
PKM Mothers Empowerment Residents Of West Labuh Baru Village Becoming A Homemade Yoghurt Businessman

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ABSTRACT

Empowering mothers of Labuh Baru Barat sub-district residents is very important, because it aims to foster awareness and independence in entrepreneurship, as well as expand employment opportunities to increase family income in an effort to achieve community welfare. This activity is expected to increase the skills of mothers of Labuh Baru Barat sub-district residents in processing fresh cow's milk which is processed with flavored syrup extract into functional food products that have health benefits and high selling value, namely synbiotic yogurt which is good for gut health. The mothers of Labuh Baru Barat residents feel that at this time they must participate in thinking about how to improve their abilities and creativity in entrepreneurship in order to help restore the economic conditions of households after the Covid-19 pandemic, the impact of which is still being felt today. After carrying out monitoring activities, it was seen that what was needed by the mothers of Labuh Baru Barat residents was to increase their knowledge and skills in creating products that had good selling power in today's society. Due to the above problems, we as a team of lecturers from the Management Study Program of the College of Economics carried out community service activities that were oriented towards empowering mothers of West Labuh Baru residents in improving their ability to produce products so that they can be resold so that they can help increase household income with the theme "Empowering Mothers of West Labuh Baru Residents to Become Homemade Yogurt Entrepreneurs"

Keywords: Empowerment, Business Actors, Homemade Yogurt

Introduction

Empowerment or translated into Indonesian means empowerment is a concept that was born as part of the development of the minds of society and western culture, especially Europe. To understand the concept of empowerment correctly and clearly requires an effort to understand the contextual background that gave birth to it. Conceptually, empowerment or empowerment comes from the word power (power or empowerment). According to Eko Sudarmanto et al. (2020:21), the definition of community empowerment is an effort to increase the dignity of certain groups of citizens who are in conditions of poverty and backwardness. These efforts are intended to build community capacity by encouraging, motivating, and raising their awareness, as well as developing their potential. The concept of empowerment is basically the transfer of power through strengthening social capital in community groups, to make them more productive and avoid less productive habits.

According to the definition of Article 1 number 3 of PP Number 58 of 2001 concerning the Development and Supervision of the Implementation of Consumer Protection, Business actors are every individual or business entity, whether in the form of a legal entity or not a legal entity that is established and domiciled or carries out activities within the jurisdiction of the Republic of Indonesia, either alone or together through an agreement to carry out business activities in various economic fields. Entrepreneurship is an activity of a person in trying to improve the value of life by working for themselves, especially for others, so that it can be of good benefit to social life. An entrepreneur is someone who persistently struggles to plant the seeds of his business with the aim of being able to grow a business tree that can shelter everyone around him. From the seeds that grow, it is hoped that they can create and grow new seeds to be spread. So that it can carefully grow new entrepreneurs

who are ready to develop new businesses from the businesses they have run.

Yogurt is a dairy product made by fermentation using lactic acid bacteria *Lactobacillus bulgaricus* and *Streptococcus thermophilus* with or without the addition of other lactic acid bacteria. The word yogurt comes from Turkish, namely *jugurt/yogurut* which means sour milk. Yogurt is also classified as a food that is known to be healthy because of its high probiotic content. However, most people only know that this food can improve the digestive system. The healthy living trend is now mainstream for urban communities. We can see that the prospects for yogurt business opportunities are growing, marked by the fact that almost every side of the city has many healthy and organic beverage businesses. This fermented milk-based drink is believed to be able to maintain body shape and keep the body fit.

Maybe not a few people think that this business requires a large capital, so many have not started this business. Basically, there is no need to worry because this business can also be run on a home business scale that requires very little capital. For example, the MY Healthy Yogurt yogurt business, which offers frozen yogurt in plastic packaging. This business, which is managed by a Bogor entrepreneur named Rizal, started from home with the help of 2 employees. Now his business is growing and generating a turnover of up to IDR 550 million every month. The opportunity to get big profits does not need to be doubted in this homemade yogurt business. People not only feel the benefits but can also become healthier by consuming this drink regularly.

