



Developing the Spirit of Entrepreneurship through Training in Making Sprinkle Chili Powder (Bon Cabe)

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ARTICLE INFO

Article History:

Received: 24 November 2023

Final Revision: 30 December 2023

Accepted: 31 December 2023

Online Publication: 06 January 2024

KEYWORDS

Sprinkle Chili Powder, Bon Cabe, entrepreneurship, packaging, community service, and marketing.

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ABSTRACT

Entrepreneurship is a constantly changing field, and people are always looking for chances to start businesses that will not only help them reach their own goals but also grow their communities' economies. One way is to make Sprinkle Chili Powder, which is also known as Bon Cabe. Many people love this versatile and well-known condiment, which makes it a great business chance for people who want to start their own business. To use this potential, a full training program has been created to encourage people to be entrepreneurial and teach them how to make high-quality Bon Cabe. Consumers will tend to choose products with attractive packaging, compared to products whose packaging is plain or simple and unattractive. There are quite a lot of chilli products produced in the **Sidekarya Farmer Group**. The process of processing chilli products into chilli bonds produced by partners is very constrained, especially in product processing, packaging and marketing according to prices. The main problem that will be the focus of solving the problem is how to make processed chillies into BonCabe (Sprinkle Chili Powder) and improve the product packaging so that it can attract consumers to buy products. Participants who want to get into the lucrative business of Bon Cabe making can use this training program as a stepping stone. Participants will not only learn the skills they need to be great entrepreneurs, but they will also help the local economy grow and become more diverse by combining classroom learning with hands-on experience. The program shows how real training can change the lives of people who want to become entrepreneurs and help them reach their full potential. It's not just about producing a well-liked condiment; it's also a life-changing event that enables people to turn their dreams into successful businesses.

1. INTRODUCTION

1.1. Background

Sidekarya Village is located in the South Denpasar sub-district. This village is about 10 km to the south of the Warmadewa University campus in Denpasar, with its residents more dominant livelihoods as farmers and ranchers. Melon and chili farmers are found in Sidekarya village; during the harvest season, the price of chillies is very low. Even the cost of picking chillies alone does not cover the cost of seeds and land processing costs [1,2,3,4].

Entrepreneurship is a process of applying innovation and creativity to create something different that also has value and the

ability to face life's challenges by seeing opportunities from various risks and uncertainties in order to achieve profit and growth [5]. This entrepreneurial spirit is what we are trying to build so that farmers can get innovations on how the potential of agricultural products in their area can be increased in added value.

Chilli is an agricultural product that is always used by Indonesian people and is always in the kitchen as a cooking spice to add a spicy taste [6,7]. This increase in income will encourage them to raise larger numbers of cows. Besides that, it will encourage breeders to carry out maintenance in a better way. Direct observation in farmer groups in Sidekarya village, South Denpasar District, shows that the price of chillies very hampers chili farming activities during the harvest season; the price of chillies drops so that the cost of picking them doesn't even cover them, and if they get rained on the chillies rot quickly, [8,9,10].



The community service team, in collaboration with the Denpasar City government, held training to process chillies into chilli beans so that the price of chillies can remain stable and the shelf life of chillies can be increased so that the welfare of chilli farmers increases.

In order to ensure sustainability and survival, chili farmers in Sidekarya village must receive continuous guidance and support from universities. This will enable them to enhance their capacity, improve the quality of their chili crops, and increase their income. Additionally, universities can provide coaching and assistance in the efficient management of chilli processing into chilli bonds, as well as in marketing processed products. These efforts will benefit both the farmers and other stakeholders involved. Pertaining to the ability to augment farmers' revenue, growth in

farmers' income will inherently lead to the prosperity of chili farmers [10, 11, 12].

Similarly, bookkeeping such as diaries, cash books, production cost calculations, and profit or loss calculations are not yet well available. Regarding HR management, it is still unclear where the division of work is not clear from one another. Partners do not yet have a good system due to the limited knowledge and capabilities possessed by chilli farmers. Processed chillies have not been managed properly, which should still be managed into various products that can increase the shelf life of products so that they can increase selling prices. [13,14].



Figure 1. Farmer Group participated in Bon Cabe Training in Sidekarya Denpasar.

Observations indicate that there are a number of issues with counterparties, including the following: (a) chillies are sold at an extremely low price during the harvest season, and (b) chilli products have not been processed into a variety of preparations that extend their shelf life.

1.2. Objective

The purpose of this program is to assist "Sidekarya Farmer Group" in overcoming problems faced related to the processing of chilli into Bon Cabe Product as well as its packaging and marketing.

2. METHODS

Based on the identification of problems faced by partners and the solutions offered, the method of implementing activities by making training modules with the following material:

2.1. Introduction to Bon Cabe Production:

These activities include an Overview of the Bon Cabe market and its demand. Understanding the production process, ingredients, and equipment required.

