

EGG WHITE HOME BUSINESS OPPORTUNITY IN KELURAHAN BAMBU APUS, CIPAYUNG, EAST JAKARTA

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Abstrak

Telur merupakan salah satu sumber protein hewani yang mempunyai rasa yang enak, mudah dicerna dan bergizi tinggi sehingga disukai banyak orang. Selain itu, telur mudah didapat dan harganya terjangkau. Masyarakat Indonesia umumnya memenuhi kebutuhan protein dengan mengonsumsi telur. Begitu besarnya manfaat telur dalam kehidupan manusia sehingga telur sangat dianjurkan untuk nutrisi gizi yang dikonsumsi oleh anak-anak yang sedang dalam masa pertumbuhan, ibu hamil dan menyusui, orang yang sedang sakit atau dalam proses penyembuhan, serta usia lanjut. Peluang usaha kuliner membuat kue brownies kukus putih telur dan juga memanfaatkan suplemen berupa putih telur sebagai solusi sumber protein murah bagi para "binaragawan" agar tetap cepat mencapai cita-citanya. Dengan putih telur yang berkualitas dan pengolahan yang tepat, maka kandungan protein tinggi dan nutrisi lain pada putih telur akan tetap terjaga dengan baik. Kebutuhan putih telur bagi para "binaragawan" ini sangat tinggi pada tahun 2021 di kawasan Kampung Bambu Apus Jakarta Timur. Data tersebut menggambarkan adanya peluang bagi para pelaku usaha untuk memanfaatkan putih telur menjadi salah satu peluang usaha atau usaha rumahan yang menjanjikan. Tanpa harus meninggalkan tugas di rumah, para ibu rumah tangga yang ingin mempunyai penghasilan tambahan untuk keluarga, dapat berbisnis putih telur dengan memperluas jumlah dan jenis pelanggan yang membutuhkan putih telur untuk pemulihan tingkat kesehatannya.

Kata Kunci : Pemasaran, Peluang Bisnis, Pengusaha Putih Telur. Pelanggan, Cassiate Protein Putih Telur.

Abstract

Eggs are one source of animal protein that has a delicious taste, easy to digest and highly nutritious so that it is favored by many people. In addition, eggs are easy to obtain and reasonably priced. Indonesian people generally meet protein needs by consuming eggs. So great are the benefits of eggs in human life that eggs are highly recommended for nutritional nutrition consumed by children who are growing, pregnant and lactating women, people who are sick or in the process of healing, and old age. Culinary business opportunities to make steamed brownie cakes egg whites and also to utilize supplements in the form of egg whites as a cheap protein source solution for "body builders" so that they can still achieve their goals quickly. With quality egg whites and proper processing, the high protein content and other nutrients in egg whites will be well maintained. The need for egg whites for these "body builders" is very high in 2021 in the Apus Bamboo Village area of East Jakarta, The data illustrates an opportunity for businesses to use egg whites into one of the promising business opportunities or home businesses. Without having to leave their duties at home, housewives who want to have additional income for the family, can do egg white business by expanding the number and type of customers who need egg whites for the recovery of their health level.

Keywords: Marketing, Business Opportunity, Egg White Entrepreneur. Customer, Egg White Protein Cassiate

INTRODUCTION

One of the obstacles encountered by the Community Service Team in Bambu Apus Village, East Jakarta is housewives who want to have additional income for their families without having to leave their duties at home and can do a home business. To improve the ability of housewives to improve the ability to create a form of business that is easy to apply to community service activities, it will be held in the form of training, so it is hoped that housewives can immediately practice how to process egg whites into products that are ready to be marketed. In addition, this training can also be a place to develop one's potential to become an MSME entrepreneur and expand business networks. Based on the analysis of the situation can be described some of the problems faced by partners, as follows:

1. Lack of knowledge and motivation of partners in utilizing egg whites that allow housewives to earn additional income.
2. Lack of partner knowledge in utilizing egg whites into a home business opportunity as well as coverage of customers who need egg whites.
3. Lack of knowledge of partners in utilizing digital technology to expand the scope of target consumers.

