

UKM Fest About Crispy Oyster Mushrooms in an Effort to Maximize Vocational Education and Training

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Abstract

Small and Medium Enterprises (UKM) function as a forum for the community to try to create products, both food and drink, and containers or places to reduce the unemployment rate in their respective regions. SME is an abbreviation for small and medium enterprises. Small and medium enterprises are also defined separately in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises.

SMEs have a very important role in Indonesia, they can even be said to be the backbone of the Indonesian economy. The government provides guidance to all small and medium enterprises (SMEs) through the Cooperatives and SMEs Department itself in each city/district. Small and medium enterprises (SMEs) function as a forum for the community to show their interests and talents in various fields. This research aims to maximize education and training for crispy oyster mushroom products through UKM Fest activities. This research was also held at PKBM Abdu Pertiwi and also. In an effort to maximize the potential of these SMEs, comprehensive education and training is needed to improve product quality and the abilities of workers and entrepreneurs.

In this way, Crispy Oyster Mushroom UKM can increase sales and income and become a typical product of the Walantakka area, Serang city, as well as improve the welfare of regional communities and also reduce the unemployment rate in the area. So it is hoped that the results of this research can create or provide motivation regarding the importance of vocational education and training.

Keywords :

Introduction

Small and Medium Enterprises (SMEs) have a strategic role by making a huge contribution to the development and economy of a country or region.

These strategic roles include: Absorbing employment opportunities;

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Namely producing goods and services at a level that is affordable for the needs of many people with income; and the Ministry of Cooperatives and Small and Medium Enterprises. Therefore, this UKM Fest also makes the people of Walantaka, Serang city as people who can maximize their education and vocational or vocational training and also the aim of this UKM Fest is still related to vocational training.

Crispy oyster mushrooms with various flavors have become an *iconic* food for the people of Walantaka, Serang City. In recent years, the marketing or craze for this food has always increased in terms of sales and production with the advantage of various flavors making buyers of this food not

It's easy to get bored because it has so many variants. UKM Fest is an event that highlights the opportunity for the large number of people interested in crispy oyster mushroom food and makes this food a typical food from the area and also makes this food better known, especially outside the Walantaka area, Serang City. With various collaborations with the Serang city government, it is hoped that this UKM Fest event can or will maximize opportunities from the typical food of the Walantaka people, namely crispy oyster mushrooms.

Research Method

This research uses one method, namely qualitative and descriptive in nature and tends to use analysis. This research was also carried out at PKBM Abdi Pertiwi. All research activities. There were several informants in the research at PKBM Abdi Pertiwi and this research used two words such as primary and secondary data. Primary data is data that can be obtained directly through information from the source or what is usually called observation.

The main data source in this research is head of PKBM Abdi Pertiwi Walantaka Serang City, while the teacher/facilitator is the accompanying informant. The data source is determined based on certain needs according to the focus of what we are researching, but secondary data is data obtained through an analytical study through journals and other data sources.

Discussion result

Small and Medium Enterprises (SMEs) have a strategic role in national economic development, not only playing a role in economic growth and employment, but also in socializing development results. During the economic crisis that occurred in our country recently, many

large companies experienced stagnation and even stopped their activities, but the small and medium enterprise (SME) sector proved to be more resilient in facing every crisis they faced. Considering Indonesia's experience during the past crisis, it is not an exaggeration to say that private sector development will focus on small and medium enterprises (SMEs). Apart from that, this business sector is often neglected simply because its production history is not large and it is also not able to compete with other business fields.

Small and medium enterprises (SMEs) are not only an opportunity to replace new jobs, but also play a role in driving the pace of economic growth after the currency crisis, while large companies struggle to develop their businesses. Currently, SMEs contribute significantly to Indonesia's regional income and national income. Small business is a type of small joint venture whose establishment is based on the initiative of one person. Most people assume that small businesses only benefit certain parties. In fact, SMEs have a very important role in reducing unemployment rates in Indonesia. Small businesses are able to accommodate the large number of Indonesian workers who are still unemployed. This Small and Medium Enterprises (UKM) Fest takes the theme of the use of oyster mushrooms as a natural resource owned by the community around Walantaka, Serang City, then an event is held in which Guidance was also held for prospective crispy oyster mushroom entrepreneurs in the process of making crispy oyster mushrooms, the process of making various flavors and the marketing and funding process as the main step in maximizing education and Vocational Training. There are several procedures for making it.

