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## Economic Assistance on Culinary Business During Pandemic

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### ABSTRACT

During the pandemic that not only hit the world but also in Indonesia, there are lot of businesses that went bankrupt. Many businesses are unable to survive the impact of this pandemic, especially small businesses. Our target partner is a home culinary business namely "Dapur Mumpuni". In addition to selling food, Dapur Mumpuni is currently able to get creative with its innovative pukis cake during the pandemic. The partner has several weaknesses which are (1) limited partner skills in economic management, (2) no bookkeeping regularly, (3) no separation between household and business finances and (4) weak marketing strategy used, resulting in little profit and business is not well developed because it tends to lose in the competition. This community service activity is expected to create targets in accordance with partner expectations namely (1) increasing the partner skills in running its business economically and sustainable, (2) a simple orderly administration, in the sense of being able to separate household and business finances, (3) selling profit increase of effective activity economically and (4) get financial assistance for additional business capital.

Keywords: Economically, Capital, Finances, Management.



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### INTRODUCTION

During the pandemic that not only hit the world but also in Indonesia, there are lot of businesses that went bankrupt. Many businesses are unable to survive the impact of this pandemic, especially small businesses. The passion and strategies are needed to survive and even getting stronger. In addition to the challenge of the pandemic, small businesses are also facing the challenge of increasingly fierce competition. Small businesses with a strong will and determination need assistance and support so they can survive. There are also culinary businesses that during this pandemic have many provisions that must be adhered to, for example, buyers must wear masks, it is advisable to buy food to take home.

The passion to keep develop is needed for an entrepreneur. Who can be classified as an entrepreneur? According to JA Schumpeter in Rusdiana (2018), an entrepreneur is innovator, a passionate individual who has ability and growth mindset. An entrepreneur has a role to find new combinations, which are combined from 5 aspects, namely (1) new products and services introduction; (2) new production methods; new material resources; (4) new markets; (5) new industrial organizations.

Businesses that run by an individual in a family based on its hobby are including to a lifestyle entrepreneur. As said by Firmansyah (2019) that some people who want to make its hobby as their business can be realized for lifestyle entrepreneurs. Entrepreneurship is not just a hobby, it needs high innovation and creativity. According to Baldacchino (2009) in E. Hadiyati (2011) stated that entrepreneurship is creative and innovative ability which is the basis, tips and resources to find opportunity to success.

Our target partner is a home culinary business managed by a housewife named Mrs. Luluk Mumpuni. She loves to cook and is using her hobby in the culinary business called “Dapur Mumpuni”. In addition to selling food, Dapur Mumpuni is able to get creative with its innovative pukis cake during the pandemic. However, it turns out that the challenges faced are not easy. Therefore, economic assistance is needed for Mrs. Luluk Mumpuni’s businesses during this pandemic. The passion to grow and develop is the basic consideration of this community service activity namely management assistance to act economically during the pandemic to increase partner business so it can be better.

Based on the initial survey and situation analysis, the partner has several problems as follows: (1) limited partner skills in economic management, (2) no bookkeeping regularly, (3) no separation between household and business finances and (4) weak marketing strategy used, resulting in little profit and business is not well developed because it tends to lose in the competition.

Furthermore, the formal conversation that has been done with the partner resulting in an agreement that the partner wants to develop its business, manage business finances well and able to faces competition in promote the products.

The solutions offered in this community service activity on the Dapur Mumpuni as follows (1) strengthen the economic strategies during the pandemic, (2) increase the ability to manage finances correctly and regularly and able to separate household and business finances, (3) strengthen marketing strategies so the partner is able to compete in promoting the product and (4) financial assistance for additional business capital.

The community service activity is expected to create targets in accordance with partner expectations namely (1) increasing the partner skills in running its business economically and sustainable, (2) a simple orderly administration, in the sense of being able to separate household and business finances, (3) selling profit increase of effective activity economically and (4) get financial assistance for additional business capital.

The community service activity that involving lecturers is expected to be an arena for lecturers in carrying out one of the Tri Dharma Perguruan Tinggi namely on community services and also apply the knowledge they have to share with the community in reality.

## **METHODS**

How a partner who has a high desire to grow independently became a top priority in this community service program? Limited partner ability in managing its business economically and promote its product are the biggest problem for the partner, so a simple solution is needed and reachable for the partner itself. The lecturers of STIE Widya Gama Lumajang who are fully supported to carry out the community service activity are trying to give a simple solution for the partner to develop its business.

