Branding and Promoting of Healthy Food in Micro, Small, and Medium Enterprises (UMKM SRIKANDI) Sokawetan, Merdikorejo

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Abstract. Micro, Small, and Medium Enterprises (UMKM/MSMEs) have been recognized as the pillar of the Indonesian economy in general. Small and micro businesses have also been proven to be able to survive in scroll situations such as the COVID-19 pandemic. Departing from this, the UMKM SRIKANDI built a productive business in the form of Kedai Srikandi. This stall is different from other stalls because individual stalls do not carry out food production but by members in their respective homes. The problem that arises is that food quality standards, especially in terms of health, are uneven. The dimensions of food hygiene and health are not standardized, such as the excessive use of coloring, preservatives, and flavorings that will endanger the health of the consumer. Diseases such as hypertension, heart disease, diabetes, cough and so on will easily attack people who eat a lot of harmful substances. Efforts to solve the problem are carried out with a promotive and disease prevention approach that will be carried out to all residents involved in making snacks sold at Kedai Srikandi, by conducting education and socialization of healthy food making. This education and socialization were expected to help residents in producing healthy food, both for sale at Kedai Srikandi and for self-consumption. Healthy food was also expected to be the MSMEs/UMKM SRIKANDI brand and will support the promotion of the products.

Keywords: UMKM, Healthy food, promotion

1 Introduction

In early 2020, the international community was shocked by the outbreak of a disease caused by the COVID-19 virus. COVID-19 is not an arbitrary disease because it has claimed thousands of lives in a very short time. To avoid the spread of this disease, every country imposes physical distancing, restrictions on human mobility, and closure of access in and out of a country. The result is that the economic activities of the community are hampered and affect economic growth. The economy is one of the worst sectors exposed to the widespread COVID-19 outbreak. It has even caused global growth to fall drastically, even to negative numbers (setbacks). This includes the Indonesian national economy (Nasution, D. A., Erlina, & Muda, I., 2020).

One of the sectors affected by COVID-19 is the micro, small, and medium enterprise (UMKM/MSME) sector. MSMEs are one of the pillars of the Indonesian economy because this sector involves a very large number of citizens. In Indonesia, there are thousands of MSMEs, and related to the COVID-19 pandemic, there are 37,000 MSMEs that report that they are affected by the pandemic. Among them are 56% due to decreased sales turnover,

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22% due to financing aspects, 15% due to aspects of distribution of goods, and 4% due to difficulties in obtaining raw materials (Utami, 2021). MSMEs are one of the dominant industries in Indonesia because they are able to compete and become superior competitive. MSMEs in Indonesia cover almost all aspects, from crafts to the tourism industry, clothing industry, food industry, agriculture, livestock, and others. One that attracts a lot of citizen involvement is the food industry sector, especially in the form of restaurants, stalls, or shops. Records from Indonesian government authorities reveal that 17% of MSMEs provide accommodation, food, and beverage in Indonesia (Khorunisaha, H., Lubis, D., & Hasanah, Q., 2020).

Unfortunately, small food-based industries often cause long-term and short-term problems, especially regarding health issues. This is due to the use of substances that are harmful to human health. These substances include coloring agents, sweeteners, preservatives, and flavorings. Small food producers use these substances as a shortcut to obtain food products that are delicious, beautiful to look at, and durable so as to increase profit value. This is still far from the principle of development as outlined by the United Nations on Sustainable Development Goals (SDGs) (Ishartono & Raharjo, S. T., 2016).

Coloring agents, for example, are used to beautifying the appearance of food so that it is beautiful to look at and attracts consumers to buy it. However, the use of chemical coloring agents or what is known as additives (Yamin, 2020), if done continuously, will accumulate in the human body, is difficult to decompose, and will become a source of health problems. It can cause blockage of blood vessels, disrupt heart performance, and cause obesity and cancer. Coloring agents can be replaced with natural dyes. On the other hand, small food production will be healthier if made from ingredients that contain fiber (Kusharto, 2006). Foods that contain fiber will help metabolism in the human body. Foods with high fiber content will help the body decompose substances that enter the body and pour through the sewer so as not to accumulate in the human body.

In Indonesia, the use of additives in food is very high, and the use of natural fiber ingredients is very low. Small food producers tend to use chemical colorings, sweeteners, and flavorings rather than natural substances and often overuse them. Healthy dietary fiber can provide a positive image for consumers, so healthy food products can become one of the brands in these MSMEs. Some strategies that can be taken to increase sales include conducting promotions (Viranita, 2013), making products in accordance with potential, providing clean and healthy food, looking at the competition map, and expanding access.

