

## Assistance for Soy Milk SMEs in Sidoarjo to Increase Production and Sales Post-Covid-19 Pandemic

Iswanto<sup>1\*</sup>, Ribangun B. Jakaria<sup>2</sup>, Yunianita Rahmawati<sup>3</sup>  
<sup>1,2,3</sup>Faculty of science and technology, Muhammadiyah  
University of Sidoarjo, Indonesia

**Abstract.** UD. Sumber Rejeki is a producer of soy milk drinks located in Sumorame Village, Sidoarjo Regency with the Seven soy brand. In line with its growing business, UD. Sumber Rejeki tries to make several innovations to increase its production and sales. However, the efforts made could not be maximized due to several things, including: production equipment and facilities owned were still limited, there was no scheduling and production planning, the soy milk produced could not last long, the market and distribution were still limited, the media used to market the product is still limited. So with some of the problems faced, several solutions were taken to overcome these problems, namely: first by providing a production tool in the form of a bottle cap machine, the hope is that production will increase. Second, by designing the distribution system and online marketing.

**Keywords:** post-Covid-19 pandemic, soy milk, production, marketing

### 1. Introduction

UD. Sumber rejeki is a business entity that is engaged in the production of soybean-based drinks, named Seven Soy, started a business in October 2016, starting from a business with a total production of 30 packages and marketed around the house, using production equipment such as blenders and pans with a simple production system. With the increase in demand, in 2017 began to procure production equipment in the form of soy milk processing machines with a capacity of 1200 bottles, as shown in Figure 1. Although production results are not proportional to the number of requests, efforts are continuously being made to increase marketing by introducing products through free apps like Instagram, Facebook and Whatsapp [1].



**Fig. 1.** Soy milk production equipment.

Until now the number of productions that can be done is 5,000 bottles per month with distribution reach in Sidoarjo, Surabaya and Pasuruan, with the market segment being children from elementary to high school. The production equipment used is still simple, which includes a stove and a pot with a limited capacity. With the limited production capacity, the production time is no longer efficient, because they have to do production repeatedly by adjusting the capacity of the production pan. With a simple production system while demand is increasing and has been supported by a sufficient number

of workers, UD. Sumber Rejeki by employing 1 (one) production department, 1 (one) Sales Promotion Girl, 1 (one) sales department and 1 (one) delivery person, using distribution tools in the form of 1 (one) motorcycle. Hoping that it will continue to grow by making efforts to improve, even in the conditions of the covid 19 pandemic [2, 3], UD. Sumber Rejeki experienced a shock because many school canteens and several resellers were closed, but UD. Sumber Rejeki continues to produce to meet customer needs and strive to improve marketing, by using better marketing media and adjusting to post-covid-19 conditions by changing the transaction mechanism made to customers [4].

During the covid 19 pandemic, it directly had a significant impact on business actors [5], this was based on the number of customers who began to reduce demand due to the number of closed school canteens, and some resellers who began to find it difficult to market these products, due to large-scale social restrictions (PSBB), but over time with the change in policy with the new normal, some resellers have started placing orders in stages, so that the production process begins to be carried out in stages normally. The production process was initially carried out with a manual mechanism, but by looking at the current conditions, it is certain that the seven soy production process will have a high risk of bacterial and viral contamination, including the process of sorting soybean husks, cooking raw materials into soy milk, and packaging them into bottles and bottle caps [6].

The solutions offered are based on improvements in soy milk business activities from problem sharing and priority solutions between the implementation team and partners, namely UD. Sumber Rejeki. In an effort to develop entrepreneurship and competitiveness of SMEs with several aspects, namely: aspects of increasing technological capacity (production process) and aspects of marketing/distribution technology [7, 8].

## 2. Methods

To achieve the objectives of the Technology Innovation Activities in Soy Milk SMEs in increasing Business Existence after the Covid 19 Pandemic, it will be carried out through the Participatory Rural Appraisal (PRA) approach.

The Participatory Rural Appraisal method, also known as participatory understanding of rural conditions, is an approach in formulating plans and policies in rural areas by involving the community as effectively as possible [9]. Hidayana et al [10] stated that PRA is an interactive approach in a study that emphasizes local community participation, in which local communities contribute to the assessment, analysis and planning stages. According to Supriatna [11], the purpose of implementing the PRA method/approach is to provide effective support in the planning and implementation process of development and community empowerment in a sustainable manner with an environmental perspective and based on local contexts. Hidayana, et al [10], added that the purpose of implementing the PRA method is to develop the workforce, government, and local communities to work together in realizing the planned work program.

The second method used in this research is the Participatory Technology Development (PTD) method, where the Participatory Technology Development (PTD) method is a method that utilizes appropriate technology based on knowledge and local cultural wisdom.

## 3. Results and Discussion

In order to see firsthand the existing conditions for partners, several stages were carried out, namely: interviews were conducted directly with partners, related to the sustainability of the program and the efforts made for its sustainability. From the results of interviews conducted, partners need to innovate production equipment in the form of a soybean husk peeler machine and a bottle capping machine [12, 13]. In the aspect of marketing/distribution technology, designing an online transaction system and designing an online-based marketing and distribution information system [14].

Because we are still in the Covid-19 pandemic situation, partners need to understand how to produce healthy food/beverage during a pandemic. The activities carried out are as presented in Figure 2. This activity was carried out with the aim of providing understanding to partners about the importance of the healthy food/beverage production process and what to do to produce healthy food/beverage products, especially during a pandemic.



