



Meatballs Tewel Training to Identify Business Opportunities for Women Online Drivers in Surabaya

Tri Siwi Agustina¹; Fendy Suhariadi²; Nuri Herachwati²

¹Universitas Airlangga; Jl. Airlangga, Indonesia

²Doctoral Program in Human Resource Development, Universitas Airlangga, Indonesia

E-mail: siwi@feb.unair.ac.id

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Abstract

From the numerous amount of Women Online Drivers in Surabaya, a number of them require special attention such as single parents, owning difable children, and belongs to the Low-Income Community. This Community Service was inspired by the direction of the Governor of East Java, Khofifah Indar Parawansa. The governor stated that certain parties should participate in empowering women online drivers to get a safe and comfortable job considering the risks while carrying out their work as women online drivers. It is hoped that the Bakso Tewel (Young Jackfruit) production training can be used as a provision to carry out promising jobs remotely (from home). It helps them to have more time to take care of their difable children. Tewel is chosen as the meatball ingredient since this material is affordable and easy to get. The method used is lectures accompanied by cooking demonstrations, group practice, presentation methods, calculation of HPP and pricing to the target audience. The object of this study is 25 women online drivers in Surabaya. The results of the training are making Tewel meatballs with a variant of the recipe for meatball soup, fried meatballs and teriyaki sauce. These product has higher selling value without reducing its nutritional value, so it is worthy of being used as a product in the development of a pilot business in order to increase income to improve the living standards of the target audience.

Keywords: *Entrepreneur; Meatball; Online Driver; Women*

Introduction

Currently, online motorcycle taxi (also widely known as *ojol*) drivers are not only dominated by men, but also women. In this era of emancipation, not a few women have struggled to navigate the rigors of the streets as *ojol* drivers. Not a few women choose to work as *ojol* drivers because in this modern era the necessities of life are increasing where the level of employment classified as having to compete with

others to get it, so these women will try their best to make a living but also by taking advantage of technological advances supported by the emergence of GOJEK, then followed by GRAB, MAXIM and In-Driver in Indonesia, especially in the city of Surabaya.

The proposed target audience or partners are female online motorcycle taxi (*ojol*) drivers who are members and administrators of the Srikandi Roda cooperative, East Java, domiciled in the city of Surabaya. This PKM also follows up on the directives of the Governor of East Java, Khofifah Indar Parawansa who stated that it is appropriate for various parties to empower women *ojols*, so that they can get jobs that are safe and comfortable. Because at this time their work is very dangerous and prone to violence. (www.harianbhirawa.co.id). This was confirmed by Restu Novi Widiani as the Head of the East Java Province Women and Children Empowerment Service (DP3AK) who was interviewed by the Community Services (PKM) Team on March 8 2022, that there are a number of women who work as *ojol* drivers who need special attention because the motivation to do so is driven by the desire strong to make ends meet because they have dependents of children who have disabilities and special needs, or they belong to the Low Income Society (MBR) in the city of Surabaya.

Through Community Service (PKM) activities, it is hoped that women taxi drivers in the city of Surabaya will gain new insights and skills about business opportunities and be able to produce food whose ingredients are still not properly utilized into new food ingredients that have added value and great benefits. Equipped with skills regarding the utilization of *Tewel* or Young Jackfruit into meatballs, women taxi drivers in the city of Surabaya can produce their own either for personal consumption within the family or for sale in order to supplement their income.

The output of this community service activity is to be able to broaden the target audience's horizons and increase skills in identifying business opportunities by utilizing *Tewel* fruit into processed food products that are worthy of being used as new business prospects. It is further hoped that the output of this community service will help overcome the common obstacles encountered by women as a motorcycle taxi drivers (*ojol*) such as: physical limitations, work demands late at night and security risks on the highway (Syevtiandini and Yatim, 2021).

In the city of Surabaya, there were 40 female drivers who are members of the Srikandi Roda East Java Cooperative who live in the city of Surabaya. Then, it was re-selected that the target audience for this Community Service were: (1) single parents and/or having children with special needs (2) classified as low-income people (MBR), from these requirements a total of 25 people were obtained.