Several steps in this community service activity are to answer the partner problems as follows: The first step, which was agreed upon to find solutions to existing problems, is management assistance to act economically on effective management. The second step, financial assistance for additional

business capital. The third step, is the mentoring and evaluation from the lecturer team of STIE Widya Gama Lumajang until the partner is able to run its business independently. The monitoring and evaluation session do not only stop at the term of the service program, it will be held sustainably through the community service programs that developed by STIE Widya Gama Lumajang.

All of the steps above need quite patient, serious and incentive assistance so that the passion that has been built does not decline because the real challenge in real competition faced is not easy, both on the aspect of financials, marketing, production, or management.

The economic management assistance aims to assist the partner so the partner is able to innovate by not spend too many costs but attract consumer interest. The assistance given is effective marketing management of how to market and pack the product and also innovate so that the partner is able to compete. The online and offline marketing strategy applied to the partner. The current partner product is pukis cake with variants. During the current pandemic condition where the consumers buy food to take home, the assistance of pukis cake variants and attractive packaging are the main targets of this program. This activity aims to support the partner business. The process that is no less important is periodic monitoring and evaluation will be held until the partner is able in running its business independently and sustainably so that the purpose, targets and outcomes of the community service activity can be achieved well overall.

The first activity is designed by approach and share with the partner “Dapur Mumpuni”, because in order to carry out this activity properly it will needs full support from the partner to provide an understanding of the importance of the benefits of this community service activity for their business, especially the support of time, energy and thought where partner must focus on carrying out this activity and spend the time. The second activity is designed by preparing the management assistance where the material will be prepared and given by the lecturers of STIE Widya Gama Lumajang. The third activity is designed by implementing the assistance management activity. The mentoring management training will be held at appropriate partner locations. The fourth activity is designed by giving assistance, mentoring and evaluation to provide solutions until the partner is able to run its business well and sustainably. The fifth activity is the preparation of the community service activity reports, which is done by compiling both the draft of development report and final report, conduct seminars on the results of activities and if needed then it will revise the final report and compile scientific articles as scientific journal material.

## **RESULTS AND DISCUSSION**

The measure of success of the assistance management activity on the partner “Dapur Mumpuni” in Jogotrunan village, Lumajang district, Lumajang regency is the achieved targets that have been set as follows: a) Increasing the partner skills in running its business economically and sustainable. B) Simple orderly administration, in the sense of being able to separate household and business finances. c) Selling profit increase of effective activity economically and d) Get financial assistance for additional business capital.

The community service activity is able to create outcomes in accordance with partner expectations, namely: 1) The varied and innovative culinary products. 2) Skilled and innovative human resources in running its business. 3) Business management and financial administration correctly and orderly

## CONCLUSION

Several things can be concluded in the implementation of management assistance on the partner “Dapur Mumpuni” in Jogotrunan village, Lumajang district, Lumajang regency as follows: a) The partner “Dapur Mumpuni” has a strong desire to develop its business considering the challenges during the pandemic and similar business competition in Lumajang. The limitation in acting economically during the pandemic and less innovative products become the problems for the partner who needs solutions from this activity. B) The community service activity is able to give a simple solution to develop the partner business sustainably and competitively. C) The achieved targets as measure of success of this community service activity, namely (1) increasing the partner skills in running its business economically and sustainable, (2) a simple orderly administration, in the sense of being able to separate household and business finances, (3) selling profit increase of effective activity economically and (4) get financial assistance for additional business capital. D) This community service activity is able to create outcomes in accordance with partner expectations, namely (1) the varied and innovative culinary products, (2) skilled and innovative human resources in running its business, (3) business management and financial administration correctly and orderly.

The toughest challenge for the partner is actually when the partner really faces the business competition. Therefore, the following several recommendations are given to provide sustainable benefits: The high passion and desire are needed for the partner to develop by equipping itself with skills enhancement, both in innovative skill or management skill. The challenge of a fairly tight competition must be balanced with positive mental and attitude and high spirit of never giving up, because if the partner does not have an entrepreneurship spirit and innovative ability, they will be easily crushed by the similar business competition. The incentive assistance and supervision to the partner need to be done periodically and do not stop until the program finished. Therefore, the activeness of the STIE Widya Gama Lumajang civitas in providing guidance to this business owner needs to be implemented on an ongoing basis. It is expected to further funding for this activity needs to be implemented to help other similar small business so they can innovate and are able to develop in increasingly fierce business competition.

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