MSME Srikandi is a relatively new business and is less than a year old. It was established in 2022. MSME Srikandi was established by the Women Farmers Group of Sokawetan Hamlet, Merdikorejo, Tempel, Sleman. The managed business unit is setting up a food stall by selling it to consumers. What is interesting about this MSME is that food production is carried out by all MSME residents and is kept in turn by MSME residents so that it can absorb labor for its residents. The profits from the sales are divided into two, namely, given to the food makers, and the other part is allocated as cash funds and capital reserves for MSMEs. The presence of this MSME has received a good response from the community in Sokawetan and its surroundings. Located in a strategic location, this MSME is often a destination for citizens, especially in the morning. Kedai Srikandi is open every day except Monday, with a sales turnover of around 65 million per month.

Based on observations made directly at the MSME Srikandi location and from the search results on how to make food, there are various problems as follows:
1. The community has limited knowledge about the dangers of making food with additives that are difficult to decompose. These additives will emerge as a disease even in a rather long time.

2. Generally, society still adheres to an instant and short-term culture in doing business. People are less aware that continuity is strongly influenced by good product quality.

3. Society is less aware that in the surrounding environment, many food ingredients contain fiber, which is very good for health.

2 Methodology

To overcome the problems mentioned above, some steps to solve them are as follows:

a. Coordinating between stakeholders such as MSME Srikandi managers, local government, and resource persons to build synergy cooperation,

b. Conducting socialization and knowledge transfer so that members of MSME Srikandi are able to recognize and differentiate between healthy food ingredients and hazardous food ingredients,

c. Providing knowledge about healthy food sources that can be found in the surrounding environment,

d. Providing knowledge about product branding strategies through healthy food mottos to increase selling value, and

e. Practicing making food with healthier and more economical ingredients.

3 Result and Discussion

The study of contemporary security is not limited to security in the context of war and peace but also includes security in various fields. Security studies have expanded their scope from the study of war and peace to the study of human security (Venu Menon, S, 2007). Mahbub Ul Haq from the United Nations Development Program (UNDP) detailed that there are 7 aspects of human security, including environmental security, economic security, social security, political security, community security, food security, and personal security (Gasper, D., 2021). In 2015, the United Nations successfully launched a future development guideline known as Sustainable Developments Goals (SDGs) to replace the previous MDGs (Millennium Development Goals) concept. In the SDGs, there are 17 important points as development goals. These are - People - No Poverty (Goal 1) - Zero Hunger (Goal 2) - Good Health and Well-being (Goal 3) - Quality Education (Goal 4) - Gender Equality (Goal 5) - Clean Water and Sanitation (Goal 6) - Planet - Climate Action (Goal 13) - Life below Water (Goal 14) - Life on Land (Goal 15) - Prosperity - Affordable Clean Energy (Goal 7) - Decent Work and Economic Development (Goal 8) - Industry, Innovation and Infrastructure (Goal 9) - Reduce Inequalities (Goal 10) - Sustainable Cities and Communities (Goal 11) - Responsible consumption and production (Goal 12) - Peace and partnerships - Peace, Justice and Strong Institutions (Goal 16) - Partnerships for the Goals (Goal 17 (Pencheon, D., 2017)). Point 3 in the SDGs emphasizes the importance of the health factor, meaning that various human development activities must lead to the creation of human health. Human activities in various types of businesses must not be detrimental to the health of other communities, including food and beverage production. This principle must then be socialized in the community so that it becomes a guideline in carrying out various activities. MSME Srikandi consists of women still classified as young,
between 30 - 50 years old. This means that this age is still within the strong range to follow the learning process.

