

Analysis Of Entrepreneurship Student Activities At The Bazaar 30 Palembang Special Cuisine Icons

Neta Dian Lestari, Masnunah

Abstract: Palembang is one of the cities in Indonesia which has many typical foods, empek-empek is one of them or commonly known as "empek-empek" which has the potential to develop its culinary tourism to the international arena. In line with ASIAN GAMES 2018, not only Pempek was presented, but a variety of special food in Palembang city, it was also introduced to other countries and be able to increase the subsector of the creative industry in the international culinary field to make a breakthrough in implementing Palembang food or special dishes this. Based on the results of the study, the stages that had been passed in the Bazaar activities, namely: Preparation (thoughts, feelings), Produksi (energy and time), Marketing (space, goods and money), Achievement of goals (efficient, effective and economical), validity hope the results were good. Of the eight events conducted by students at the Palembang PGRI University, the profit gained was more than 75%, namely 78.66% in the VERY GOOD category. Suggestions were given so that students are more motivated again to entrepreneurship, because the benefits could be very large and promising. students could become young entrepreneurs who are creative and innovative, with the basic knowledge that researchers had given for about six months. The science of entrepreneurship both theoretically and practically directly from the preparation, production, marketing, achievement of the Evaluation and making drilling stages had been studied. Hopefully the students of Palembang PGRI University, especially students of the Accounting Education study program could implement the science in the future and made them tough and successful entrepreneurs.

Keywords: Students' Activities, Bazar 30 Icon, Typical Cuisines.

INTRODUCTION

South Sumatra was highlighted not only as a physical construction, but also as an ideological construction, and it was very interesting to see how the tension between the two became the frame for the development of Palembang City from time to time. In 684 AD 1377 the city of Palembang was a royal city led by the sultan, because traditionally there was a sultanate, but it was also a maritime city because the city's geographical environment was dominated and surrounded by water. This kingdom is famous to the Continents of ASIA, Europe and America. As a city located outside Java but not too far from Java and Batavia as the center of power, both in the colonial and post colonial times, South Sumatra did occupy a unique and ambiguous position, Palembang City was a palace city because traditionally there was a sultanate but , it is also a maritime city because the geographical environment of the city is dominated and surrounded by water. (Dedi, 2011: 1). Palembang is one of the cities in Indonesia that has a lot of typical food, empek-empek is one of them or commonly known as "empek-empek" which has the potential to develop its culinary tourism to the international arena. Considering some of the typical foods or cuisines of the people, the area in the city of Palembang is in great demand, local residents and migrants, including domestic and foreign tourists, need to preserve and introduce South Sumatra's typical cuisine to the international community. In line with ASEAN GAME 2018, not only Pempek was presented, but various kinds of food and special dishes in Palembang city, this was also introduced to other countries and be able to increase the subsector of creative industries in the culinary field internationally to make a breakthrough in implementing food or special dishes this city

of Palembang. Palembang's typical variety of cuisines can make a culinary paradise for some people who have a hobby of hunting nutritious delicacies. Palembang cuisine, which has the majority of raw materials from fish, both from snacks such as empek-empek, food or cakes that are always there when the Lebaran is like crunch and maxuba, until heavy foods such as friend nasi (lauk) pindang and pepes. Palembang city cuisine is dominated by fish, fish has high nutritional value. Fish is one of the food ingredients that contain various kinds of nutrients. In addition to cheaper prices, fish protein absorption is higher than other animal products such as beef and chicken, because fish meat has shorter protein fibers than beef or chicken protein fibers. The type is very diverse and has a number of North Sumatra University advantages, including containing omega 3 and omega 6, and the completeness of amino acid composition (Pandit, 2008). Based on Law No. 45 of 2009, the definition of fish is all types of organisms that all or part of their life cycle are in the aquatic environment. In general, the waters where fish lives consist of sea, fresh and brackish. Whereas according to (Adrim, 2010) Fish are defined as vertebrate animals (vertebrates) that live in water and systematically placed on the Phylum Chordata with the characteristics of having gills that function to take dissolved oxygen from water and fins are used for swimming.