To get more income to be able to provide for their family's needs, some members of the cooperative try to become entrepreneurs, some sell food, handicrafts and also become resellers of fashion products. In fact, various parties such as Gojek Indonesia, DP3AK of East Java Province, the Office of Cooperatives and UMKM of East Java Province have paid attention to the existence of the Srikandi Roda East Java Cooperative in the form of opportunities to take part in bazaars or exhibitions at various events in the city of Surabaya as shown in Figure 1 below:



Figure 1. Participation in bazaar events.
Source: Srikandi Roda East Java Cooperative (2022)

Based on the narrative of the Chairperson of the Srikandi Roda East Java Cooperative, Mrs. Dea Arisandi, stated that some members of the cooperative have started entrepreneurship, but are still lacking in knowing about market opportunities, so the products sold are products that are not at high risk such as food or they sell other people's products or as resellers such as Muslim clothes, hijab, rice, and honey. Even the food products that are produced are products that are commonly sold, such as intestinal chips, chesse sticks, onion sticks and mixed rice / rames rice, so that when participating in various activities such as bazaars or exhibitions, visitors do not get much attention because there is a lot of competition for similar products that already exist, such as which can be seen in Figure below:



Figure 2. Various Snacks Produced by Members of the East Java Srikandi Roda Cooperative in Surabaya.
Source: Unair SPS PKM Team (2022)

Another obstacle is limited business capital. As stated earlier, the majority of these women *ojol* drivers are single parents who still have dependent children, especially those who have children with special needs. In addition to their main job as *ojol* drivers, entrepreneurship is their attempt to meet their daily needs. Therefore it is not surprising to produce snacks or food like the ones mentioned above because it is considered that the materials for production are cheap, easy to obtain and sell quickly.

Meatballs made from Tewel fruit are chosen for various reasons: (1) Meatballs is one of the typical Indonesian foods that are favored by all levels of society; (2) Young jackfruit or Tewel can be easily obtained in traditional and modern markets, regardless of place and regardless of season (3) Young jackfruit fiber is similar to chicken and pork (4) Young jackfruit has a high fiber content and water which is quite high and beneficial to health such as helping to lose weight, overcoming diabetes, lowering cholesterol to preventing colon cancer (5) as an alternative ingredient for meatballs other than beef whose price is always fluctuating.

In connection with this explanation, an alternative solution to the problems they face is needed, one of which is by training in making food with the basic ingredients of Young Jackfruit (Tewel) which are easy to find at affordable prices so that they can become profitable new business prospects and can improve the standard of living of families.

Literature Review

Previous research from Arofah and Alam (2019) on female online motorcycle taxi drivers in Malang City, found findings in the field that most women who become online motorcycle taxi drivers are women who are the backbone of the family because they are single parent and must meet the needs of the child.

Apart from the challenges of competing with men as ojol drivers, Syevtiandini and Yatim (2021) in their research on 105 women as online ojek drivers in the city of Padang stated that women's lack of skills is one of the reasons women get decent jobs and do not have great risks at work. so they choose to be ojol drivers. Hence, it is hoped that attention from various parties such as families, local government in the form of training and counseling to improve skills is highly expected.

Community Service - Entrepreneurship for women online motorcycle taxi drivers in the City of Surabaya To Become Strong and Independent Individuals aims to support SDG's no 5 on Gender Equality, also intends to support SDG's no 8 which seeks to increase inclusive and sustainable economic growth, full employment opportunities productive and comprehensive and decent work for all. The involvement of women in development programs such as strengthening the economy and improving the quality of human resources is expected to materialize. An equalization strategy is needed which includes equity at the level of welfare, level of access, level of awareness, level of active participation, and level of control/power (Susita, Madiyati, Aminah, 2017).

Research Methods

In order to realize the expected goals, several stages of activity are carried out. The method used in this activity is the method of training and outreach to the community. The form is through lectures, cooking demonstrations and practicals of various processed Bakso Tewel to 25 female online motorcycle taxi drivers in the city of Surabaya. This activity was carried out on Saturday, August 6 2022 in the Campus B environment of Airlangga University, Jalan Dharmawangsa Dalam, Surabaya.