Labuh Baru Barat is one of the sub-districts in Payung Sekaki District, Pekanbaru City, Riau Province, Indonesia. Labuhbaru Barat Sub-district is the result of the expansion of Labuhbaru Sub-district into Labuhbaru Timur Sub-district and Labuhbaru Barat Sub-district. Labuhbaru Barat Sub-district has an area of 5.47 km² with the northern boundary bordering Bandar Raya, Delima in the south, East Labuhbaru in the east and Bandar Raya in the west. In 2022, this sub-district had a population of 15,144 people. Its area is 24,100 km² and its population density is 15,143 people/km². Labuhbaru Barat Sub-district has potential, one of which is entrepreneurship with many business traders and livestock such as cattle, goats, and chickens. Labuhbaru Barat Sub-district also has many oil palm plantations which play an important role in the livelihoods of the surrounding population.

Based on the results of field observations conducted by the Community Service Proposer Team, there are at least three problems faced by KWT Beringin Indah.

1. Lack of knowledge regarding how to maintain and preserve health by consuming highly nutritious food/drinks processed by oneself without having to buy with large capital from the residents of West Labuh Baru.
2. Lack of information and knowledge regarding what businesses can be built without having to spend a lot of capital.
3. There is no long-term planning, related to efforts that can improve the household economy without having to become an office worker and living life with what is in front of your eyes without wanting to try to dig up information related to these efforts.business that can be done and can develop.

Based on the partner's problems obtained through observation and interviews, the partner needs facilities through a community service program in the form of empowering mothers of Labuh Baru Barat sub-district in making homemade yoghurt. Through this community service activity, it is hoped that the mothers of Labuh Baru Barat residents can open their insights regarding the homemade yoghurt business that can generate their income so that in the end these mothers are able to think creatively and act collectively as an effort to overcome their household economic problems. In addition to this homemade yoghurt making training, the mothers of Labuh Baru Barat sub-district as community service partners also want empowerment efforts in order to improve their ability to promote their homemade yoghurt products by utilizing social media.

Method

The method used in this community service activity is the simulation method, practice making yogurt and Q&A, which is a delivery method using oral communication and directly practicing making products and discussing to discuss all things about how to make healthy yogurt that is also delicious for consumption by the community. The following is how the team delivers the material during the community service activity to the mothers of the Labuh Baru Barat sub-district:

1. Providing training on How to Make Homemade Yogurt. In this activity, training will be conducted on how to make homemade yogurt from start to finish.

2. Providing material on what mothers from the Labuh Baru Barat sub-district need to prepare in terms of opening a new business and the equipment and ingredients needed in the process of making homemade yoghurt.
3. Providing material on how to build motivation in running your own business
4. Providing material on how to market homemade yogurt products by utilizing existing social media.
5. Viewing and evaluating the results of community service activities before and after the activities are carried out. Are there any significant changes in the process of understanding how to strategize, make and market homemade yogurt.

Figure 1
Partners Who Participate in PkM Activities



Source: Community Service Activities 2024

Results and Discussion

Human nutritional needs must be met every day, be it protein, minerals, fat or others. Four healthy five perfect, this is often an icon in meeting human nutritional needs. Milk as a livestock product is a complementary food in human food. Milk is also the main daily food for babies. Milk is a food ingredient composed of balanced nutrients. However, milk can be damaged by germs. So to overcome this, processing and preservation are needed, including making yogurt. Yogurt is a milk coagulation product produced through the fermentation process of lactic acid bacteria (LAB), *Lactobacillus bulgaricus* and *Streptococcus thermophilus* with or the addition of other permitted ingredients (Nazakawa and Harsono, 1992). Yogurt has a higher nutritional value than fresh milk as a basic ingredient in making yogurt, especially because of the increase in total solids so that the content of other nutrients also increases. In addition, yogurt is suitable for people with lactose intolerance or who are intolerant to lactose.

