



Training on Strategies to Increase Turnover of Boiled Corn Micro Businesses in Lubuk Alung District Post Covid-19 Pandemic

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Abstract

The aim of the community activity program for the micro-enterprise partner group for boiled corn products in Lubuk Alung District, Padang Pariaman Regency, Post-Covid-19 Pandemic is to see differences in Partners' abilities in the fields of: 1)Product Variations, 2). Product marketing, 3). Brand and production permit, 4). Find sources of capital.

The population and sample in this study amounted to 20 people. The population and sample are group of micro business partners for boiled corn products in Lubuk Alung District, Padang Pariaman Regency. Data were analyzed using the Paired Sample T Test analysis technique. This test is used to determine whether there is an average difference between two paired (related) sample groups. What this means is that a sample experiences two different treatments.

The results of the study concluded that (1) There was a significant difference in business partners' knowledge on product variety training criteria for business partners for boiled corn products in Lubuk Alung District before and after training, (2) There was a significant difference in business partners' knowledge on marketing training criteria for partners boiled corn product business in Lubuk Alung District before and after training, (3) There is no significant difference in business partners' knowledge of brand training criteria and business permits for boiled corn product business partners in Lubuk Alung District before and after training, and (4) There is no significant difference in business partners' knowledge of the training criteria for finding sources of business capital for business partners for boiled corn products in Lubuk Alung District before and after the training..

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I. Introduction

One of the typical snack products from Kenagarian Lubuk Alung, Lubuk Alung District, is boiled corn. This micro business has quite potential in terms of sales because it is located along the Padang - Bukittinggi highway so many motorists stop by to buy. Not a few motorists and the general public buy corn on the cob, especially on weekends, Saturday – Sunday. On weekends, almost every seller's outlet is visited by buyers with an average turnover of not less than IDR 400,000 – IDR 700,000. This is different from normal days which only reach IDR 200,000 – IDR 400,000 per day (Survey, March 2023).



Figure 1: Location of Boiled Corn Micro Business Actors in Kenagarian Lubuk Alung, Lubuk Alung District

The Covid-19 pandemic has had an impact on various economic activities in society, from large-scale businesses to micro-scale businesses. Without exception, the Covid-19 pandemic has also had an impact on the turnover of boiled corn traders in Lubuk Alung District. At the beginning of the pandemic, sales turnover fell by 40% per day. Because many people limit their activities outside the home, demand is greatly reduced.

Based on the results of interviews with several boiled corn micro business actors, during the Covid-19 pandemic, on normal days their turnover averaged around IDR 120,000 – 280,000, on holidays 280,000 – 420,000 and on big days (Eid and long holidays) around IDR 360,000 – 540,000 per day. In the post-Covid 19 pandemic period (since the beginning of 2023), their average turnover has increased quite a bit. On weekdays the average per day is around IDR 200,000 – 400,000, on weekends around IDR 400,000 – 700,000 and on big days around IDR 600,000 – 900,000. Even though there has been an increase in turnover after the Covid-19 pandemic, this increase has not been as significant as before the pandemic.

Table 1
Average Turnover Obtained by Boiled Corn Micro Business Actors
In Kenagarian Lubuk Alung, Lubuk Alung District
Covid-19 Pandemic and Post-Pandemic Period

Period	Normal Day (Rp/Day)		Big day (Rp/Day)
	Normal Day (Rp/Day)	Weekend Days (Rp/Day)	
Before the Covid-19 Pandemic	400,000-550,000	600,000-800,000	700,000-960,000
Covid-19 Pandemic Period	120,000-280,000	280,000-420,000	360,000-540,000
Post Covid-19 Pandemic	200,000-400,000	400,000-700,000	600,000-900,000

Source: Interview with Partner (March, 2023)

Based on Figure 1, information can be obtained that the types of products produced by the micro-business group of boiled corn products in Kenagarian Lubuk Alung are quite limited in variety. The limited variety of products produced and marketed by these manufacturers gives rise to dissatisfaction (complaints) from consumers, especially vehicle drivers. The existence of consumer complaints regarding product variations can also be seen from the statement by the Head of the Tourism Development Division of the Padang Pariaman Tourism and Sports Department, Wiwiek Herawati, that the large number of tourist complaints regarding food variations in the area is because the variations are relatively limited (Sumbarfocus, 2021). This shows that there is a need to develop new corn-based food products in Kenagarian Lubuk Alung.