The first stage carried out was to coordinate and socialize to partners regarding training on how to make tewel into meatballs and their processed variations. The second stage is the implementation of cooking demonstrations and practicals for making various processed Tewel meatballs along with presentation and packaging. The third stage is training on business feasibility analysis which consists of calculating HPP and pricing.

The benchmarks for evaluating the implementation of community service include:

- a) The smooth implementation of activities is evidenced by 80% being willing to attend until the end and participate in each activity. Evidenced by the list of attendance of each material and photos of activities. Participants were also asked to fill out a questionnaire regarding the assessment of the implementation of the Cooking Class.

- b) Increasing partners' knowledge and skills regarding business feasibility by 70% regarding identification of business opportunities as evidenced through pre-test and post-test. The substance of the questions given included: previous experience selling food, skills in determining the selling price of Tewel meatballs and interest in selling Tewel meatballs. The scale used is using the Guttman scale "yes" and "no". Photos are also included to show active discussions along with examples of questions asked and partner participation in the Tewel meatball business opportunity.
- c) 70% increase in partners' skills regarding making Tewel meatballs which have high selling value through the pre-test and post-test, the substance of the questions includes: knowledge about Tewel-based meatballs, experience in making processed food ingredients that are cheap, easy to obtain and have high selling value before . Previous experience of participating in training in making processed food ingredients that are cheap, easy to obtain and have high selling value. The scale used is using the Guttman scale "yes" and "no". Furthermore, observations of the practice of making Tewel meatballs were carried out during the practice. Observations on the skills of Tewel meatballs include: skills in using tools, accuracy in mixing ingredients, accuracy in work steps, shape of Tewel meatballs according to the pattern, color of Tewel meatballs according to the example, Crispy Shrimp Fried Meatballs. The appearance of Tewel Meatballs with Teriyaki Sauce is interesting. While the results of the Tewel Meatball products are considered to be observed in terms of shape and taste. The scale used is using the Guttman scale "yes" and "no". The observations were made directly by Chef Andi as the resource person. To observe the behavior of participants, you can take photos showing active discussions, examples of questions asked, enthusiasm and partner participation in the training on making Tewel meatballs.

Results and Discussion

The first stage issocialization to partners which began with making leaflets about this activity, making material for publication of invitation letters to stakeholders and permits. As can be seen in Figure 3 which shows the design of the publication material for this community service activity:



Figure 3. Publication Materials
Source: Unair SPS PKM Team (2022)

In the second stage, the implementation of the training which was named "Cooking Class" which contained cooking demonstrations and practicals of making various processed Tewel meatballs was held in the Activity Room of Campus B Unair, Jl. Dharmawangsa Dalam Selatan, Surabaya.



Figure 4. Implementation of Cooking Class
Source: Unair SPS PKM Team (2022)

Materials needed: 500 grams of tewel, 500 grams of chicken fillet, 300 grams of tapioca flour, 1 tablespoon of salt, 2 tablespoons of powdered broth, ½ tablespoon of pepper, 1/2 tablespoon of posmix, 5 tablespoons of white pepper, 2 eggs, 1 tablespoon Oyster sauce. The stages of making Tewel meatballs are as follows:

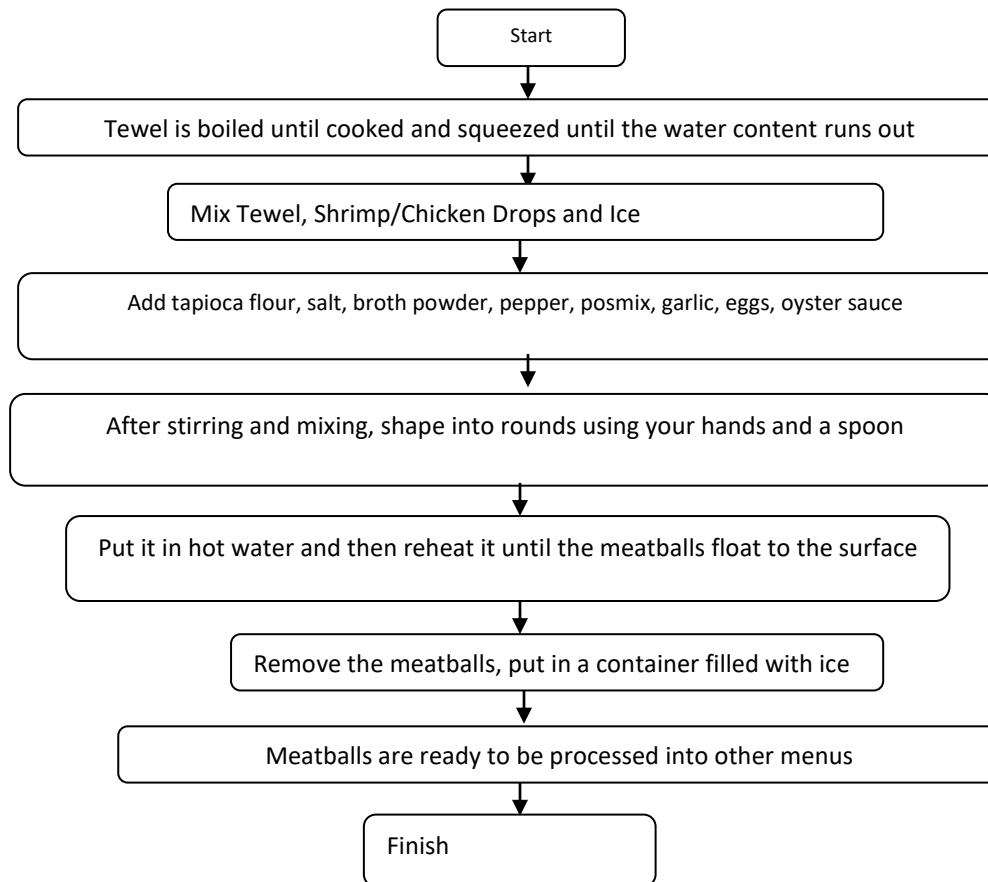


Figure 5. Stages of Making Tewel Meatballs
Source: Unair SPS PKM Team (2022)

The main resource person for the cooking class is Chef Andi Indarto. This activity involved 3 lecturers and 2 students of the Doctoral Program and 3 students of the Human Resource Development Masters program at Airlangga University Postgraduate School. The implementation of this Cooking class is supported by the producers of AAA sauce and soy sauce, Tropical cooking oil and Margarin ForVita.

During the practicum, it was determined that from the 25 participants present, 10 people were selected who were grouped into 5 groups for practice at the tables provided as shown in Figure 6 below:



Figure 6. Group practice
Source: Unair SPS PKM Team (2022)

The third stage is a business feasibility analysis training consisting of HPP calculation and pricing. The main and supporting materials can be easily purchased from the local market. However, all the ingredients needed are ingredients that are easy to find in traditional markets in the city of Surabaya. Of course, the need to purchase these materials will require cheaper funds per unit, if purchased in larger quantities. To determine the selling price of *tewel* meatballs, it can be calculated from the expenses incurred in buying the necessary materials as shown in Tables 1 to 3 below.

Research Results (Sub-chapter)

A. Descriptive Statistics

Participants' assessment of the implementation of this PKM activity is as follows:

Table 1. Description of participants' responses to the Implementation of the Cooking Class

Question	Insufficient	Sufficient	Well
The ability of the resource person to convey the material	0	0	25 (100%)
Willingness of the resource person to answer questions	0	0	25 (100%)
The usefulness of the training material "Producing Meatballs from <i>Tewel</i> "	0	0	25 (100%)
Availability and ease of raw materials and equipment for processing <i>tewel</i> meatballs	0	0	25 (100%)
Cooking Class Training Place	0	10	15 (60%)
Eligibility for meals (snacks, mineral water and lunch)	0	0	25 (100%)
Availability of Seminar Kits	0	0	
Friendliness of the Cooking Class Implementation Team	0	0	25 (100%)
The readiness of the Implementation Team to help during the cooking class	0	0	25 (100%)

According to Table 1, what needs to be highlighted is the location of the cooking class. The participants did not complain about the location of the cooking demonstration and practicals because the location was appropriate, but the motorbike parking location was very far away and they did not know the location of Campus B Unair. This can be an evaluation for the implementation of the next PKM.