Fermentation of milk into yogurt is done with the help of lactic acid bacteria, namely *Lactobacillus bulgarius* and *Streptococcus thermophilus*. *L. bulgarius* is a gram-positive rod-shaped bacteria and does not form endospores. In milk, *L. bulgarius* will convert lactose into lactic acid. These bacteria are thermoduric and homofermentative, with an optimum temperature for growth of around 45 °C. The optimum condition for growth is slightly acidic or around pH 5.5. *S. thermophilus* is a gram-positive round-shaped bacteria, often growing in chains. These bacteria can be classified as

homofermentative and thermophilic bacteria with an optimum pH for growth of around 6.5. The following are the steps for making yogurt that have been practiced directly in community service activities this semester.

From the community service activities carried out for approximately one week, the PKM team has provided training on how to process and utilize homemade yogurt making to be consumed either individually for health purposes or to resell in order to generate additional income for mothers of Labuh Baru Barat sub-district, Pekanbaru city, the majority of whom do not have permanent jobs or stable income every month. Partners felt very enthusiastic during the training process for making homemade yogurt, the explanation given by the PKM team was very interested because there was direct practice in making yogurt.

Figure 2
Photo of the process of making Homemade Yogurt



Source: Community Service Activities 2024

The process of preparing the ingredients and equipment needed to make homemade yoghurt

Basically the equipment and materials needed are not difficult to obtain, all are available and already exist and can be purchased anywhere. For the equipment needed include: Large basin, Heater, Incubator, Pan, Jar, Refrigerator, Thermometer, Measuring cup, Wooden stirrer. While for the ingredients include Cow / goat milk, Starter (*Streptococcus thermophylus* (St) and *Lactobacillus bulgaricus* (Lb)).

Homemade Yogurt Making Process

The process of making yogurt is not difficult, but it requires precision and the right composition so that the yogurt has a delicious taste. Here is the process of making yogurt that has been directly practiced by partners. The first step in making yogurt is to provide fresh cow's milk/goat's milk first, then heat it at a temperature of 68-71°C for 15-30 minutes, then cool it to a temperature of 45°C, then add the starter, then ferment it at a temperature of 45°C for 6-8 hours, then store it at a temperature of 4°C for 24 hours and finally the yogurt is mixed with melon, strawberry and lychee syrup flavors according to taste, if you want to mix it with fresh fruit, you can also, after mixing it with the flavor you like, the yogurt is then packaged and ready to consume. This manufacturing step must not be missed, so that the desired yogurt is appropriate and successful in making.

Figure 3
Photo of finished and packaged yoghurt



Source: Community Service Activities 2024

Figures 4 and 5
Photo with Partners



Source: Community Service Activities 2024



Source: Community Service Activities 2024

Conclusion

After carrying out community service by a team of lecturers from STIE Persada Bunda, conclusions can be drawn including:

1. The mothers of the residents of Labuh Baru Barat Village need understanding and knowledge regarding how to build a business with minimal capital but the profits that can be obtained are quite large.
2. The mothers of the Labuh Baru Barat sub-district need more training on how to process and make healthy food and drinks for their own consumption or for resale.
3. It is necessary to increase and provide training in the form of direct practice in creating businesses that can help them to be more productive even though they are only housewives.
4. The mothers of the Labuh Baru Barat sub-district need assistance from professional experts, educators and the government in the process of implementing their activities so that they can and are able to develop well and provide benefits not only to members but also to the surrounding community.
5. This activity shows an increase in the knowledge of mothers in the Labuh Baru Barat sub-district regarding yoghurt from 20% to 80% as well as an increase in the ability of residents to make yoghurt from simple and easy-to-find ingredients.

Suggestion

After the community service activities were carried out, suggestions that can be given to the mothers of the Labuh Baru Barat sub-district as partners include:

1. It is expected After this activity is completed, all the mothers in Labuh Baru Barat sub-district can become more productive, they are able to make healthier and tastier yogurt independently and correctly for personal use or for sale.
2. It is hoped that activists, educators and the community can support each other and work together in developing the activities of mothers in the Labuh Baru Barat sub-district who only stay at home and take care of the household to have useful activities and can produce and even help the household economy.
3. It is expected that training and community service activities can continue to be continued by fellow colleagues to provide knowledge, skills and science to the community according to what they need. So that they synergize to empower each other and become more productive.

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