

THE APPLICATION OF PROBLEM-BASED LEARNING MODEL FOR SALTED RAMBAK COWHIDE "BERKAH OF NGGOLO PUTRO" BANTUL, YOGYAKARTA

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ABSTRACT

MSME "Berkah Nggolo Putro" produces salted crackers from cowhide. In the implementation of MSME management in the fields of production management, human resource management, marketing management, and financial management, some challenges and obstacles are often experienced, therefore the right role of problem-based learning (PBL) is needed to be able to compete in the tight culinary business market. The implementation of this community service was carried out by observation and interviews. The benefits of this community service activity are felt by MSME actors "Berkah Nggolo Putro".

Keywords : *problem based learning, berkah nggolo putro, msme management*

1. INTRODUCTION

Rambak Asin Cowhide Cap 2 Lele is a Culinary MSME that was established in 2015 under the name "Berkah of Nggolo Putro". This salted rambak is a cracker made from cowhide. This MSME is a hereditary business from their parents who previously only ran a cattle slaughtering business. In its development, it is now managed by Mr. Suhardiyono with the business of rambak cowhide crackers. This MSME is located in Jembangan, Segoroyoso, Pleret, Bantul and currently has 18 permanent employees.

Jembangan village is indeed famous for its people who produce a lot of salted rambak and each salted rambak has its own characteristics with different processes and different marketing strategies. Based on the results of observations and interviews with Mr. Suhardiyono related to problem-based learning in MSME Berkah Nggolo Putro, the application of MSME management correlated with the fields of production, human resource, marketing, and financial management has its own advantages and characteristics, also followed by obstacles or challenges for each.

The purpose of implementing this community service is to provide insight for MSME actors regarding MSME management in terms of production management, human resource management, marketing management and financial management as well as providing practical input regarding the challenges faced by MSME actors.

2. METHOD

The implementation methods used in this community service are discourses, questions and answers session and photo shoots of Berkah Nggolo Putro's original products.

2. a. Production Management

The discourse conducted by Mr. Suhardiyono conveyed the production design planning process from raw materials to finished materials ready for sale. The process takes several days since the processing is carried out starting from slaughtering to packaging. The manufacturing process include:

1. Cleaning cowhide from hair.

This cowhide is taken from the RPH (Slaughterhouse) which is definitely of high quality and quality because it has been selected with the condition of the animal being healthy and proven safe. This process aims to remove and clean the hairs that are still attached to the cowhide.

2. Cowhide Softening.

Cowhide that has been cleaned of hair is then washed and put into boiling water to soften the texture of the skin.

3. Cleansing the skin from fat.

Cowhide that has been boiled and softened is then cleaned of fat adhering to the skin using a special tool.



Figure 1. Documentation of skin cleansing from fat

4. Cowhide cutting.

This cutting process uses special cutting tools to make the shape and size of the cowhide produced symmetrical.

5. Seasoning.

The cowhide that has been cut is then given a secret seasoning to have a distinctive taste.

The skin that has been put in a large box is then twirled in order to make the spices mixed evenly.



Figure 2. Documentation of seasoning

6. Cowhide drying

The cowhide that has been seasoned is then dried in the sun. The cowhide is flattened on a *widek* / drying tray of crackers made of woven bamboo to make sure the cowhide is exposed to the sun evenly.



Figure 3. Documentation of cowhide drying.

7. The first stage of frying.

The cow skin is weathered first before entering the second frying stage. The purpose of weathering the skin is to make the skin softer during the second frying.



Figure 4. Documentation of the first stage of frying

8. Second stage frying.

In this second stage, the cowhide is put back into the hot oil in the pan until it expands and continues to be stirred so that it doesn't burn and cooks evenly. The cowhide then drained after being sure that it is cooked.

9. Packaging process

Cowhide that has been drained is ready to be packaged in various sizes. Some are 250g, 500g, and large sizes.



Figure 5. Documentation of product packaging

The control process of production is carried out by committing to other partners who have responsibility and are trusted and have good performance. Berkah Nggolo Putro has collaborated with and subscribed RPH for years and has gained trust regarding the quality of the products obtained as well as the product payment transactions.

2. b. HR Management

The results of the interview or question and answer with Mr. Suhardiyono discussed the implementation of MSME management in the MSME business of Berkah Nggolo Putro. Berkah Nggolo Putro implements various policies and procedures for human resource management which cover employee needs or HR components such as management positions, recruitment, screening, training, compensation and employee performance reviews. Job analysis is the process of collecting, evaluating, and organizing job data to provide the basis for job descriptions, job specifications, data needed for recruitment, training, job evaluation and performance management in an organization. In analyzing the position of Berkah Nggolo Putro, using the interview and observation methods [1]. Nggolo Putro's Blessing stages in conducting job analysis, among others:

a. Job description

Berkah Nggolo Putro employees are given a division of tasks determined by their physical abilities. Then the main thing is that the employee must be reliable and responsible for his duties. So that from the results of the physical abilities and performance of employees, it becomes important in the division of tasks and responsibilities carried out.

b. Job specification

Specifications include a description of the skills, knowledge, abilities and personalities required for various types of jobs. Berkah Nggolo Putro employees make job selections based on good communication, responsibility and time discipline.

c. Job recruitment

After the job selection is complete, Berkah Nggolo Putro strives to meet the workforce requirements based on the type of work, number and quality of employees needed.

d. Job evaluation

Evaluation according to Rowland and Ferris is a method to determine how productive an employee is and whether they will be able to work effectively in the future. Job evaluation at Berkah Nggolo Putro is carried out every day with the aim that if an error or problem occurs, the employee will be directed quickly to the appropriate section according to their expertise.