In terms of increasing partner skills regarding identifying business opportunities, it is proven that the cooking class participants listened and recorded the explanations of the informants as shown in Figure 7 below:



Figure 7. The enthusiasm of the participants to take part in the Cooking Class
Source: Unair SPS PKM Team (2022)

Table 2. Description of Respondents' Responses on Knowledge and Skills of Tewel Bakso
Business Feasibility Analysis

Question	Pre-Test Answer	Amount	Posttest Answer	Amount
Have you ever thought that tewel fruit can be processed as meatballs	Yes	0	Yes	25
	No	25	No	0
Do you know how to determine the selling price of the product?	Yes	7	Yes	25
	No	16	No	0
After attending this training, are you interested in selling Tewel meatballs?	Yes	10	Yes	23
	No	15	No	2

Partners stated that this training opened their horizons because so far they did not suspect that Tewel fruit could be made into meatballs. So far, tewel is known as a fruit that is processed into lodeh vegetables, gudeg or jackfruit vegetables in Padang cuisine. They also contend that this distinguishes them from competitors whose meatballs are often prepared from beef, chicken, or fish. Surely, this will be a very potential market opportunity. This also aroused their desire to start a business making meatballs from Tewel. According to Kurniawan & Prihtanti's (2018) explanation, this interest naturally occurs because it is motivated by the economic value of the commodity and the skills provided.

For skills in compiling HPP, the partner admits that all this time he has given the original price, the important thing is to return the capital, not accompanied by calculations which, if followed, are actually more profitable.

In terms of increasing partner skills regarding the production of Bakso Tewel which has high selling value, the benchmark is set at 70%. Based on the observations of the informants, the 5 groups consisting of 2 people each have exceeded 70% as illustrated in Table 3 below:

Table 3. Results of Observations by Speakers on Participant Skills During Practice

% Aspects observed	Yes		No	
	amount		amount	
Skills using tools	10	100%	0	0
Accuracy in mixing ingredients	8	80%	2	20%
Accuracy in work steps	8	80%	2	20%
Shape the Tewel meatballs according to the pattern	8	80%	2	20%
The color of the Tewel meatballs is according to the example	9	90%	1	10%
Crispy Shrimp Fried Meatballs	8	80%	2	20%
Neat and attractive presentation	8	80%	2	20%

Table 4. Distribution of Tewel Teriyaki Meatball Practice Skill Levels

intervals	Amount	Frequency	Category
8 - 10	10	100	High
5 - 7	0	0	Moderate
1 - 4	0	0	Low
Amount	10	100	

Furthermore, the observations showed that the 10 participants had skills above 70% which were classified as high or skilled in making Tewel Teriyaki meatballs. The results of the partners' practices can be seen in Figure 8 below:



Figure 8. Production of Tewel Meatballs (left) and Processed into Teriyaki Sauce Tewel Meatballs (right)

Source: Unair SPS PKM Team (2022)

Conclusion

Training on making meatball products from Tewel fruit (Young Jackfruit) running smoothly and having a positive impact on the target audience, namely women as online motorcycle taxi drivers in the city of Surabaya in increasing knowledge and skills about potential business opportunities. Training on making Bakso Tewel (*Sowel*) products can help improve living standards and the economy as an additional source of income for online motorcycle taxi drivers in the city of Surabaya.

The suggestions given are: (1) training on other food products which are still made from cheap and easily available ingredients but have high selling value can be continued to enrich product sales variants; (2) The downstreaming of the products produced by online motorcycle taxi drivers is in the form of places/stands to sell, therefore it still requires the attention of stakeholders such as BUMN, private companies that have CSR programs as well as managers of culinary tourism centers, cooperative managers, managers tourism village so that the marketing and sales of products for female online motorcycle taxi drivers can be sustainable.

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