The challenge of education is to improve the quality of human resources. Education aims to develop human abilities and character so that they can meet society's expectations. These efforts can be carried out through school-based education (formal education) or non-formal education (non-formal education). The extra-curricular education program managed by PKBM Widya Dharma Nagari has two main areas.

These programs aim to improve the quality of human resources and technological skills, in particular employment development (skills of future workers and those in employment) and diffusion of innovation

(increasing societal productivity).

This program consists of two main activities: (1) An income generation program focused on developing workforce skills. (2) a life skills program that focuses on the role of the workforce.

Oyster mushrooms (*Pleurotus ostreatus*) are a type of wood mushroom that is well known and consumed by the general public because of its high nutritional content when compared to other mushrooms. Oyster mushrooms are rich in essential amino acids such as valine, leucine,

isoleucine, tryptophan, threonine, and phenylalanine. Oyster mushrooms have a soft, chewy texture and are high in fiber, so they have the potential to be a source of dietary fiber as well as a substitute for meat protein. Consumer demand for oyster mushroom commodities is quite high, which means that the oyster mushroom business opportunity is still very open. Starting with procurement of raw materials or mushroom baglog media, oyster mushroom cultivation, marketing, and mushroom processing business, the oyster mushroom business can be run.

Starting from the manufacturing method, there are several steps that must be carried out in making crispy oyster mushroom food that is delicious and nutritious and also so that the food produced gets maximum taste and has an impact on improving the quality of the products being marketed. Here's how to do it;

Procedures for Making Crispy Oyster Mushrooms

1. Process of Cleaning Oyster Mushrooms

- The first thing to wash the oyster mushrooms with clean water is to remove them dirt like soil that sticks to the oyster mushrooms.
- Then drain the oyster mushrooms in the container and squeeze them so that the water is in the mushrooms it all came out.

- It is recommended to use kitchen tissue to remove the water from the oyster mushrooms if necessary.
2. The process of steaming or boiling oyster mushrooms at medium temperature
- Steam or boil oyster mushrooms for 10 minutes at medium temperature to remove dirt and make the mushrooms lighter and more expansive in volume due to the effect of having been boiled beforehand.
3. Process of Making Flour Dough for Crispy Oyster Mushrooms
- Mix several of these components such as wheat flour, rice flour, or cornstarch with other ingredients such as princess flour, then garlic, and coriander, salt, and stock powder.
 - Next, mix all the ingredients well to make the right flour mixture and texture.
4. Process of Making a Layer of Flour
- Use a layer of dry flour and also a layer of wet flour to make the mushrooms crispy and delicious.
 - The dry flour layer can also use wheat flour, rice or cornstarch, while the wet flour layer can also use all-purpose or wheat flour.
5. Process of Frying Crispy Oyster Mushrooms
- Heat cooking oil in a frying pan to a medium temperature, meaning it is neither hot nor cold.
 - Dip the oyster mushrooms into the wet flour mixture and then into the dry flour.
 - Fry oyster mushrooms in hot oil until brownish yellow and crispy.
6. Presentation Process
- Remove the crispy oyster mushrooms from the cooking oil and drain.

Human creativity is an important aspect of running a business. One of them is having the ability and technology to process easily available and cheap raw materials into useful products that can be sold on the market. Apart from that, entrepreneurs must also have an effective strategy in marketing the products they sell. The marketing

mix is a combination of four variables: product, price structure, promotional activities, and distribution system. The four elements of the marketing mix are interrelated and influence each other. Therefore, efforts are needed to develop marketing policies that produce effective services.