2.2. Quality Control and Safety Standards:

These activities include Ensuring the quality and safety of the product. Compliance with food safety regulations and standards.

2.3. Hands-on Production Training:

These activities include Practical sessions on preparing, mixing, and blending ingredients. Proper handling and processing techniques for optimal flavor and texture.

2.4. Packaging and Branding:

These activities include Creative packaging solutions to enhance product appeal. Building a unique brand identity for Bon Cabe.

2.5. Market Research and Consumer Trends:

These activities include Analyzing market trends and consumer preferences. Identifying target demographics and potential distribution channels.

2.6. Business Management Essentials:

These activities include Budgeting and financial planning for Bon Cabe production. Inventory management, supply chain logistics, and vendor relations.

2.7. Sales and Marketing Strategies:

These activities include Developing effective marketing campaigns. Establishing an online presence and utilizing social media platforms.

2.8. Legal and Regulatory Compliance:

Understanding licensing requirements and legal obligations. These activities include Navigating regulations related to food production and distribution.

3. RESULT AND DISCUSSION

Following multiple meetings with partners, an activities calendar was decided upon. To ensure that training does not conflict with partner activities, partners suggest a variety of activity plans. Community service projects that involve caring for and appropriately processing chillies, as well as offering guidance and demonstrations on how to make boncabe.



Figure 2. Good Manufacturing Practice in the Production of Bon Cabe

The stages of implementation of planned activities can be described as follows. The team explained the maintenance and harvesting of chillies that are good and correct, as well as the processing of chillies into Bon chili. The form of science and technology given to partners of the **Sidakarya Farmer Group** in general:

- a. Provide an understanding of chilli rearing and harvesting management through the socialization of intensive service activities to equalize perceptions and strengthen partner group institutions.
- b. Provide training in making Bon Cabe to the community, especially to partner groups.
- c. Accompanying partners in the process of making chili bonds until they succeed in producing chili bonds.
- d. Assisting partners in packaging bon cabe products and marketing them.



Figure 3. Accompanying Partners in the Process of Making Bon Cabe

For chilli farmers, processing chillies into shredded chillies is the most powerful way they do not lose money. Like fishermen trying to preserve fish into salted fish, that's how farmers process chillies.

Fortunately, this opens up an opportunity for a processed chilli business because shredded chillies are long-lasting, so you don't need to worry about them not selling because they can be stored for a long time and resold. Selling shredded chillies doesn't have to go directly to customers; you can go to meatballs, chicken noodles, soto, chicken porridge and souvenir shops. Usually, they

will order again if your chilli shreds are good [15]. In the current era of globalization, competition between companies to reach consumers is very tight. Therefore, many companies are starting to think about effective strategies that can attract consumers to buy their products. One way for companies to attract consumers is by using attractive packaging [16].

In the past, packaging was not a major concern. Still, now many food and beverage companies are starting to focus on the beauty, uniqueness, convenience and attractiveness of a product's packaging because this can influence consumer interest [17]. Nowadays, product packaging has become important. Packaging no longer functions as a container for wrapping food or beverage products to protect them from dirt, dust, air, impact, and sunlight but also as a promotional tool to attract buyers' interest [18]. Attractive packaging will increase sales, increase market share, and reduce promotional costs. Packaging can attract consumers' attention to a particular brand, improve its image, and stimulate consumer perceptions about the product. Packaging also conveys the unique value of a product. Packaging also acts as a tool for differentiation and helps consumers to decide on a product from a wide range of parallel products, and packaging also stimulates customer purchasing behaviour. "Packaging attracts consumer attention to a specific brand, adds to the image, and influences consumer perceptions about the product" [19].

A product is composed of a series of identifiable benefits. These benefits include product variety, product quality, design, characteristics, branding, packaging, size of services provided, and warranties. Therefore, many marketers state that packaging is an element in product strategy that has an equally important role in both increasing sales and adding to the image of the product itself [20].

4. CONCLUSION

It can be concluded that the processing of chilli into bon cabe can extend shelf life, and packaging has a very important role in marketing products produced by the **Sidekarya farmer group** in South Denpasar. Farmers recommend that the implementation of PKM continue, especially in the field of marketing, because farmers have not been able to sell their products, only able to process and pack the products produced. Learning how to make Sprinkle Chili Powder (Bon Cabe) is a great way to cultivate an entrepreneurial spirit. It's not just about producing a well-liked condiment; it's also a life-changing event that enables people to turn their dreams into successful businesses. As we commence this thrilling endeavour, let us not forget that being an entrepreneur involves more than just creating a product; it also involves embracing creativity, tenacity, and flexibility.

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