Some of the partners' problems were followed up by the community service implementation team with steps:

1. Conducting training on productive economic enterprises as a means of making efforts to obtain sources of personal income. Training is provided in a correct, interesting and appropriate tutorial way;
2. Demonstration of how to make egg whites into market-ready products.
3. Conducting counseling on marketing, especially promotional components. Counseling which includes online promotional media that partners can do easily, selection of the right promotional media, examples of promotional media that can be used by partners.
4. Focused and controlled discussions in order to achieve goals.

Looking at the problems mentioned above, it is very important and urgent to make efforts to provide training through this community service activity to the main target of training, namely Housewives in Bambu Apus Village, East Jakarta.

METHODS

Devotion Methods

Related to the existing problems, the following solutions are sought:

1. Identify the target, namely Housewives in Bambu Apus Village, East Jakarta. With this activity, the data obtained will be more accurate starting from program implementation, evaluation to sustainability
2. Target education, namely this activity in the form of training which is expected to increase knowledge, which will be measured before and after the implementation of activities.
3. Provision of target training, with this training it is hoped that knowledge will increase, skills in mentoring Housewives will also increase.
4. Preparation of activity plans for target/partner practices. With this activity plan, it is hoped that it can be a handle when doing egg white business.
5. The Activity Methods used in this training are as follows:
 - a. Lectures and demonstrations. This method is used to provide participants with information and understanding on matters related to the benefits and opportunities of egg white business, the scope of customers who need egg whites.
 - b. Practice and Guidance. This method is used to provide a way to process egg whites into finished products that are ready for market.

Implementation Method

The target of this activity is 50 partners in Bambu Apus, East Jakarta. All existing data is based on identification data at the beginning of the implementation of this service program after it has been approved for implementation. It is hoped that after the egg white training program, home-based business opportunities can be implemented properly.

To solve these problems and to support the efficiency and effectiveness of this community service program, a problem-solving framework was proposed which includes:

1. The service team is required to have adequate theoretical and practical competence in training to utilize egg white home business opportunities.
2. Preparation for implementation must be carried out thoroughly, from licensing to evaluation by involving other relevant responsible parties.
3. Training materials in the form of: a system for making businesses utilizing egg whites simply, quickly and easily. more comprehensively, communicative and interesting learning media for participants; Complete training materials must have been provided to trainees since the beginning of the training.
4. Program evaluation is carried out comprehensively, including: preparation of activities, implementation of materials, trainers, participants and implementation and end of activities.
5. The methods used in this training activity include lectures, discussions, questions and answers, demonstrations, tutorials, assignments and observations on the abilities of trainees.

6. The training output is in the form of a work plan to make an egg white business made by the trainees.

RESULTS OF SERVICE IMPLEMENTATION

As a series of community service activities "Egg White, Home Business Opportunities for Micro Small Businesses in Apus Bamboo Village, East Jakarta, training has been held on Monday, November 14, 2022 at 08.00-12.00 WIB. This activity can be carried out face-to-face while still paying attention to health protocols as a guide for activities during the adaptation period of new habits. The target of training participants who attended from participants was 48 participants, consisting of MSME actors, housewives and village officers, with the following event design:

Table 1. PKM Activity Schedule

NO	Time	INFORMATION	PJ. Community Service Activities
1.	08.00 – 08.30	Registration	Student
2.	08.30 – 08.40	Singing Indonesia Raya Song	Student
3.	08.40 – 09.00	Welcome 1. Lurah Bambu Apus 2. Dean of FMB	Noviant Wijanarko, ST., MM Dr. Titus Indrajaya, SE., MM
4.	09.00 – 09.30	Smart Entrepreneur for SME	Dinni Agustin, S.Pd., M.Kesos
5.	09.30 – 10.00	Management Education Finance For Improving Quality of Life	Dr. Sakti Brata Ismaya, SE., MM
6.	10.00 – 10.30	Processing egg whites into home-based business opportunities	Mei Supriyani, SE., MM
7.	10.30 – 11.30	Q & A Discussion	Sri Yulianti, S.Sos, M.I.K
8.	11.30 – Finish	Group Photo and Closing	Student