Figure 2: Interview with partners regarding partner business turnover and several other problems after the Covid-19 pandemic

From the survey results in Figure 2, several other problems can be seen in terms of marketing, health and business. Some of these problems include:

1. The products are left lined up open and there is no cover so from a health perspective this is not good. Because flying dust will directly stick to the food products, especially since the shops are located on the side of the road.
2. The variety of types of products produced is very limited, only boiled corn plus other products such as sweet potato crackers and salted eggs
3. This snack product is not packaged well. The product is only wrapped in a plastic bag when given to the buyer.
4. The product does not have a clear brand so consumers cannot differentiate one product from another.
5. There is no health permit from the relevant agencies such as the Health Service or BPPOM.
6. There is no business bookkeeping activities.

Some of these problems are thought to hinder the progress of this product business because many traders do not know how to run a business well. Aspects that need to be considered are product variations, packaging and health of the product (Kotler, 2009). Therefore, it is natural that sales of this product are not very good on normal days, especially during the Covid-19 pandemic because consumers have less choice in product variations, pay less attention to health aspects, and information about the product is less clear. If this is allowed to continue, it will certainly have an impact on the turnover obtained by snack food product traders in Kenagarian Lubuk Alung. For this reason, it is necessary to carry out PKM activities through training and mentoring.

From the results of surveys and interviews with traders, the problems currently being faced by partners can be identified, including:

1. Income from the micro-enterprise of boiled corn products in Lubuk Alung District is still relatively low.
2. The snack food products produced and marketed are not yet varied
3. Do not yet have knowledge about processing products that suit consumer tastes.
4. The products being traded have not been packaged properly and received permission from the relevant parties.
5. Traders still lack capital to develop their businesses.
6. Don't have business bookkeeping yet.

From the explanation above it can be seen that partnersMicro businesses with boiled corn products in Lubuk Alung District need to be given training related to product variations, marketing, brands and production permits as well as finding sources of business capital. Therefore, this research aims to analyze whether there are differences in knowledge between micro business partners for boiled corn products in Lubuk Alung District

before and after training related to product variations, marketing, brands and business permits as well as finding sources of business capital.

Research methods

The approach offered to resolve partner problems is conducting training (product variations, marketing, branding and business permits and bookkeeping). The training is carried out by resource persons who are experienced in the fields of entrepreneurship, marketing, catering and accounting. The training will be attended by 2 groups of Partners, namely: Partner 1 with 5 members, and Partner Group II with 5 members. The methods used in training are in the form of demonstrations, lectures, discussions, questions and answers, and mentoring.

Training will be carried out in several stages as follows:

- 1) Preparation: Meeting with the Mayor of Nagari Lubuk Alung and the Chair of partner I and partner II to agree on the schedule and location for the activities.
- 2) Preparation of training materials by instructors
- 3) Implementation of training activities (September – October 2023)
- 4) Assistance and monitoring of the results of training that has been carried out

The problem solving framework in this activity can be seen in the following figure:

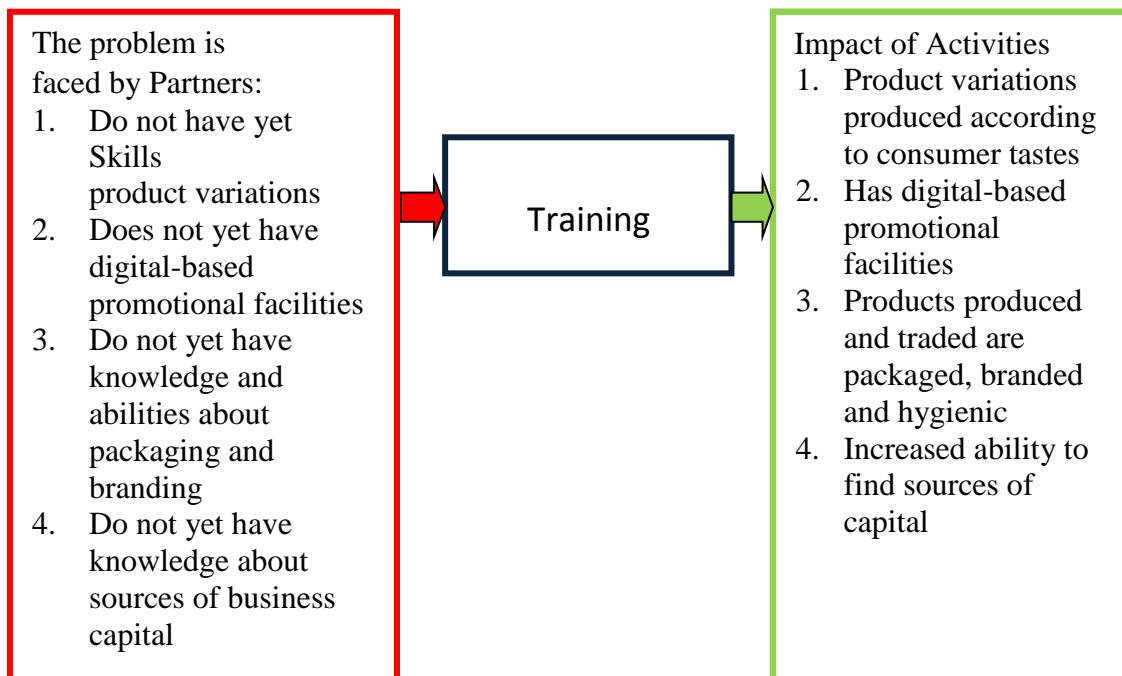


Figure 4. Problem Solving Framework

Based on Table 2, it can be seen that the resource persons in the training on product development and marketing of boiled corn products at the Kenagarian Lubuk Alung partner location, Lubuk Alung District, Padang Pariaman Regency were 4 people who had areas of expertise relevant to product development and marketing of snack products made from fish as raw materials. this sea.

**Table 2
Resource Person in Training**

No	Source person	Expertise	Task
1.	Dra. Lusi Fridayanti, M. Kes	Cullinary art	Development of various new product variations
2.	Vidyarini Dwita, SE, MM, Ph.D	Management Science	Product marketing: using packaging
3.	Ariusni, SE, MSi	Economics	Brand and product licensing
4.	Dr. Sri Ulfa Sentosa, MS	Agricultural Economics	Find sources of business capital

The population and sample in this study were 10 people consisting of Partner 1 with 5 members, and Partner II Group with 5 members. The data analysis technique used is Paired samples t-Test.

Hypothesis Testing Paired samples t-Test is a test of the difference between two paired samples. Paired samples are the same subjects, but experience different treatments. This different test model is used to analyze the research model before and after. According to Widiyanto (2013), the paired sample t-test is a testing method used to assess the effectiveness of treatment, characterized by differences in the average before and the average after treatment is given.

The basic assumption for using this test is that the observation or research for each pair must be under the same conditions. The mean difference must be normally distributed. The variance of each variable can be the same or not. To carry out this test, data on an interval or ratio scale is needed. What is meant by paired samples is that we use the same sample, but the test is carried out on the sample twice at different times or at certain time intervals. Testing was carried out using a significant 0.05 ($\alpha=5\%$) between the independent variable and the dependent variable.

The basis for making a decision to accept or reject H_0 in this test is as follows.

1. If the significant value is > 0.05 then H_0 is accepted or H_a is rejected (the difference in performance is not significant).

2. If the significant value is < 0.05 then H_0 is rejected or H_a is accepted (significant performance difference).

This test is to prove whether the research samples before and after training have significantly different averages or not.

The reason the author uses this analytical tool is because in this study two paired samples were used. This paired sample is the same subject but experiences two different treatments or measurements, namely before and after training.

Paired T-test Formula 32

$$t = \frac{\bar{D}}{\left(\frac{SD}{\sqrt{N}}\right)} \quad (1)$$

t = Calculated t value

\bar{D} = Average of measurements for samples 1 and 2

SD = Standard deviation of measurements for samples 1 and 2

N = Number of samples

To interpret the paired sample t-test, you must first determine:

- α value

- df (degree of freedom) = Nk

For paired sample t-test df = N-1

Compare the t-calculated value with the t-table value

Next, the calculated t is compared with the t table with a significance level of 95%. The decision making criteria are:

T table $>$ T count = H_0 accepted or H_a rejected

T table $<$ T count = H_0 rejected or H_a accepted

Research result

1. Inductive Analysis

a. Different Test Results Based on Product Variation Training Criteria

Based on the results of different tests carried out using the two sample testing method related to the product variation training criteria, the results obtained are as shown in Table 3.