Above is the method of making that was taught at the UKM Fest event to prospective entrepreneurs so that later these entrepreneurs will be able or clever at making Crispy Oyster Mushrooms because the process of making this really influences the taste that will be enjoyed. Then, after the process of making Crispy Oyster Mushrooms there is also a process of making flavors.

What you need to remember is that there are several flavors taught at this UKM Fest event, namely

rendang, bbq, curry, balado and sweet and sour. This taste was deliberately made as unique as possible because

as an attraction for buyers. Then there is the marketing process which is also taught at this UKM Fest event. Because at this UKM Fest it is also taught vocationally, especially in the field of empowerment, therefore the focus of this event is only focused on how to utilize natural resources. owned by the Walantaka community, Serang City.

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The following is the method or process for marketing Crispy Oyster Mushroom products that have been made or produced;

1. Introduction to National to International Exhibitions

Exhibition at National and International Exhibitions: according to what has been carried out, socialization and introduction of this SME product has been carried out at the UKM Fest at the regional level. It is hoped that in the future the introduction of the Crispy Oyster Mushroom product can be introduced at the National to International level. Because this introduction really influences the popularity of this product because more eyes see it and more opportunities to get it.

This means that the product we make can compete with

food sold overseas, so introducing this product is very important

Introduction on Social Media: Using social media such as Instagram to share information and images of crispy oyster mushroom products, as well as interact with customers and increase public awareness of this product

2. Online Marketing

E-Commerce: Using a marketing website (e-commerce) with the website name ajjmurjepar.com to increase sales and increase public awareness of crispy oyster mushroom products.

Email Marketing: Using email to share information and promos for crispy oyster mushroom products with customers and increase public awareness of this product

3. Offline Marketing

Marketing in Traditional Markets: Utilizing traditional markets to sell crispy oyster mushroom products and increasing public awareness of this product.

Marketing in Stalls and Kiosks: Utilize stalls and kiosks to sell crispy oyster mushroom products and increase public awareness of this product.

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Using local events such as festivals and parties to increase public awareness of crispy oyster mushroom products.

Marketing at National Events:
Using national events such as exhibitions and festivals to

increase

5. Marketing Through Partnerships

Partnerships with SMEs : Using partnerships with SMEs to improve public awareness of crispy oyster mushroom products and increase sales.

Partnerships with Entrepreneurs: Utilize partnerships with entrepreneurs to increase public awareness of crispy oyster mushroom products and increase sales.

One of the efforts made by the government to strengthen access to capital, especially for small and medium businesses, is the People's Business Credit Program. Basically, People's Business Credit (KUR) is a loan or working capital loan and/or

capital investment in small, medium and medium-sized enterprises, small and medium-sized enterprises, cooperatives whose economy is productive and viable, but which are not yet bankable Rephrase, and are partially insured by guarantor companies. This KUR program was formed in response to Presidential Instruction no. June 2007 resolution on accelerating development policies to increase the income of small entrepreneurs. Therefore, one of the aims of the UKM Fest which is holding the empowerment of crispy oyster mushrooms with training techniques according to vocation (vocational) is to provide capital so that in the future these prospective entrepreneurs can develop their business wings because they are assisted with capital, especially by the government, especially the Serang City government.

The form of follow up to this activity is to control every fund provided by the government so that the capital provided can be used as well as possible and there is no misappropriation of funds and also holding activities related to training to become a Crispy Oyster Mushroom entrepreneur because it includes education and vocational training. .

Conclusion

A person's opportunity to develop is very large, as is the support of intention and effort, at the UKM Festevent which was held with the theme of vocational training for

This crispy oyster mushroom discusses the steps in starting a business, especially since oyster mushrooms are a natural resource that can be used as a typical product of the Walantaka area, Serang City. This UKM Fest also has several objectives, such as providing training to prospective entrepreneurs, then teaching them how to make unique flavors because unique flavors can create products with a variety of flavors and make buyers not easily bored and the quality of making the right crispy oyster mushrooms can also be achieved. gives a delicious taste. The local government is also the main foundation in providing capital to participants who take part in this event, as well as overseeing and guiding the UKM Fest event.

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