International Conference on Economy, Management, and Business (IC-EMBus)
VOL. 1, 2023 p. Xx–xx
https://journal.trunojoyo.ac.id/icembus

Technological Innovation of Soy Milk "FAYIZ" Home Industry Post Covid 19 Pandemic in Lamongan

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INFO ARTIKEL

Keywords:

Soymilk,Covid-19 Pandemic,Innovation, Production

Abstract

Fayiz is a type of drink made from processed soybeans or commonly called soy milk produced by FAYIZ located in Bakalan Pule, Tikung, Lamongan. Along with business development, FAYIZ Home Industry continues to strive in increasing its production with several innovations made. However, the efforts made are not optimal due to several factors, namely: limited production facilities and equipment, there is no production planning and scheduling system, soy milk products do not survive at room temperature, distribution and target markets are limited, marketing media is still on social media which is free of charge. From the five problems, the solutions offered include two aspects, namely: (1). Aspects of increasing production capacity by innovating production equipment in the form of bottle capping machines. (2). In the aspect of marketing/distribution technology, designing an online-based marketing and distribution information system. The method of implementing this activity is carried out with several approaches, namely participatory rural appraisal and participatory technology development. The implementation technique is divided into three stages, namely: preparation, implementation and monitoring evaluation.

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E-ISSN: 3026-0965

DOI :

Introduction

"Fayiz" Soy Milk business group, which produces soy-based drinks, was founded in May 2010. Initially, the company produced 30 packages that were distributed throughout the house, employing blenders and pans as manufacturing equipment and a basic production system. Due to increased demand, we began acquiring production machinery in 2017 (Figure 1), which consists of soy milk processing machines with a capacity of 1200 bottles. Even though production results do not match demand, efforts to increase marketing continue (Kusmayadi, A., and Sundari, R. S. 2020). Products are promoted via free apps such as Facebook, Instagram, and Whatsapp.

Figure 1: Equipment used to produce soy milk


The market segment currently consists of students in elementary through high school, and the production capacity is 2,500 bottles per month, with distribution coverage in Lamongan and Surabaya. Basic industrial equipment such as limited capacity pans and burners are still in use. When production capacity is limited, it becomes inefficient to repeat production by varying the production pot capacity

FAYIZ uses a simple production system and employs one person in the production department, one SPG person, one person in the sales department, and one person in the delivery section. The company uses one motorbike as distribution equipment, and its workforce is sufficient to meet the growing demand. With the hope that it will keep evolving and strive for improvement despite the Covid-19 pandemic (Prakoso, F. A. 2020) FAYIZ was taken back by the closure of numerous school canteens and resellers, but the company persisted in meeting customer demands and improved marketing by utilizing better media and modifying transaction processes to accommodate the post-Covid 19 pandemic environment. conducted for clients (Nurbaya, Chandra, W., Ansar, 2020).

The pandemic of Covid 19 had a direct and significant impact on business actors (Isda, I. D. et al. 2020). This was due to the number of customers who started to reduce demand because many school canteens were closed, and several resellers who started to experience difficulties marketing these products because of widespread social restrictions (PSBB). However, as policy changed and the new normal was established, several resellers started to place orders in stages, which allowed the production process to start moving forward normally. The production process was initially carried out manually, but based on current conditions, it is certain that the seven soy production processes, including the process of sorting soybean epidermis, cooking raw materials into soy milk, and packaging into bottles and giving bottle caps, will have a high risk of bacterial and viral contamination (Iswanto, et al. 2020).

RESEARCH METHODS

Audience segmentation and strategic planning

The strategic target for this activity is at Bakalan Pule, Tikung, Lamongan.

Linkages

Lamongan Islamic University, which has a role and function in carrying out one of the Tri Dharma of Higher Education activities with the role of lecturers, the community, and the government to help each other and make programs successful to advance the nation and state. Every lecturer is required to perform community service as part of their scientific responsibility. Lamongan Islamic University, which will produce teaching staff, must function not only to participate in the environment surrounding the campus, but also to develop knowledge for the government and the community to see, study, and help to solve problems that the community frequently faces.

RESULT

To achieve the objectives of Technological Innovation Activities in Small and Medium Soy Milk Enterprises in increasing Business Existence Following the Covid 19 Pandemic, it is carried out in several ways, including:

a. Method of Participatory Rural Appraisal (PRA) (Chambers, R. 1994)

It is an approach to formulating rural planning and policies that involves the community as effectively as possible. It is also known as participatory understanding of rural conditions.

b. Method of Participatory Technology Development (PTD)

Using science-based and culturally appropriate technology.Several stages were carried out in order to see directly the conditions that existed in partners, namely: direct interviews with partners regarding the sustainability of the program and the efforts made to continue it. Based on the findings of the interviews, partners are required to develop innovative production equipment in the form of bottle closing machines (Wahyujatmiko, S., and Hadi, I. Y. 2018).

Designing an online transaction system and an online-based marketing and distribution information system in terms of marketing/distribution technology. We need to provide partners with an understanding of how to carry out a healthy food/drink production process during a pandemic because we are still in a Covid-19 pandemic situation. Figures 3 and 4 show the activities that were completed. This activity aims to provide partners with an understanding of the importance of the healthy food/drink production process and what needs to be done to produce healthy **food/drink products, particularly during the pandemic.**

Figure 3. Stages of Milk Production




The following step is field observation. This observation aims to maximize efforts to improve the process of repairing supporting facilities performed by partners, so that the manufacturing activity process can run more effectively and efficiently. Then, obtain partner needs, with the goal of fulfilling the obligations that must be fulfilled by the service to partners, such as healthy production process equipment such as gloves, masks, and hair coverings. Making and delivering bottle closing machines, as well as designing and developing online transaction and distribution systems.

DISCUSSION

Soy milk is one of the modern non-fermented soy products. Soy milk is a cholesterol-free supplement that is beneficial to heart health (Limanto, E. K. 2015). Fermented soy milk is an excellent anti-ACE and anti-cancer antioxidant (Vij, S., Hati, S., & Yadav, D. 2011).

In soy milk business activities, the implementation team and partners, namely FAYIZ, share problems and prioritize solutions. In an effort to develop entrepreneurship and competitiveness of small and medium-sized enterprises, several aspects, namely: increasing technological capacity (production process) and marketing/distribution technology (Tjahjanti, P. H. et al. 2021).

1) Aspects of increasing production capacity through innovative production equipment such as bottle closing machines.

2) In terms of marketing/distribution technology, create an online-based marketing and distribution information system.

CONCLUSION

Community service activities for soy milk technological innovation Following the Covid-19 pandemic in Bakalan Pule, Lamongan increased production capacity by manufacturing and distributing a bottle closing machine to partners. So that FAYIZ's problems with soy milk production can be resolved. The transaction and distribution system will become smoother by using an online marketing and distribution transaction and information system.

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