Running a business during the crush of the Covid-19 pandemic is certainly a challenge for MSME actors. Marketing problems have until now become a problem for Small and Medium Enterprises (SMEs). They have difficulty selling the products they produce. Thus, these SMEs are barely developing. Because the profits they get are not proportional to the capital spent. Therefore, it is hoped that the community service that has been carried out can be applied to entrepreneurial activities by MSME actors so that they can obtain the expected results and become business opportunities that can increase the income of residents in the Apus Bamboo Area, East Jakarta. In addition to being an economic added value, the egg white business also has many benefits, such as for nutrition, nutrition, children's growth. In egg whites there are contents including sodium, folate, selenium, calcium, magnesium, phosphorus, and potassium, and amino acids in egg whites are relatively complete, including essential amino acids. So, what are the benefits of egg whites for children's growth and

development; As a source of energy, strengthens the child's brain, strengthens bones, supports brain development, prevents obesity, prevents anemia.

Egg whites also make contemporary culinary business opportunities that are easy to make and always sell, from the results of this egg white training, business opportunities in the food sector in Indonesia continue to grow in recent years are expected to continue to increase by 20.79% until 2025. Egg white training participants, one of the participants practiced at home the results of the egg white steamed brownie cake business is very easy and does not require large capital. Running this egg white steamed brownie business activity as a business activity is an example of a business analyst from egg white steamed brownies. But before knowing how to make egg white brownie recipes

Egg White Steamed Brownies-Successful Entrepreneur

1. Chicken eggs 6 eggs
2. Granulated sugar 225 grams
3. Vanilla powder 1/2 tsp
4. Salt 1/2 tsp
5. SP 1 tsp
6. High protein wheat flour 125 grams
7. Cocoa powder 50 grams
8. Baking powder 1/2 tsp
9. Cooking oil 175 ml
10. Dark chocolate 100 grams melted
11. Sweetened condensed milk 75



Gambar 1. Hasil

How to make: Beat ingredients ranging from chicken eggs to SP. Then add wheat flour, cocoa powder, baking powder, pour a little cooking oil and mix thoroughly. Then take 100 grams of dough and mix with sweetened condensed milk. Then pour half of the dough into a baking dish that has been smeared with oil. Don't forget to give him a bread mat. Then steam for approximately 10 minutes.

Taking advantage of *this egg white steamed brownie business opportunity*, you must think of a suitable business location. To sell egg white steamed brownies, strategic and crowded with many people. Egg white steamed brownie business can be sold by choosing areas that are located crowded with many people passing by as well as densely populated areas. Running this egg white steamed brownie business in markets, shopping places or malls, residential areas, factory areas, campus environments, schools, housing complexes, entertainment and tourist attractions also in the city center. To be able to run marketing this business can indeed be achieved through promotion. Promotion for this business can be issued through word of mouth, where processed egg white steamed brownies must be processed deliciously so that they are liked by many people so that the promotion can run by itself so that it is more effective and also much discussed by many people. In addition, the egg white steamed brownie business can be promoted by utilizing social media such as the use of facebook, whatsApps, Instagram, Twitter, and others. By installing banners and banners with attractive business designs placed in crowded locations so that many people see.



Gambar 2. Foto Kegiatan

CONCLUSION

Based on the activities that have been carried out by the PKM Team in Bambu Apus Village, East Jakarta, it can be concluded that egg white training activities for business opportunities can be new opportunities that can be applied. Participants who were originally only familiar with common businesses, after the training was given they became more aware that egg whites can be a promising home-based business to increase household income. Material on financial management education to improve the quality of life can provide understanding and knowledge so that housewives understand more about financial management in managing a business. The recommendations that can be submitted for the further improvement of PKM activities are:

1. The PKM team collaborates with Apus Bamboo Village to provide product marketing strategies so that MSME players are more optimal in marketing their products.
2. Continuous training to practice new business opportunities so that people's income can increase.

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