In Table 3, it can be seen that the average product variation training model for boiled corn product business partners in Lubuk Alung District before training was 6.26, while the average criteria for business partners after training was 7.53.

Table 3
Mean Value, Standard Deviation and Standard Error of the Mean
Product Variation Criteria

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before training	6.2690	10	.71325	.22555
	After training	7.5300	10	.28123	.08893

Source: SPSS 24 data processing

However, these results cannot conclude whether there is a real (significant) difference between the average product variation training model before and after training. Therefore, a Paired Sample T-Test was carried out to see whether there was a significant difference in product variation training before and after training.

Based on the results of the Paired Sample T-Test, the t test results for the product variation criteria are obtained as in the following table:

Table 4
Paired Sample T-Test Product Variation Criteria

		Paired Samples Test							
		Paired Differences			95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	Before training -after training	-1.26100	.82587	.26116	-1.85179	-.67021	-4.828	9	.001

Source: SPSS 24 data processing

Based on the results of the Paired Samples Test, the t probability value was obtained at 0.001, which is smaller than $\alpha = 0.05$. In other words, the results of different tests based on the product variation criteria reject H_0 , which means there is a significant difference in knowledge between the product variation training model for boiled corn product business partners in Lubuk Alung District before and after the training.

The results of this research show that after being given training on product variations, the knowledge of boiled corn product business partners in Lubuk Alung District was higher or increased compared to before being given the training. This condition is because business partners are very enthusiastic about this training activity, especially with product variations. They were able to apply the training materials by developing variations of their products such as making grilled corn, cheese corn and several other products.

b. Different Test Results Based on Marketing Training Criteria

Based on the results of different tests carried out using the two sample testing method related to marketing training criteria, the results obtained are as shown in Table 5.

In Table 5, it can be seen that the average marketing training model for boiled corn product business partners in Lubuk Alung District before the training was 6,469, while the average criteria for business partners after the training was 8.53.

Table 5
Average Value, Standard Deviation and Standard Error of the Mean Marketing Criteria

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before training	6.4690	10	1.43382	.45341
	After training	8.5300	10	.28123	.08893

Source: SPSS 24 data processing

However, these results cannot conclude whether there is a real (significant) difference between the average marketing training model before and after training. Therefore, a Paired Sample T-Test was carried out to see whether there was a significant difference in marketing training before and after training.

Based on the results of the Paired Sample T-Test, the t test results for marketing criteria are obtained as in the following table:

Table 6
Paired Sample T-Test Marketing Criteria

		Paired Samples Test							
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Before training -after training	-2.06100	1.34009	.42377	-3.01964	-1.10236	-4,863	9	.001

Source: SPSS 24 data processing

Based on the results of the Paired Samples Test, the t probability value was obtained at 0.001, which is smaller than $\alpha = 0.05$. In other words, the results of different tests based on marketing criteria reject H_0 , which means there is a significant difference in knowledge between marketing training models for business partners for boiled corn products in Lubuk Alung District before and after training.

The results of this research show that after being given marketing training, the knowledge of business partners for boiled corn products in Lubuk Alung District was higher or increased compared to before the training was given. This is because business partners really need training in marketing techniques such as marketing via social media. They are now able to promote their products through their respective social media. This can also be seen from their current activities, which often promote their products through various social media platforms.

c. Different Test Results Based on Brand Training Criteria and Business Licenses

Based on the results of different tests carried out using the two sample testing method related to the criteria for brand training and business permits, the results obtained are as shown in Table 7.

In Table 7, it can be seen that the average brand training model and business license for boiled corn product business partners in Lubuk Alung District before the training was 5.469, while the average criteria for business partners after the training was 5.53.

Table 7
Mean Value, Standard Deviation and Standard Error of the Mean Brand and Business License Criteria

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before training	5.2690	10	.45686	.14447
	After training	5.5300	10	.28123	.08893

Source: SPSS 24 data processing

However, these results cannot conclude whether there is a real (significant) difference between the average brand training model and business license before and after training. Therefore, a Paired Sample T-Test was carried out to see whether there was a significant difference in brand training and business permits before and after the training.

