

Development of "Triangle Pastle" D'croquette as a Culinary Business Assisted by Milkshake Media to Improve Students' Entrepreneurial Spirit in the Era of Industrial Revolution 4.0

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Abstract

Pastel is a snack that is usually a semicircle filled with meat and vegetables and served as a dessert or snack. D' croquette "triangle pastry" is a modification of the usual form and filling of pastels. This study aims to find out how the development of d'croquette as a culinary business assisted by milkshake media can increase the entrepreneurial spirit of students, especially physics education students. The results of the study show that d'croquette business development is able to increase the entrepreneurial spirit of students. The technique used in the "triangle pastry" d'croquette marketing process is using social media, especially milkshakes. From this research, it is hoped that it can grow and improve the entrepreneurial spirit of students in the era of the industrial revolution 4.0

A. Introduction

Pastels are snacks that are usually semicircular in shape containing meat and vegetables. The type of pastel depends on the contents and taste of the spices, the shape of the pastel can also be adjusted according to individual tastes. Risoles or pastels are a type of typical Indonesian snack or snack. Pastel is where the pastry contains meat or sausages, as well as vegetables which are rolled into an omelette, then coated in flour and then fried until browned. The filling in the risoles can be minced meat, sausage, eggs or shrimp, as well as vegetables such as potatoes and carrots (Agustina & Sutisna, 2020; Coelestia & Isodarus, 2021; Mularsari, 2022).

D'Croquette "Triangle Pastle" is a pastel/rissole producttriangular shape made from student creations as a product to be sold, filled with vegetables, shredded chicken and healthy household spices, this product was made as a start for students to become entrepreneurs. From time to time, businesses in the food sector have a tendency to continue to increase, both in terms of quantity and quality. The fact is based on the fact that food is a basic human need. The food eaten is healthy food, namely natural food that is rich in fiber and rich in nutrients that can provide long-lasting energy.

Entrepreneurship is a person's ability to face various risks by taking the initiative to create and do new things through the use of a combination of various resources with the aim of providing the best service to all stakeholders and gaining profits as a consequence (Cahyani, 2016; Fauzi & Fahlia, 2023; Nurdina et al., 2019; Widiastuty & Rahayu, 2021; Yentisna & Alvian, 2021).

Entrepreneurship is an important thing, especially for the younger generation, because it fosters and develops the desire, spirit and entrepreneurial behavior that allows them to become job creators (Isrososiawan, 2013; Nuraeni, 2022; Wardhani et al., 2023)

The entrepreneurial spirit is the lifeblood of entrepreneurship, which in principle is an entrepreneurial attitude and behavior demonstrated through the nature, character and disposition of a person who has the

will to creatively realize innovative ideas into the real world. Factors that influence a person's entrepreneurial spirit include: self-confidence (belief), optimism, discipline, commitment, initiative, motivation, having a leadership spirit, liking challenges, having responsibility, and human relationships (Astuti, 2021; Mantik et al., 2020; Sumarsono, 2013).

Entrepreneurs are people who prefer businesses that are more challenging to achieve success or failure than businesses that are less challenging. Other factors that hinder the generation's intention to become an entrepreneur are not having business capital and not understanding how to create a business concept or plan (Rika et al., 2021; Utomo & Probosini, 2020).

Industry 4.0 emerged from the idea of the fourth industrial revolution where technology has become the basis for social activities. All processes in this era are carried out with an automation system in all activation processes, where the development of internet technology is increasingly developing not only connecting people throughout the world but also becoming a basis for the process of economic trade transactions. Industrial Revolution 4.0, all processes are carried out using an automated system in all activity processes, where the development of internet technology is increasingly developing, not only connecting people all over the world but also becoming a basis for online trade and transportation transaction processes.

In the early decades of the 21st century, human civilization took another step forward, which we later came to know as Industry 4.0 or Industrial Revolution 4.0. The three main characteristics of the industrial revolution era 4.0 compared to before are: innovation, automation and information transfer.

Online transaction and transportation processes can be helped with entrepreneurial web media, one of which is the milkshake application. Milk Shake is an application that helps provide several links that connect to other social media. Quoted from Kompasiana, the Milkshake application can be used for various things including: 1) Introduce yourself and interesting things about yourself, 2) Share services, products, passion projects, promotions, testimonials & social profiles, 3) Update followers about the latest blog posts, podcast episodes, ebooks & resources, 4) Promote your YouTube videos and channels to invite your followers to subscribe, 5) Recommend favorite items, purchases favorites, things to do and must haves, 6) Share your latest work, 7) Launching a new business venture, 8) Accepting new orders and clients.