In the training and productivity development of Berkah Nggolo Putro's employees, it is carried out by senior employees or those who have long been in charge of MSMEs by providing direction and training to new employees.

To regulate the mutation of its employees, it is done vertically by looking at track record. Within one year there will be a change of employees so that employees whose performance is already good will get a promotion and employees whose performance is still unsatisfactory will be transferred to a position with lighter job duty.

2. c. Marketing Management

The industry of salted rambak culinary has comparative and competitive value. The challenge faced by Berkah Nggolo Putro is that the surrounding environment produces a lot of salty rambak and has its own characteristics and the cooking method is also different. This is what makes MSME Berkah Nggolo Putro need a marketing strategy.

According to Lena Ellitan, competitiveness is the ability of a business to give more value to its products compared to its competitors and provide benefits to its customers. In producing salted rambak, each competitor uses a different combination of spices. MSME Berkah Nggolo Putro has its own characteristics in providing the concoction of spices to create a savoury and distinctive taste. In addition, price is also one of the important factors for entrepreneurs to win the competition in marketing the products they offer. Price is one of the factors that must be considered because the higher the price of a product or service, the lower the purchasing decision [2].

In determining the price, Berkah Nggolo Putro sets the price of basic materials and the price of other auxiliary materials because the price of raw materials is unstable and often changes too. If the raw materials increase, then the salted rambak products produced will also increase following the current price of raw materials. This MSME also looks at the competitor's price growth factor. Through marketing research conducted in the market by looking at the price reference of other competitors in determining the price of their products so that they can still compete in the market. Promotions carried out by Berkah Nggolo Putro were word of mouth by consumers and put up placards in front of shops and street alleys. In the process of distributing their products, sales will pick up on the spot and most consumers also buy on the spot. For delivery outside the city or island, use their own fleet.

2. d. Financial Management

Control is an activity of evaluating and improving the finances and financial system of a business. There are 4 financial control factors that determine the capability of a business, namely 1) monitoring financial problems, 2) planning for the future, 3) choosing financial products wisely, and 4) seeking information. Porrás-Gómez (2020) proposes a concept of a control mechanism for an organization called the control pyramid. [3].

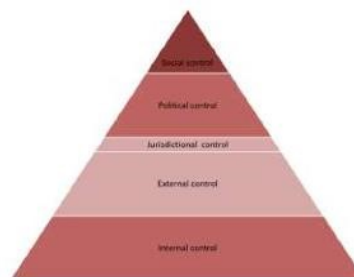


Figure 6. Pyramid of Control Porrás-Gómez, 2018

The pyramid consists of five levels of organizational control consisting of internal control, external control, jurisdictional control, political control, and social control. MSME as one of the organization dealing with the five elements in the pyramid, need to adapt in the middle of today's competitive market competition.

In carrying out financial control, Berkah Nggolo Putro still uses the manual method by recording daily transactions in books and then recaping them in the same day. This recording includes outgoing transactions and incoming transactions with the format of the name, order amount and the amount of money to be paid. The profit management

carried out by the Berkah Nggolo Putro MSME is to distribute the proceeds from sales. The distribution is for Mr. Suhardiyono's personal money, urgent needs, health insurance, social funds, savings and employee salaries. However, the challenges that are often faced by Berkah Nggolo Putro SMEs are related to the problem of receivables with consumers. Consumers often promise payment at a later date but often experience delays in payment from a predetermined time, it causes on reducing amount of capital for each month and having to pay for emergency money to cover the amount of capital.

3. RESULTS AND DISCUSSION

The results achieved by the community dedication that has been carried out on MSME "Berkah Nggolo Putro" are as follows:

- a. The capability to implement and create MSME management strategies for business actors,
- b. The capability to create superior product quality to come with the latest innovations,
- c. The ability to do job analysis, and
- d. The ability to control finances effectively and efficiently.

4. CONCLUSION

Based on the results of observations and interviews with MSME "Berkah Nggolo Putro" it can be concluded that Rambak Cowhide Cap 2 Lele owned by Mr. Suhardiyono has superior product quality, also in controlling and supervising the development of the business is quite effective and efficient. The implementation of a business must be able to regulate all fields ranging from production management, human resource management, marketing management and financial management, so that the business will go on with maximum performance. MSMEs must also be able to overcome, control, and provide the best solutions if problems occur in these four areas. This strategy is done in order to achieve the planned goals of the business.

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