiences in one presentation simultaneously, such as TV or radio broadcasts. (Hamdani 2011: 23) Sudjana (2010: 21) mentions the benefits of learning media as follows; (a) Teaching will attract students' attention so that it can foster learning motivation. (b) Teaching materials will be more clearly defined so that students can better understand them and allow students to master the teaching goals better. (c) The teaching method will be more varied so that students are not bored. (d) Students do more learning activities. Arsyad (2013: 74) explains that the criteria for media selection are derived from the concept that instructional media are part of the overall instructional system. Then some criteria that need to be considered in the selection of good learning media are as follows; (a) In accordance with the learning objectives, (b)

Practical, flexible and enduring, (c) Able and skilled to use learning media, (d) Target grouping and (e) Technical quality. So learning media were all tools and materials that could be used for educational purposes such as radio, television, books, newspapers, magazines, and so on.

RESEARCH METHODOLOGY

"The research method is about how the method is used" (Sugiyono, 2010: 25). The method used in this research is descriptive research method. According to Sugiyono (2010: 32), "Descriptive research is research conducted to determine the value of independent variables, either one variable or more (independent) without making comparisons or linking with other variables". This research method intended to reveal a problem or phenomenon about a typical icon of South Sumatra as a learning medium for students to be motivated to become culinary entrepreneurs and preserve Palembang's typical cuisine, with documentation data, questionnaires and interviews. This researcher as a process with various steps in finding solutions to problematic problems in order to help to make the right decisions.

DATA ANALYSIS TECHNIQUE

The data analysis technique used in this study was a descriptive analysis technique by means of percentage, that was the qualitative data that was quantified to be further processed by adding up, then compared with the expected amount. After obtaining a certain percentage and then re-qualifying. According to Sugiono (2010: 13) research according to the type of data, which consists of: Qualitative Analysis was an analysis carried out if the data collected is few, monographic or tangible cases so that they could not be arranged into a classification structure. Qualitative analysis was data obtained from various sources by using various data collection techniques and was carried out continuously. Data analysis used in this study was qualitative analysis. Qualitatively implemented by presenting explanatory descriptions of student responses in processing typical foods or dishes of South Sumatra. The data management method was as follows; (1) Quantitative answers to question items by giving score levels for each answer: Score 1 = no difficulty, Score 2 = rather difficult, Score 3 = difficulty and Score 4 = very difficult. (2) Calculating the level of difficulty for each category of answers that exist on each factor. (3) Calculate the scores obtained in the form of percentages. This technique was called the qualitative descriptive technique with percentages.

The formula for percentage descriptive analysis according to Saifuddin (2014) was:

$$\% = \frac{n}{N} \times 100$$

Description: n = the value obtained by the respondent
N = the value that should be obtained by the respondent

% = percentage

Analyze research data using percentage analysis. The results of calculations in the form of percentages are

interpreted with the criteria table of the level of obstacles and challenges, then interpreted with qualitative sentences. To find out the criteria for the results of the research, a table was made.

Researchers used intervals

Value 0% - 25% = Low

25% - 50% = Medium

50% - 75% = High

75% - 100% = Very High

(Source: Saifuddin, 2014)

RESULTS AND DISCUSSION RESEARCH

The stages in the research were needed in order to facilitate the research in running the research, while the stages in this research were; The first stage the researcher divided students into five groups with their respective tasks in making Typical Cuisine. The first group was the type of smoked food, the second group was the typical type of food, the third group typical food did not have soup, the fourth group was the cake, the fifth group was pindang, kerupuk and kemplang. The second stage the researcher accompanied the students to find materials that would be used as entrepreneurial learning media. The researcher accompanied for fifteen days to the fifteen groups that had been formed. The third stage researchers bought materials to support student activities in making typical South Sumatran cuisine and then did the work that had been obtained. Like flour, salt, wheat, cork fish, sugar, rice eggs etc. The fourth stage the researchers gave direction on the making of these typical dishes that had been obtained by students, to be used as delicious and quality food for the people of South Sumatra as well as for foreign countries in the upcoming ASIAN 2018. The fifth stage of the application or the manufacturing phase was carried out by students and researchers monitoring for one month or four recovery meetings. The sixth stage was the assessment stage for Typical Cuisine that students make. The seventh stage was the culinary marketing stage typical of South Sumatra by making a typical South Sumatra cuisine bazaar for one week students and students were required to make financial reports for each group as a result of the bazaar activities. The eighth stage was the evaluation phase of the success of students in making and marketing the typical cuisine of South Sumatra as an entrepreneurial learning medium. The researcher gave a questionnaire beforehand, the questionnaire researchers do the stages of validity and reliability, and can ask questions about, thoughts, feelings, energy, space, goods / materials, and money as much as 6 indicators of questions to students. Data retrieval resulted of the study of the application of 30 icon typical South Sumatra as an entrepreneurial learning media at the Palembang PGRI University, using questionnaire instruments. The research sample consisted of 30 students, while the questionnaire indicators consisted of 6 categories: (1) preparation phase, (2) processing stage, (3) marketing stage, (4) business development stage, (5) business retention stage, (6) Entrepreneurial Soul. Table 1 below presented the results of the statements of 30 respondents studied.