Fish can almost be found in almost all types of waters in the world with different shapes and characters. The general characteristics of fish groups are having a real-boned frame and cartilage, having a single fin or pairing and having operculum, the body covered with scales and slimy and have a clear body part between the head, body and tail. Fish size varies from small to large. Most of the fish are torpedo, flat, and some are irregularly shaped (Siagian, 2009). The raw material for fish found in the typical Palembang cuisine is very easy to get and the price is affordable, besides that the good testures are easy to process, and the taste is tasty, adding to the taste of the food. Actually this Indonesian traditional food needs to be explored from the culinary side as to what the food culture in the area is, how to blend the spices, so that there is one recipe with the recommended cooking name, for

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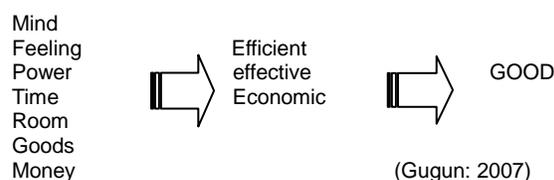
example the name of the dish for pepes all the regions have pepes Recipe although from different ingredients and spices, how the history of pepes is brought from where it comes from although sometimes the spices are similar or different and give a different flavor. This gives unique traditional Indonesian food (Soenardi, 2013). Basic theories of cooking skills include management, selection of ingredients, preparation of ingredients before processing, storage of ingredients, menu settings, food processing, utilization of food waste, utilization of cooking utensils, food appearance, and labor arrangements (Soenardi, 2013). Indonesian cuisine is one type of food that has a distinctive taste. It is also a reflection of various cultures and traditions that originate from the archipelago and almost all Indonesian cuisine is rich in herbs derived from spices such as candlenut, chili, galangal, ginger, kencur, turmeric, coconut and palm sugar. Likewise Palembang's typical cuisine that has a distinctive flavor plus other complementary combinations such as vinegar (cuko) and tempting broth for appetite. In the demands of Islam, we are required to eat and drink the halal and thayib (good). Besides halal and thayib, the quantity is sufficient and not excessive. The term is not excessive in nutrition, commonly known as AKG or Nutrition Adequacy Rate. This AKG is determined by the ideal range of nutritional components of food consumed in one day. If lack or excess nutrients will cause malnutrition. (Agung, 2011: 23). As Islam has encouraged humans to consume food with no excess and not too miserly, so they only consume from various foods provided. Therefore, various nutritionists try to find out the various food needs that humans need. Then they made a clear and correct basis for the food. (Abdul 2016; 19-20) This is in accordance with the word of Allah SWT: "Son of Adam, wear your beautiful clothes in Every mosque, Eat and drink, and do not overdo it. Verily Allah does not like those who are overrated." (Surah al-A'raf / 07: 31) According to Sumantri (2010) food is a basic human need that is needed at all times and requires good and right management to benefit the body. Food is a basic human need that is needed at all times and requires good and correct processing to benefit the body. Food or food products are all things derived from biological or water sources, both processed and unprocessed which are intended for food or drinks for human consumption (Saparinto & Hidayati, 2010). Halal food with halal raw materials, such as fish is a good value food and is recommended for consumption. Culinary city of Palembang, not only made from fish but also eggs, various kinds of cakes typical of Palembang city, the main raw material consists of Gnadum and eggs, this culinary is also a delicious culinary, and halal. Palembang's typical cuisine actually has many variations and varying degrees of taste, but researchers only raised 30 dishes in the city of Palembang, 30 dishes or food, the researchers marketed to analyze the percentage of success in obtaining profits in marketing 30 dishes from the city of Palembang, by conducting a Bazaar at various Event-Events, especially at the ASIAN GAMES 2018 Event at Jakabaring, the Bazaar was held for 7 days. According to Stanton in Tambajong (2013: 1293), marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy the desire to achieve company goals. According to Kotler and Armstrong (2012: 29), "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return", which means stating that marketing is a process by which companies create value for customers and

