

INCREASING NEW ENTREPRENEURIAL INNOVATION IN PASTRY CAKE MAKING ACTIVITIES IN SMALL AND OTHER INDUSTRIES IN WEST JAVA

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Abstract

The West Java government is actively improving entrepreneurial skills, especially in the field of pastry in entrepreneurship. One possibility is to train entrepreneurs (MSMEs in the pastry sector) in the tourism sector in the West Java region. This activity is supported by the Ministry of Industry, Directorate General of West Java's small and medium-sized and miscellaneous industries, which is holding this training activity with the aim of increasing new entrepreneurial innovation in pastry making activities in small and other industries in West Java. This activity will last for 3 days in Green Forest Bogor. The training participants consisted of 36 people who work in the culinary industry such as cafes, hotels, restaurants, MSMEs, pastries and resorts in the Bogor area. The method for implementing this activity is through creativity and innovation training with MSMEs and community participation in the culinary sector, especially in the pastry sector.

Keywords: Entrepreneurship, Innovation, Pastry, Small Industry

INTRODUCTION

The city of Bogor boasts several advantages, including the development of services, tourism, trade, and housing, all of which contribute to its significant role in the tourism industry. The Long-term Development Plan (RPJP) of Bogor City 2005-2025 focuses the development of tourism on culinary tourism, shopping, cultural, recreational, and entertainment activities. Bogor City, located near the city of Jakarta in West Java province, is a popular culinary tourist destination among the Jabodetabek community. Bogor offers a wide variety of culinary experiences, ranging from moderate to intimate. The city of Bogor is one of the most popular places in the West Java region. The culinary sector has become one of the biggest contributors to the Indonesian economy, accounting for approximately 40 percent, or Rs 1,100 trillion. (Adminlina, 2021)

The Covid-19 pandemic has caused paralysis in various regions of Indonesia. (Sanjiwani, 2022). The pandemic's impact in Indonesia has resulted in job losses, factory closures, and a decline in the tourism industry. According to N. S. Lestari et al. (2022) and

Lorenza et al. (2022), the impact of the pandemic in Indonesia has resulted in job losses, factory closures, and a decline in the tourism industry. According to a survey conducted by the Ministry of Employment, the pandemic affects approximately 88% of businesses worldwide, with 9 out of 10 enterprises in Indonesia experiencing losses. (Barenbang, 2020). In order to reduce the losses, many companies have carried out unilateral PHKs. (Frivanty & Ramadhani, 2020). When the employment relationship is terminated, the employee switches jobs to entrepreneurship. (Gunawan & Sugayanto, 2011). During this pandemic, catering companies were in high demand (Sinari et al., 2022), requiring innovation and creativity to remain competitive. (Hubeis, 2019).

To survive in the midst of the pandemic, SMEs need to find a way to continue operating (Handoko, 2020) and gain a competitive edge to sustain business operations (Asri & Herwanto, 2021). The way that small and medium-sized enterprises can survive today's normal new era is to innovate so that they can continue to operate and increase sales without ignoring health protocols. (Setioko et al., 2021). In addition, small businesses must develop strategies to address existing problems. One strategy is to engage in various forms of training, which can enhance the quality of human resources (Kusumaningrum et al., 2021) and empower them to create innovative products. One step that entrepreneurs can take is to train (learn) to be able to apply new innovations to their business ventures (Fabei et al. 2020). According to some studies, increased innovation by entrepreneurs in pastry making has a positive impact on tourist satisfaction in terms of the creativity of the product created. Increased entrepreneurial innovation enhances the satisfaction of both domestic and international tourists. In times of pandemic, the household bakery business presents a significant opportunity (Abdiputra, 2019). There has been a 5% increase in online shopping for cakes and pie during the pandemic compared to before the epidemic (Fatmarani, 2022). Small businesses have numerous opportunities (Mulya, 2019). In order to survive the pandemic, small businesses must find a way to continue their operations (Handoko, 2020) and have a competitive advantage to sustain their business. (Asri & Herwanto, 2021). It's one of the reasons why we're training. Training of new entrepreneurs to improve innovation in pastry cake making activities for the community or the culinary industry.

IMPLEMENTATION METHOD

The lecturer from Bogor High School of Tourism, who is part of the training team in Green Forest Bogor, conducted the training at Jalan Jl. RE. Soemantadiredja No.99, RT.03/RW.12, Pamoyanan, Kec. Bogor Sel., Bogor City, West Java 16136. The training aims to optimize and maximize the resources and product innovations owned by the community (UMKM) in various culinary fields, including cafes, hotels, restaurants, and resorts in Bogor City. The Ministry of Industry, responsible for organizing the Training Improvement of Innovation New Entrepreneurs at the Pastry Making Activities for three days in Green Forest Bogor, Narasurber, requested materials on creativity and innovation for a culinary presentation in the pastry field, utilizing a variety of ingredients: The following are some of the materials submitted for this training: The training includes a set of rules for understanding creativity and innovation. The principles that guide the creation and innovation of culinary research are crucial. Phases or steps play a crucial role in fostering culinary skills and human

resource skills are essential for innovation in culinary research, ry research, Introduction to the world of food, Conceptions in enterprise, Inhira Industry in the development of fast food, and The role of inheritance in Western Pastry Products and Pastry Innovation Factors is significant.