Seeing the problems above, the solutions that will be implemented in this community service are: 1. Introduction of additives in food that can endanger human health. This additive consists of coloring, flavoring, preservatives, and sweeteners. The target is for participants to understand and recognize food ingredients that contain additives and raise awareness not to use them in making healthy food, including not consuming foods that contain additives that exceed the norm. 2. Counselling on continuity in business. Many people try to start a business selling food, but the business stagnates halfway through. They cannot maintain continuity in the business world, which is caused by a lack of planning and a weakness in management. According to Zimmerer, there are several things that cause businesses to fail, namely management incompetence, lack of experience, poor financial control, weak marketing efforts, failure to develop strategic plans, uncontrolled growth, poor location, inappropriate inventory control, inappropriate pricing, and inability to make entrepreneurial transitions (Srihadiastuti, R., 2018). Therefore, participants were given an understanding of the basic things that cause business failure. The target results of this counseling are that participants are able to make business plans, promote and market, and make changes from unhealthy food products to healthy food products. 3. Counselling and practice of making healthy food. The environment around MSME Srikandi is plantation land and rice fields, so it is rich in plant growth that is good for food health and can replace the use of additives. The target of this activity is for participants to recognize, to understand healthy food ingredients and to practice them in their business world. This involves the introduction and practice of making food with healthy ingredients, for example, making food by including moringa leaves. If these efforts are made, it will be able to provide branding that MSME Srikandi provides food that is guaranteed to be healthy.

a. Hazardous Food Ingredients

According to the Ministry of Health, jajan food (snack) is food and beverages processed by food servers at the point of sale and/or served as ready-to-eat food for sale to the public other than those served by catering services and restaurants. Jajan food is preferred by the public because of its good taste, attractive color, and low price. However, in making these foods, producers often forget the element of health by using harmful ingredients.

There are three forms of hazardous food ingredients due to physical, chemical, and biological content. Physical hazards include foreign objects such as hair, nails, jewelry, dead insects, stones or pebbles, pieces of wood, broken glass, and so on can enter the food if the food is sold in the open and not stored in a closed container.

What is often not realized is harmful dyes and preservatives such as Rhodamin B (textile red dye), methanol yellow (textile yellow dye), or saccharin and cyclamate. These materials contain toxins that are harmful to health. These ingredients can accumulate in the human body and are carcinogenic, which in the long run causes cancer and tumors in human organs.

1. The effect of using borax is that with repeated use, there will be accumulation in the brain, liver, and fatty tissue.

2. The effects of using formalin are vomiting blood, diarrhea, lung cancer, convulsions, and urinating blood until death.

3. As a result of using Rhodamine B for a long time (chronic), it can cause allergic skin inflammation and impaired liver function/liver cancer.
4. As a result of prolonged use of Methanal Yellow can cause cancer of the urinary tract and bladder.

5. Long-term use of artificial sweeteners can cause cancer. According to the Regulation of the Indonesian Minister of Health No. 722/Menkes/Per/IX/88, saccharin and cyclamate may only be used in foods specifically intended for people who suffer from diabetes or are on a calorie diet.

b. Healthy Food Ingredients

On the other hand, people’s desire to get something instant also causes them to forget that there are various sources of fresh, healthy, cheap, economical, and environmentally friendly food in the surrounding environment. These ingredients can be either intentionally planted or grown wild in the home environment. This material consists of vegetables and fruits such as moringa leaves, aloe vera, cassava leaves, papaya leaves, kenikir (wild cosmos) leaves, fern leaves, and others.

Moringa leaves are one of the food ingredients easily found in the neighborhoods around the house. The Latin name of this plant is Moringa, which is known as the best plant in the world. The content contained in Moringa leaves are vitamins (A, B1, B2, B3, B6), magnesium, iron, amino acids, and antioxidants, and they are able to stabilize sugar levels.

Papaya leaves have a function to treat diabetes and high blood sugar levels, have a strong antioxidant and blood sugar lowering effect, support digestive function, reduce stomach inflammation, fertilize hair, make skin healthier, reduce chemotherapy inflammation in cancer patients, and relieve menstrual pain.

4 Conclusion

Awareness about healthy food sources in rural areas is still low. The desire to produce food that is tasty, cheap, and easy leads food producers to use instant methods of food production by using harmful chemical and biological ingredients. These ingredients include preservatives, sweeteners, or flavorings. The continuous use of these materials can cause dangerous diseases such as cancer, lung, intestine, heart, and others.

On the other hand, healthy and cheap ingredients can be found in the surrounding environment. These materials can be used as a substitute for coloring, for example, pandan leaves, telang (bluebellvine) flowers, or rosella flowers. In addition, to meet nutritional needs, food products can be added with ingredients such as moringa leaves, katu (sweet) leaves, or other leaves that are suitable for the food being made. These food ingredients, besides being natural, are also cheap, economical, environmentally friendly, and healthy. If the use of healthy ingredients in the production of healthy food is carried out seriously and routinely, it can become a product branding of MSMEs. In the end, this branding will increase sales and profit value.

References