Based on the results of the Paired Sample T-Test, the t test results were obtained for the brand and business license criteria as in the following table:

Table 8
Paired Sample T-Test Brand and Business License Criteria

		Paired Samples Test							
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Before training -after training	-.26100	.53318	.16861	-.64241	.12041	-1,548	9	.156

Source: SPSS 24 data processing

Based on the results of the Paired Samples Test, the t probability value was obtained at 0.156, which is greater than $\alpha = 0.05$. In other words, the results of different tests based on brand and business license criteria received H_0 , which means there is no significant difference in knowledge between the brand training model and business license for boiled corn product business partners in Lubuk Alung District before and after training.

The results of this research show that after being given branding and licensing training, the knowledge of business partners for boiled corn products in Lubuk Alung District is relatively the same or almost no different compared to before being given the training. This is because business partners do not have brands and business permits. Besides that, they do not have complete knowledge and good experience in processing business permits. Thus, this criterion does not have a significant impact on increasing their knowledge.

d. Different Test Results Based on Training Criteria to Find Sources of Business Capital

Based on the results of different tests carried out using the two sample testing method related to the training criteria for finding sources of business capital, the results obtained are as shown in Table 9.

In Table 9, it can be seen that the average training model for finding sources of business capital in business partners for boiled corn products in Lubuk Alung District before training was 5.469, while the average criteria for business partners after training was 5.53.

Table 9
Mean Value, Standard Deviation and Standard Error of the Mean
Criteria for Finding Sources of Business Capital

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before training	5.4690	10	.18929	.05986
	After training	5.6600	10	.29530	.09338

Source: SPSS 24 data processing

However, these results cannot conclude whether there is a real (significant) difference between the average training model for finding sources of business capital before and after training. Therefore, a Paired Sample T-Test was carried out to see whether there was a significant difference in training to find sources of business capital before and after training.

Based on the results of the Paired Sample T-Test, the t test results for the criteria for finding sources of business capital are obtained as in the following table:

Table 10
Paired Sample T-Test Criteria for Finding Sources of Business Capital

		Paired Samples Test							
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Before training -after training	-.19100	.31953	.10104	-.41958	.03758	-1,890	9	.091

Source: SPSS 24 data processing

Based on the results of the Paired Samples Test, the t probability value was obtained at 0.091, which is greater than $\alpha = 0.05$. In other words, the results of different tests based on the criteria for finding sources of business capital received H_0 , which means there is no significant difference in knowledge between the training model for finding sources of business capital for business partners for boiled corn products in Lubuk Alung District before and after training.

The results of this research show that after being given training to find sources of business capital, the knowledge of business partners for boiled corn products in Lubuk Alung District is relatively the same or almost no different compared to before being given the training. This is caused by business partners not having sufficient knowledge about the administration of borrowing capital so that their ability is limited in finding sources of business capital. On the other hand, business partners do not have good business bookkeeping so that the requirements for applying for a capital loan are not sufficient.

II. Conclusion

Based on the results of the research in the previous section, this research concludes that:

1. There is a significant difference in business partners' knowledge of product variation training criteria for business partners for boiled corn products in Lubuk Alung District before and after training. The average knowledge of product variation criteria for boiled corn business partners in Lubuk Alung District after the training was higher than before the training.
2. There is a significant difference in business partners' knowledge of marketing training criteria for business partners for boiled corn products in Lubuk Alung District before and after training. The

average knowledge of marketing criteria for business partners for boiled corn products in Lubuk Alung District after the training was higher than before the training.

3. There is no significant difference in business partners' knowledge of brand training criteria and business permits for business partners of boiled corn products in Lubuk Alung District before and after training. The average knowledge of brand criteria and business permits for business partners for boiled corn products in Lubuk Alung District after the training is almost relatively the same as before the training.
4. There is no significant difference in business partners' knowledge of the training criteria for finding sources of business capital for business partners for boiled corn products in Lubuk Alung District before and after the training. The average knowledge of the criteria for finding business capital sources for business partners for boiled corn products in Lubuk Alung District after the training is almost relatively the same as before the training.

Based on the conclusions above, the suggestions that can be put forward in this research are:

1. In the future, it is hoped that these trainings will be further intensified with a relatively long period and more business partners. This is because business partners can receive more knowledge and a more complete understanding of the material so that it can be applied to the business they are running.
2. Government participation is needed to pay more attention to small and medium businesses by providing training, assistance, workshops and guidance so that business actors can follow developing business trends.
3. Business partners can continue to develop themselves by applying the knowledge, know-how and skills that have been obtained through the training that has been undertaken.

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