build strong customer relationships to capture the value of the customer in return. According to Dayle in Sudaryono (2016: 41), marketing is a management process that seeks to maximize profits (retutns) for shareholders by establishing relationships with key customers (valued customers) and creating competitive advantage. Bazaar at certain Events is a separate promotion, especially in ASIAN GAMES 2018 at Jakabaring Palembang, this could promote Palembang City's special cuisine from international level. According to Irawan (2008: 249), promotion is a one-way information flow or persuasion that is made to direct a person or organization to actions that create exchanges in marketing. The exhibition event is an event that is deliberately held to attract attention. Event types also vary depending on the purpose of the event. Event is an activity carried out to get attention. Events can be designed to show that the company is responsible for the social environment (Pudjiastuti, 2010: 17) In the bazaar pass researchers and students, cultivate and process 30 typical food of Palembang city, it was to determine the cost of goods sold, what the price of food that was marketed / sold. According to Sunyoto (2012: 158), the nature of personal selling is easier because salespeople can directly adjust sales offers to the needs and behavior of each buyer. Individual sales have an important role in product marketing, 25 because personal interaction between product providers and consumers was very important, the product was provided by people and not by machine. According to Artika Romal (2016: 4) prices are the only component that generates profit, while other elements indicate costs. Prices are also a sum of money that must be paid by consumers to obtain certain products. Based on the foregoing, the researcher conducted a study entitled: Analysis of Student Activity at PGRI University of Palembang in the 30 Icon Bazaar of the Special Cuisine of Palembang City.

RESEARCH METHODOLOGY

The method used in this study was through several steps of the activities of the Palembang PGRI University students in a bazaar of 30 iconic specialties of Palembang city, including: (1) Preparation, (2) Processing or production stage icon 30 Palembang specialties, (3) Phase Marketing, (4) the stage of achieving goals, (5) Evaluation phase, (6) Reporting stage.

Based on this stage can be described as followed:



RESULTS AND DISCUSSION

RESEARCH RESULT

Overall the results of the 30 icon Bazaar activities of Palembang's typical cuisine carried out by students of Palembang PGRI University were very good. This could be seen from the activities, among others; Preparation, Production, Marketing, Achievement of goals, Validation and Reporting.

Preparation Phase

Preparation was the first phase of the researcher and the student starts the activity, the researcher divided 30 students into five groups, each group consisted of six people. The first group was the type of smoked food, the second group was the typical type of soup, the third group of typical dishes did not have soup, the group was the fourth type of cake, the fifth group was pindang es kerupuk and kemplang. Then prepare the tools and ingredients that was processed into typical Palembang city cuisine, this preparation stage for 10 days. Stage of Production or Making at the same Time Marketing Stage At the production stage, 30 Palembang cuisine icons must be accompanied by the marketing stage, because the material produced was food that is easily damaged or stale. Before marketing the product made by researchers and students to conduct trials for 3 trials on each dish, to find out the testur, remembered the maturity and taste of the cooked food. After conducting a trial, the marketing of this product was done by offering it directly to the surrounding community, through social media networks and participating in the bazaar and ASIAN GAMES 2018 held at Jakabaring.



Picture 3. Bazaar in Jakabaring



Picture 4. Bazaar Rector CUP during 5 days

Following are the Bazaar Documentation:



Picture 1. Bazaar in Kambang Iwak first week



Picture 5. Bazaar competition and Try Out during 6 days



Picture 2. Bazaar in kambang Iwak Second week



Picture 6. Bazaar Mapala during 6 days



Picture 7. Bazaar PPUPIK PPA examination



Picture 8. Bazaar Ramadhan DISPORA in Kecamatan Makrayu



Picture 9. Bazaar ASIAN GAMES 2018 in Jakabaring Palembang during 7 days

Achievement of Bazaar Activities

Bazaar Activity 30 Icon of Palembang's typical food motivated students to become culinary entrepreneurs, could have their own income, helped the economy of parents especially paying tuition fees, after graduating from college having their own business as a culinary entrepreneur, developed it into a larger or wider market nation and could create jobs for the community.