RESULTS AND DISCUSSION

The lecturer from Bogor Tourism College, part of the training team at Green Forest Bogor, conducted the training. In West Java, training on creativity and innovation in the pastry cake industry has made a significant contribution to improving participants' understanding of culinary innovation. Qualitative source narratives and relevant training content have opened up participants' insights into the potential for innovation in the pastry cake business. This type of training is critical for enhancing the tourism sector's competence and supporting the development of the culinary industry in the West Java region.

The training participants comprised 36 individuals who are employed in various culinary fields, including cafes, hotels, restaurants, small and medium-sized industries, and resorts located in Bogor. The source is Mother Nisa Rahmadiyah, S.Pd., M.P.D. Culinary lecturer at Bogor High School of Tourism. The author administers a pretest prior to the training to gauge the participants' proficiency in the submitted material. Following the training, the source administers a posttest to assess the extent of improvement the participants have achieved. The advice provided in this training activity is:

1. Continue similar training programmes periodically to deepen participants' understanding of culinary innovations and current trends in the pastry cake industry.
2. Involve more sources who are experienced and have expertise in culinary innovation to give a broader perspective to the participants.
3. Encourage collaboration between business, government, and educational institutions to organize more structured and sustainable training.
4. Integrate creativity and innovation training into formal and non-formal education curricula to ensure that this knowledge is accessible to more people.



Figure 1. Documentation of Training Activities

The following are the pre-test and post-test tables of training participants to enhance new entrepreneurial innovations in the production of pastry cakes in small and other industries in Western Java as follows:

Table 2. Pre Test and Post Test Results

NO	RESPONDEN	KREATIVITAS		INOVASI		PEMASARAN		PRODUK	
		PRE TEST 1	POST TEST 1	PRE TEST 2	POST TEST 2	PRE TEST 3	POST TEST 3	PRE TEST 4	POST TEST 4
1	YH	4	7	4	8	8	8	9	9
2	YIW	4	9	4	9	5	8	5	9
3	HJ	3	6	4	5	4	6	5	6
4	SH	3	5	3	6	5	6	6	7
5	SJ	6	9	6	9	6	9	6	9
6	DH	9	10	8	10	8	10	8	10
7	KJD	6	9	6	9	5	9	8	9
8	FG	6	8	6	8	5	8	9	9
9	GH	7	9	8	8	6	6	9	10
10	SG	7	9	6	10	9	10	8	9
11	SF	4	5	4	9	5	8	7	9
12	SW	9	7	9	7	4	8	8	9
13	SF	6	10	7	10	8	8	8	10
14	ES	6	9	6	9	5	9	8	9
15	FA	6	8	5	8	4	8	6	9
16	AF	3	6	6	6	2	6	4	6
17	AGF	4	8	3	9	3	8	5	9
18	ET	8	9	9	10	7	9	8	10
19	HT	4	10	9	10	7	10	9	10
20	JY	3	10	3	10	3	9	4	10
21	UY	3	9	2	9	2	9	4	10
22	UY	3	5	3	5	3	6	2	5
23	IY	5	7	6	7	5	7	5	8
24	ER	9	9	6	9	4	9	4	6
25	HF	7	7	7	8	7	8	6	7
26	JT	3	9	4	9	3	9	4	8
27	JG	2	6	3	6	4	6	4	6
28	JF	4	5	4	5	4	5	4	5
29	JF	3	6	2	6	4	6	4	9
30	EW	6	9	5	9	5	9	5	9
31	UY	6	7	5	7	5	6	4	6
32	T	5	7	3	7	6	7	6	7
33	UR	2	8	2	8	3	8	7	8
34	RW	3	9	3	10	3	10	3	9
35	JG	4	5	4	6	4	6	5	6
36	HGF	2	7	2	6	3	8	3	7
Total		175	278	177	287	174	282	210	294
Mean		4,86	7,72	4,92	7,97	4,83	7,83	5,83	8,17

The rating scale used is 1-10. We asked the participants to rate their own understanding of creativity, innovation, marketing, and culinary products. According to the pre-test and post-test results, the participants had an average score of 4.86 in the pre-test, and after the post-test, their average score increased to 7.72 in the understanding of creativity, indicating a 2.86 increase.

In terms of understanding innovation, during the pre-test the average participant score was 4.92, and after the post-test it was 7.97, or an increase of 3.05. In marketing, the average participant's understanding rating was 4.83 during the pre-test, but it increased to 7.83 after training or the post-test, indicating a 3.00 increase. Last in terms of product, the average student's understanding score was 5.83, and following training it rose to 8.17, or a rise of 2.34.

The pre-test also asked participants what they needed to develop creativity. When the pre-test of 10 participants, or as many as 28% of the respondents, did not know, but after the post-test all the participants can answer what is needed to develop creativity.

CONCLUSION

Training on creativity and innovation goes smoothly with satisfactory results. The source's exhibitions and examples reflect the enhanced understanding the training participants gained, particularly in the culinary context of pastry innovation. The presence of a source capable of providing innovative examples in the field of pastries opens the participants' insights significantly, expanding their understanding of innovation in the pastry industry. The

results of this training demonstrate its effectiveness in enhancing the abilities and understanding of the participants. This suggests that a proper training approach can significantly enhance the competence of the tourism sector, particularly in the pastry cake industry in West Java. The next recommendation is to We recommend continuing and expanding similar types of training to enhance the capacity and understanding of the labor force. This could be a positive step in supporting the development of the pastry cake industry, as well as the overall tourism sector in West Java.

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