TABLE 1: RESULTS OF 30 RESPONDENTS BASED ON QUESTIONARY INDICATORS

No	Indicator (Stages)	No difficulty		Enough		Difficulty		Very difficult	
		N	%	N	%	N	%	N	%
1	Preparation	15	50	14	46,67	1	3,33	0	0
2	Processing	16	53,33	11	36,67	2	6,67	1	3,33
3	Marketing	18	60	11	36,67	1	3,33	0	0
4	Developing a Business	15	50	12	40	2	6,67	1	3,33
5	Maintaining Business	20	66,67	8	26,67	1	3,33	1	3,33
Average% A		56		37,34		4,67		1,99	
6	Entrepreneurial Soul (B)	Very Important		Important		Enough Important		No Important	
		N	%	N	%	N	%	N	%
		22	73,33	8	26,67	0	0	0	0
Average% A + B		64,67		32		2,34		0,99	

Source: the results of the research process

Based on the results of the researchers' processing in Table 1 above, it could be seen that the highest percentage of each indicator in 5 stages in the category. No difficulty in using learning media in the form of 30 Icon of Palembang Special Cuisine, namely: (1) Preparation of 50%, (2) Production of 53, 33%, (3) Marketing by 60%, (4) Developing businesses by 50% and (5) maintaining the response business giving a statement of 66.67%. While based on the indicator (6) the entrepreneurial spirit of the percentage of student statements stated to be very important, namely 73.33%. The average of the six indicators was 64.67% in the category No difficulty / Very important, 32% Sufficient Difficulty / Important, 2.34% in the Difficulty / Important enough category and 0.99% in the Very difficult / No category Important.

TABLE 2: AVERAGE RESULTS OF 30 RESPONDENT STATEMENT BASED ON RESEARCH RESULTS CRITERIA

Indicator	%	Criteria
Preparation	86,17	Very high
Processing	85	Very high
Marketing	89,07	Very high
Business Development	85	Very high
Maintain Business	85,83	Very high
Entrepreneurial Soul	92,47	Very high
amount	87,26	Very high

Source: the results of the research process

Based on the results of the processing of the researcher in table 2 above, it could be seen that the results of the statements of respondents based on the criteria of the results of the study, showed that the average statement of the student response or response was very high at 87.26%. So it could be concluded that the application of 30 icon of typical South Sumatra cuisine as an entrepreneurial learning media at the University of Palembang PGRI was successfully implemented, because the students' response to this media was very high. Research with the title: Application of 30 Icon of South Sumatra's Typical Cuisine As an Entrepreneurship Learning Media at Palembang PGRI University, which researchers got in the 2017/2018 budget year, the results of research in Very High criteria

were 87.26%, in the sense that the application of learning media was very useful and motivating students to become entrepreneurs in the culinary field. While the title: Environmental Waste (K5PBB) as Learning Media for Growing Student Entrepreneurship Souls at Palembang PGRI University, which researchers got in 2016/2017 budget year, the results of the research were 68.25% in the high category. Based on the two results of the Beginner Lecturer Research (PDP) that researchers get both in the 2017/2018 fiscal year and 2016-2017, the application of learning media both with environmental waste and with culinary specialties of South Sumatra, especially Palembang, students were more motivated and have an entrepreneurial spirit in the media culinary. Students were more interested in becoming culinary entrepreneurs than entrepreneurs of creative products from waste, because according to direct interviews with researchers with culinary media students it was easier both in the preparation, processing, marketing, business development and sustaining stages (preserving). The prospect of business opportunities in the culinary field was better and more promising compared to environmental waste, whose processes or stages were quite difficult.

CONCLUSIONS AND SUGGESTIONS

The realization of the application of 30 icon typical of South Sumatra as an entrepreneurial learning media at the PGRI Palembang University, was very useful for students and had opened business opportunities in the culinary field, and inspired students to develop this business on an ongoing basis. This could be seen from the results of the research that researchers had done and based on the statements of the students revealed from the results of the questionnaire that was very high student response to the treatment that the researcher gave in the form of the application of 30 icon typical of South Sumatra as an entrepreneurial learning media at the PGRI Palembang University, amounting to 87.26 %. Researchers provided advice to students of the Melenia generation, future successful entrepreneurial candidates, so that they continued to strive and should not be discouraged in developing and preserving Indonesian culinary specialties, especially South Sumatra Province specialties. Students were also expected to continue to motivate themselves to entrepreneurship despite having other jobs, because the Prophet Muhammad SAW exemplifies that entrepreneurship was the key to success, in addition to generating sustenance for themselves, an entrepreneur could provide and open sustenance for others.

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