Business Management Results (Evaluation and Reporting Phase)

Evaluation

The evaluation phase was done by directly giving closed questionnaires to students which contained 30 statements about the soul of student entrepreneurship at 92.47% stating they had the spirit of entrepreneurship, in the Very High category. Reporting Overall from the bazaar activities conducted in this study, researchers provided capital of Rp. 500,000 in each group. Based on the results of bazaar activities, there were profits and profits that become the capital back in the next bazaar, the amount of the profits shown in the table below:

Table 1. Kambang Iwak Bazaar First and second week.

| No | Food names | Production price (Rp) | Results Sales (Rp) | Profit (Rp) |
|----------|----------------------------|-----------------------|--------------------|-------------|
| 1 | Vinegar | 250.000 | 380.000 | 130.000 |
| 2 | Soupy | 250.000 | 410.000 | 160.000 |
| 3 | No Soupy | 250.000 | 385.000 | 135.000 |
| 4 | Cake | 350.000 | 475.000 | 125.000 |
| 5 | Pindang, Kerupuk/Kem-plang | 250.000 | 380.000 | 130.000 |
| % Profit | | 1.350.000 | 2.030.000 | 680.000 |
| | | 50,37% | | |

Table 2. Bazaar in Jakabaring

| No | Food names | Production price (Rp) | Results Sales(Rp) | Profit (Rp) |
|----------|----------------------------|-----------------------|-------------------|-------------|
| 1 | Vinegar | 100.000 | 175.000 | 75.000 |
| 2 | Soupy | 100.000 | 200.000 | 100.000 |
| 3 | No Soupy | 100.000 | 200.000 | 100.000 |
| 4 | Cake | 150.000 | 240.000 | 90.000 |
| 5 | Pindang, Kerupuk/Kem-plang | 100.000 | 185.000 | 85.000 |
| % Profit | | 550.000 | 1.000.000 | 450.000 |
| | | 81,82% | | |

Table 3. Rektor Cup Bazaar

| No | Food names | Production price (Rp) | Results Sales(Rp) | Profit (Rp) |
|----------|----------------------------|-----------------------|-------------------|-------------|
| 1 | Vinegar | 200.000 | 320.000 | 120.000 |
| 2 | Soupy | 200.000 | 390.000 | 190.000 |
| 3 | No Soupy | 200.000 | 320.000 | 120.000 |
| 4 | Cake | 300.000 | 420.000 | 120.000 |
| 5 | Pindang, Kerupuk/Kem-plang | 200.000 | 305.000 | 105.000 |
| % Profit | | 1.100.000 | 1.755.000 | 655.000 |
| | | 59,55% | | |

Table 4. Try Out Bazaar

| No | Food names | Production price (Rp) | Results Sales (Rp) | Profit (Rp) |
|----------|----------------------------|-----------------------|--------------------|-------------|
| 1 | Vinegar | 250.000 | 430.000 | 110.000 |
| 2 | Soupy | 250.000 | 420.000 | 110.000 |
| 3 | No Soupy | 250.000 | 440.000 | 80.000 |
| 4 | Cake | 300.000 | 500.000 | 80.000 |
| 5 | Pindang, Kerupuk/Kem-plang | 250.000 | 430.000 | 100.000 |
| % Profit | | 1.300.000 | 2.220.000 | 920.000 |
| | | 70,77% | | |

Tabel 5. Bazar Mapala

| No | Food names | Production price (Rp) | Results Sales (Rp) | Profit (Rp) |
|----------|---------------------------|-----------------------|--------------------|-------------|
| 1 | Vinegar | 150.000 | 260.000 | 110.000 |
| 2 | Soupy | 150.000 | 250.000 | 100.000 |
| 3 | No Soupy | 150.000 | 310.000 | 160.000 |
| 4 | Cake | 150.000 | 250.000 | 100.000 |
| 5 | Pindang, Kerupuk/Kemplang | 150.000 | 240.000 | 90.000 |
| % Profit | | 750.000 | 1.310.000 | 560.000 |
| | | 74,67% | | |

Tabel 6. PPUPIK PPA examination's Bazaar

| No | Food names | Production price (Rp) | Results Sales (Rp) | Profit (Rp) |
|----------|---------------------------|-----------------------|--------------------|-------------|
| 1 | Vinegar | 100.000 | 210.000 | 110.000 |
| 2 | Soupy | 100.000 | 210.000 | 110.000 |
| 3 | No Soupy | 100.000 | 180.000 | 80.000 |
| 4 | Cake | 100.000 | 180.000 | 80.000 |
| 5 | Pindang, Kerupuk/Kemplang | 100.000 | 200.000 | 100.000 |
| % Profit | | 500.000 | 980.000 | 480.000 |
| | | 96% | | |

