

## Identification of Oppa Box Msme Problems and Solutions in Padang City

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### ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) are a form of productive economy run by the lower middle class. There are various benefits obtained from the MSME sector, including in improving the economy, reducing poverty, providing employment, and culminating in the development of social facilities. But in fact, MSMEs in Indonesia, including Oppa Box Padang MSMEs, still experience various obstacles in development activities, one of which is the issue of business legality. In this case, MSMEs need to adapt so that the problems experienced can be resolved. One of those who needs this adaptation plan is the Oppa Box MSME located on Jalan Aru No. 6 Lubuk Begalung nan XX, Padang City, West Sumatra, 25221, next to Putra Indonesia University YPTK Padang. This community service activity begins with surveys and interviews, mapping and identifying problems, formulating solutions, and implementing mentoring activities. The impact of this activity is the expansion of product marketing and business development of Oppa Box Padang MSME Actors.

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### INTRODUCTION

One of the small industries in the city of Padang engaged in food and beverage processing is Oppa Box. This MSME is a small business engaged in food and beverage production and produces every day from 10.00-22.00. This industry has been established since 2021. The owner of Oppa Box is named Mr. Muhammad Zain Rio who comes from the city of Padang. The Oppa Box production process is located on Jalan Aru No. 6 Lubuk Begalung nan XX, Padang City, West Sumatra, 25221, under the Department of Putra Indonesia University YPTK Padang.

In the operations carried out the main products produced are various kinds of hot and cold drinks such as Korean Strawberry Milk, Thai Tea Latte, Milo Korean Strawberry Milk, Brown Sugar Coffee Late and many more to coffee drink products. In addition, there are also various other foods such as Samyang, Barbeque, Gochujang, Korean Bulgogi and there are other food menus that are suitable to be enjoyed when doing any activity by various age groups, especially young people who come from generation Z and Millennials.

In the millennial era, enjoying drinks and food with various variants and types of this is inseparable from lifestyle. With conditions like this, of course, this is a considerable opportunity for business actors to develop various variants of drinks and foods and then develop them continuously in the local market.

After the implementation of this community service activity, it is hoped that the determination of production prices and the determination of the selling price of MSME products and identify problems that arise and solutions in order to implement them with new methods.

## **METHOD**

The location of the implementation of this MSME is only on Jalan Aru No. 6 Lubuk Begalung nan XX. The main hope of this fieldwork practice activity is to increase understanding of the determination of production prices and the determination of selling prices of MSME products and identify problems that arise and solutions in order to implement them with new methods. In addition, it is also expected to be able to add insight, knowledge and experience for students on how to interact well and provide solutions to problems that occur in partners and society in general. Where with this socialization activity is expected to help partners in working.

In this study, our group went directly to the spot. The methods used in data collection are:

### a. Preparation

The preparation activities carried out by this group include several procedures:

- Discussions with group members
- Determine the location of community service
- Take care of licensing papers on campus and at the Oppa Box coffee shop business place
- Make a proposal and location approval process to the owner of Oppa Box Coffee Shop in Lubuk Begalung.

### b. Examination

After careful preparation by group members, then screening or examination becomes the next agenda that we do. There are several things that can be done in this stage, including:

- Designing group activity materials and ensuring that they are in accordance with the conditions in the field
- Prepare material for activities to be carried out.
- Ensure everything your team needs

### c. Activity Implementation

This activity is related to community service with time that has been arranged according to plan. The existing activity plan:

- Introduction of Students by the group leader to employees on site
- Assisting the work of employees at PBL locations by directly adjusting to SOPs.
- Socialize activities to increase group knowledge to increase business competitiveness.
- Concluding (Documentation and Administration)

### d. Evaluation

This activity is the most important thing to be an innovation, understanding and continuous improvement in the future, in connection with the achievements or limitations that still exist in doing PKM.

### e. Report

Last but not least from this activity is the making of a report on the implementation of PKM that has been carried out by the group to be part of and documentation of evidence of the implementation of this activity by us in a group which will be submitted to the Supervisor of Universitas Putra Indonesia YPTK Padang, namely Mrs. Vivi Nila Sari, SE, MM.

## **RESULTS AND DISCUSSION**

This community service activity is carried out by building information on how to identify problems and solve a method in determining the cost of goods of a product by taking into account all production costs, such as direct raw material costs, direct labor, and overhead costs. In the application of this method to determine solutions for MSMEs Oppa Box Padang.

1. Direct observation of Oppa Box production activities and identify the problems faced.
2. Interview: the researcher conducted an interview with employees because the owner of the Oppa Box was not in place, by asking several questions about the production process and the obstacles faced.
3. Partners can determine the cost of goods produced by charging all production costs consisting of raw materials, labor costs, and overhead costs.

After the socialization activities that can be planned or programmed are to hold regular guidance and monitoring regarding the development of the socialization program, especially in collaboration with the business to develop programs that are beneficial for the development of the coffee shop business. The development of this program is broader to the development of coffee shops so that they are able to bounce back to achieve maximum profit.

Various development efforts whose weaknesses, which are often also inhibiting factors and problems of Macro Business consist of 2 factors:

1. Internal factors, internal factors are classic problems of MSMEs which include:
  - a. There are still limited human resource capabilities.
  - b. Product marketing constraints are mostly small industry entrepreneurs prioritizing the production aspect while the marketing function is able to access it.
  - c. The tendency of consumers who do not trust the quality of small industrial products.
2. External factors are problems that arise from the developers and coaches of MSMEs. For example, the solutions provided are not right on target, there is no monitoring, and overlapping programs.



## CONCLUSION

Entrepreneurship and Micro, Small and Medium Enterprises (MSMEs) and the contribution given as a manifestation of Entrepreneurship are one of the alternative solutions to solve unemployment and employment problems that hit the Indonesian nation. Entrepreneurship and MSMEs have the potential to be a solution to employment problems, because the number of workers is so large, the unemployment rate or job seekers will increase sharply. The role of the government is also very influential in increasing the creation of entrepreneurs and MSMEs through several supporting programs that can facilitate entrepreneurial and MSME activities.

With so many various coffee shop places similar to Oppa Box, it is required to be more creative in doing everything, one of which is in the MSME industry sector, therefore the solutions that have been obtained in the discussion above so that profits from sales continue to be effective at efficient selling prices. And do promotions with attractive discounts so that there is attraction to consumers.

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