

## Conference Paper

### Making Ketchup Products to Build the Entrepreneurship Soul of the Putat Jaya Village, Sawahan District, Surabaya

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#### Abstract

A large number of people in the Putat Jaya sub-district who have low income and do not have enough skills, demanding academics to participate in providing solutions. Through this community service program, it is expected to be able to provide increased capacity to conduct independent businesses, so that they can increase their income. Training and mentoring programs as a strategy to help the community. The program conducted is to provide knowledge about ways to build an entrepreneurial spirit, provide knowledge about the process of producing soy sauce products from coconut water, do product packaging and knowledge about entrepreneurial management. The results of this activity, the community is able to make soy sauce from coconut water at a very low cost but has a tasty and tasteful and good quality. Thus the community can improve their skills for entrepreneurship and increase their income.

**Keywords:** Entrepreneurship, improving community skills and increasing income, packaging, technique of making soy sauce from coconut water

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#### INTRODUCTION

Building the spirit of entrepreneurship for the community is now a necessity. Environmental conditions that continue to change rapidly, require everyone to be able to produce the ability to sustain life (Haerani, 2016; Kotler & Keller, 2012). The ability to maintain life can be done through business efforts that can be done privately (home industry). For this reason, sufficient skills are needed to be able to produce business ventures through these productive businesses. The strict competition requires the ability to have a strategy in doing business. For people whose skills are still low, they need the training to be able to improve their abilities (Kusumawardani, 2011).

The people in the 10th village of Putat Jaya still have low skills, so their incomes are also low. Training is needed to help solve this problem. One thing that needs to be appreciated is the desire of the community to get training to improve skills in order to produce products that can be developed into a home industry. Furthermore in this community service will be given training in making soy sauce from coconut water. Ketchup is a kitchen or food seasoning in the form of a black liquid that tastes sweet or salty. The basic ingredients for making soy sauce are generally black soybeans or soybeans. But there is also soy sauce made from coconut water (Mubiyanto, 2003; Zimmerer et al., 2008).

There have been many soy sauces produced using soybeans. On the other hand, soybean ingredients are quite expensive and costly. Given the condition of the people of Putat Jaya who are not fixed income and lack of skills, it is

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necessary to look for other alternatives, namely making soy sauce using basic ingredients that are cheaper but still of good quality and taste good. This is in accordance with the expectations of the community after the training will be able to produce in large quantities. In the future, the ability and skills are expected to be able to increase the income of each family that has an impact on the surrounding community and wider environment.

## METHODS

Training is carried out using community development methods or community development. This method is used to provide entrepreneurship learning to residents of RW 10 who lack skills in Putat Jaya Village. Trainees of fathers and mothers. This training is carried out on Saturdays at 9:00 a.m. until completion in May and July 2018.

## RESULT AND DISCUSSION

Entrepreneurs are people who organize and direct new businesses and dare to take risks that are related since the initial process. Furthermore, it can be explained that entrepreneurs are someone who is achievement oriented, believes in themselves and does not depend on others and tends to focus on the long-term mindset.

There are some things that an entrepreneur needs to consider: 1) Business Choices: Make a list of various choices according to the order in which they are prioritized; 2) Marketing and Sales: Determine the main market and determine where the biggest customer comes from; 3) Survival Factors: How strong each choice goes; 4) Profitability factors; What is the level of profit obtained from each choice.

Estimating Operational Needs, at this stage illustrates the need for all entrepreneurs to have expertise in finance and accounting. Estimating profit, that every business that will begin should have the potential to generate profits. Although profit may not be in the top of the list, it seems that profit is needed to support the smooth running of the business. Profit can be estimated by first having to know how much the price is worth, how much sales potential can be achieved.

Using qualitative approach c Marketing is the company's activities in making plans, determining product prices and distributing goods and promotions. The marketing poses include several stages, namely:

1. Market opportunity analysis
2. Selection of target markets
3. Compilation of marketing plans
4. Development of marketing systems
5. Implementation of control

In marketing planning, there is a marketing strategy which is a fundamental tool planned to achieve company goals, by developing sustainable competitive advantages to serve the target market. In times of intense competition, the role of marketing strategies is increasingly relied on to win the competition. To develop a marketing strategy must pay attention to the marketing environment because many factors influence it. Several factors influence the selection of target market strategies: Ownership of human resources, Homogeneity of goods, Stages of the product life cycle, market homogeneity, Brand Products, Packaging, Labels. Furthermore, residents are expected to be able to do effective marketing and manage their business with good management. The product to be produced is soy sauce from coconut water.

The stages used in formulating a model of empowerment of women-based local potential fishermen in Sidoarjo Regency are as follows: a. *Look*, in these activities, observation, interviews, preliminary assessments of target groups (women fishermen), local resources, socioeconomic environments and source systems within and outside the community. b. *Think*, this activity is conducted through Focus Group Discussion with target groups as well as potential and resource system in the environment that can be utilized in empowerment program of women fishermen. c. *Act*, or treatment, this activity is carried out various guidance, facilitation, monitoring and evaluation. Key

informants in this research are women fishermen who join a community or group of women fishermen or working groups of women empowerments that already exist. In addition, interviews were made to local community leaders, relevant agencies, and other competent stakeholders. Based on the results and discussions described above, it can be formulated a model of empowerment of women-based local potential fishermen in Sidoarjo District as presented in Figure 1.

Making coconut water soy sauce is an industrial product that can be traded and traded. Based on this definition, it is possible to modify the process of making soy sauce without being separated from the provisions of the Quality Standard for Goods No. 25 / DSNPM / 78, for example replacing water with coconut water. Though coconut water can be processed into nata de coco, vinegar, jelly, sauce, alcohol, syrup, soy sauce, coconut sugar, soft drinks such as isotonic and so on (Rindengan and Alloserung, 2004 in Haerani, Hamdana, 2016). In this training, coconut water was made as a basic ingredient in making soy sauce. Residents of RW 10 in Putat Jaya village were given product-making training to be able to improve their skills and become entrepreneurs.

## CONCLUSION

Increased knowledge through providing counseling about building an entrepreneurial spirit and how to market an effective product, can be improved properly and citizens understand and welcome enthusiastically all the material presented. The training in making coconut water soy sauce was successfully carried out well, and the residents of the Putat Jaya village community were able to make soy sauce with good quality with a tasty and savory taste.

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