Tabel 7. DISPORA Bazaar in Kecamatan Makrayu

| No | Food names | Production price (Rp) | Results Sales (Rp) | Profit (Rp) |
|----------|---------------------------|-----------------------|--------------------|-------------|
| 1 | Vinegar | 150.000 | 320.000 | 170.000 |
| 2 | Soupy | 150.000 | 300.000 | 150.000 |
| 3 | No Soupy | 150.000 | 320.000 | 170.000 |
| 4 | Cake | 150.000 | 280.000 | 130.000 |
| 5 | Pindang, Kerupuk/Kemplang | 150.000 | 260.000 | 110.000 |
| % Profit | | 750.000 | 1.600.000 | 730.000 |
| | | 97,33% | | |

Tabel 8. ASIAN GAMES 2018 Bazaar in Jakabaring Palembang

| No | Food names | Production price (Rp) | Results Sales (Rp) | Profit (Rp) |
|----------|---------------------------|-----------------------|--------------------|-------------|
| 1 | Vinegar | 300.000 | 650.000 | 170.000 |
| 2 | Soupy | 300.000 | 620.000 | 150.000 |
| 3 | No Soupy | 300.000 | 500.000 | 170.000 |
| 4 | Cake | 300.000 | 610.000 | 130.000 |
| 5 | Pindang, Kerupuk/Kemplang | 300.000 | 480.000 | 110.000 |
| % Profit | | 1.500.000 | 2.860.000 | 1.360.000 |
| | | 90,67% | | |

Tabel 9. Bazaar of Report Recapitulation

| No | Information | Production price (Rp) | Results Sales (Rp) | Profit (Rp) |
|--------------|---|-----------------------|--------------------|-------------|
| 1 | Kambang Iwak Bazaar on First and second week | 1.350.000 | 2.030.000 | 680.000 |
| 2 | Bazaar in Jakabaring | 550.000 | 1.000.000 | 450.000 |
| 3 | Rector Cup Bazar | 1.300.000 | 2.220.000 | 920.000 |
| 4 | Try Out Bazaar | 750.000 | 1.310.000 | 560.000 |
| 5 | Mapala Bazaar | 500.000 | 980.000 | 480.000 |
| 6 | PPUPIK PPA examination's Bazaar | 750.000 | 1.310.000 | 560.000 |
| 7 | DISPORA Bazaar in Kecamatan Makrayu | 750.000 | 1.600.000 | 730.000 |
| 8 | ASIAN GAMES 2018 Bazaar in Jakabaring Palembang | 1.500.000 | 2.860.000 | 1.360.000 |
| % Keuntungan | | 7.450.000 | 13.310.000 | 5.860.000 |
| | | 78,66% | | |

Based on the table of conclusions above Alhamdulillah, the profit percentage of the eight events that were followed gained an average profit of 78.66%, the advantage of the students who managed it and students took it back as capital for the next sale. Researchers provided freedom and independence to students to open their own business from capital gains.

CONCLUSIONS AND SUGGESTIONS

The stages that had been passed in this Bazaar activities were: Preparation (thoughts, feelings), Produksi (energy and time), Marketing (space, goods and money), Achievement of goals (efficient, effective and economical), Evaluences that were expected to be Good . From the results of the research, bazaar activities were carried out by the students of Palembang PGRI University in the category of Very Good, because the profits obtained were more than 75%, namely 78.66%, namely in the VERY GOOD category. Based on the results of this study, suggestions were given so that students were more motivated to entrepreneurship, because the benefits could be very large and promising. Students could become young entrepreneurs who were creative and innovative, with the basic knowledge that had been given to them for approximately six months. The science of entrepreneurship, both from the preparation, production, marketing, achievement of Evaluation and making drilling stages, has been studied. Hopefully the students of Palembang PGRI University, especially students of the Accounting Education study program can implement the science in the future and make them tough and successful entrepreneurs.

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