**Fig. 2.** Guidance on how to produce healthy drinks during a pandemic.

The next step is to make field observations, this observation aims to maximize efforts to improve the process of repairing supporting facilities carried out by partners, so as to make the process of production activities run more effectively and efficiently.

The production process was initially carried out using a manual mechanism, but by looking at the current conditions, it is certain that the Seven Soy production process will have a high risk of bacterial and viral contamination, if it is still produced manually. So improving production facilities and supporting equipment to facilitate the production process and avoid contamination of processed soy milk products with bacteria and viruses must be done, namely by making a soybean husk peeler machine and a bottle capping machine. In order to make marketing performance more effective, the marketing process that has been carried out so far using free social media will then be made an online-based marketing and distribution information system. So that all marketing models that will be carried out will be centered on the information system that was built to support the marketing performance that has been carried out by UD. Sumber Rejeki.

Then procuring the needs of partners, this aims to fulfill the obligations that must be fulfilled by servants to partners which include equipment for a healthy production process such as: gloves, masks, hair covers. Manufacture and delivery of soybean husk peeler and bottle capping machines, as well as design and design online transaction and distribution systems.

#### 4. Conclusion

Community service activities for technological innovation in soybean milk SMEs after the covid 19 pandemic in Sumorame village, Sidoarjo district by manufacturing and handing over bottle capping machines to partners to increase production capacity. So that the problem of soy milk production experienced by UD. Sumber Rejeki can be overcome. With the use of online marketing and distribution transaction and information systems, the transaction and distribution system becomes smoother.

#### Acknowledgment

The author expresses his gratitude to the Directorate of Research and Community Service (DRPM), Muhammadiyah University of Sidoarjo who has funded this research.

#### References

- [1] Kusmayadi, A. dan Sundari, R. S. Pengembangan Industri Kreatif Berbasis Produk Hasil Diversifikasi Daging dan Telur Itik Cihateup di Tasikmalaya. *Manhaj: Jurnal Penelitian dan Pengabdian Masyarakat*. 2020; 9 (1): 18–22.
- [2] Prakoso, F. A. Dampak Coronavirus Disease (Covid-19) Terhadap Industri Food & Beverages. *Jurnal Manajemen Bisnis*. 2020; 33 (2): 1–6.
- [3] Iswanto, Ribangun B. Jakaria dan Yunianita Rahmawati. Inovasi Teknologi pada UKM Susu Kedelai Pasca Pandemi Covid 19 di Desa Sumorame Kabupaten Sidoarjo. *Manhaj: Jurnal Penelitian dan Pengabdian Masyarakat*. 2021; 10 (2): 173–180.
- [4] Nurbaya, Chandra, W., Ansar. Perubahan Sistem Pelayanan Makanan pada Usaha Kuliner Selama Masa Pandemi Covid-19 dan Era Kebiasaan Baru di Kota Makassar. *Jurnal Kesehatan Manarang*. 2020; 6 (Khusus): 61–68.

# Procedia of Social Sciences and Humanities

Proceedings of the 1st SENARA 2022

- [5] Isda, I. D. dkk. Pelatihan Pembuatan Cuka Apel Sebagai Media Sterilisasi Buah dan Sayur Untuk Pencegahan Penyebaran Covid-19. *Manhaj: Jurnal Penelitian dan Pengabdian Masyarakat*. 2020; 9 (2): 142–149.
- [6] Iswanto, dkk. Rancang Bangun Mesin Pencoak Pipa (Pipe Notcher) Multi Dimensi. *Jurnal METTEK*. 2020; 6 (2): 111–120.
- [7] Wahyuatmiko, S. dan Hadi, I. Y. Manajemen Pemasaran Online Makaroni Huhhah Yogyakarta. *Jurnal Bisnis Teori dan Implementasi*. 2018; 9 (2): 100–120.
- [8] Tjahjanti, P. H. dkk. Teknologi Tepat Guna Sederhana Pengelolaan Air Jernih di Desa Wisata Sumbergedang Pasuruan. *Jurnal Abdimas ADPI Sains dan Teknologi*. 2021; 2 (1): 14–19.
- [9] Chambers, R. The Origins and Practice of Participatory Rural Appraisal. *World Development*. 1994; 22 (7): 953–969.
- [10] Hidayana, B. et. al. Participatory Rural Appraisal (PRA) untuk Pengembangan Desa Wisata di Pedukuhan Pucung, Desa Wukirsari, Bantul. *Bakti Budaya: Jurnal Pengabdian kepada Masyarakat*. 2019; 2 (2): 99– 12.
- [11] Supriatna, A. Relevansi Metodeparticipatory Rural Appraisaldalam mendukung Implementasi Undang-Undang Pemerintahan Desa. *Jurnal Lingkar Widyaiswara*. 2014; 1 (1): 39–45.
- [12] Fitranto, L. D. Rancang Bangun Dan Penciptaan Mesin Semiotomatis Filling dan Capping Vitran Beverages. Undergraduate thesis. 2018; Institut Teknologi Sepuluh Nopember.
- [13] Mulyadi, dkk. Rancang Bangun Jig Penyambung Pipa Multidimensi. *Prosiding Senaspro, Universitas Muhammadiyah Malang*; 2017. 309–318.
- [14] Asse, R. A. A. Strategi Pemasaran Online (Studi Kasus Facebook Marketing Warunk Bakso Mas Cingkrank di Makassar). *Jurnal Komunikasi KAREBA*. 2018; 7 (2): 219–231.