In this way, as has been explained in the Era of Industrial Revolution 4.0, the development of D'Croquette "Triangle Pastle" as a beginner culinary business for students as a start to entrepreneurship with the help of technology or social media that existed at that time, one of which was the Milkshake application, so the author aims to find out development of D'Croquette "Triangle Pastle" as a culinary business with the help of milkshakes to improve students' entrepreneurial spirit in the era of industrial revolution 4.0.

B. Research Methods

The method used in this research is a descriptive method with a qualitative and quantitative approach. What is examined in this research is business development to improve students' entrepreneurial spirit. The descriptive method can be interpreted as a problem solving procedure that is investigated by describing the condition of the subject or object in the research, which can be people, institutions, society and others which are currently based on facts that are visible or what they are. Descriptive method is a method used to describe or analyze research results but is not used to make broader conclusions. Qualitative research is a research method based on post-positivism philosophy, used to research the condition of natural objects, where the researcher is the key instrument, sampling of data sources is carried out purposively, data collection techniques are combined, data analysis is inductive/qualitative and the results Qualitative research emphasizes meaning rather than generalizations.

The independent variable in this research is the development of D'Croquette assisted by the milk shake application and the dependent variable is the increasing entrepreneurial spirit of students in the Era of Industrial Revolution 4.0.

In the quantitative descriptive research method, data collection is given in the form of a questionnaire. Data collection uses a questionnaire, aimed at seeing respondents' satisfaction with the product. This questionnaire was given to 10 respondents. The results of the questionnaire are processed in the form of a Likert scale with 1-5 points.

Table 1. Likert Scale Assessment

Alternative Answers	Score Weight
Very good	5

Good	4
Enough	3
Bad	2
Very bad	1

Then, the percentage of these responses is calculated using the following criteria.

Table 2. Value criteria

Percentage	Interpretation
0-20%	Very bad
21-40%	Bad
41-60%	Enough
61-80%	Good
81-100%	Very good

C. Results and Discussion

The aim of this research is to find out whether the development of d'croquette "triangle pastle" as a culinary business assisted by milkshake media is able to increase the entrepreneurial spirit of students, especially physics education students. In this research, there are two variables measured, namely d'croquette feasibility and entrepreneurial spirit. In the research for the first variable, the respondents consisted of 10 people who were physics education students. The research was carried out by providing samples of d'croquette and then the respondents were asked to try it. After that, respondents were given a questionnaire containing questions about how they assessed the suitability of the d'croquette and the taste scoring.

Research conducted on 10 respondents obtained results of 60% of the 10 respondents falling into the very tasty category according to table 3. This shows that d'croquette is considered very tasty and is suitable for marketing. Then 20% rated it delicious, 10% rated it quite tasty, and 10% rated it not tasty. Several respondents rated it as delicious, quite delicious and not delicious because the d'croquette was a little oily and not spicy enough. However, according to them, d'croquette is worthy and worth buying at an affordable price.

Table 3. Results of the Taste d'croquette Assessment Questionnaire

Interpretation	Score Percentage
Very Unpleasant	-
Not Good	10%
Pretty Delicious	10%
Nice	20%
Very delicious	60%

Then the following are the results of distributing a questionnaire assessing the increase in entrepreneurial spirit consisting of 4 physics education students asking what they think about the influence of d'croquette on increasing the entrepreneurial spirit of students as well as d'croquette business managers:

Table 4. Assessment Questionnaire Results Increasing Entrepreneurial Spirit

Interpretation	Score Percentage
Strongly Disagree	0%
Don't agree	0%
Agree	0%
Strongly agree	100%

Based on the table above, the results show that all respondents strongly agree. So it can be interpreted that the development of the d'croquette business can increase the entrepreneurial spirit of students. There are several indicators that show that the entrepreneurial spirit is increasing, namely the first is an increase in the leadership spirit. Several respondents admitted that their leadership skills had improved after engaging in this d'croquette business because in the process they worked in groups and tried to achieve the same goal. Secondly, they said that after running this business they would be braver in taking risks. In their

implementation, of course they are faced with very risky conditions, for example the risk of experiencing losses and so on, but they are brave in taking these risks. Thirdly, they are more creative, with this business they then carry out market analysis and seeing the large number of competitors makes them think about how to make this product competitive, thus growing their critical thinking skills. Some of the examples above are the values of an entrepreneurial spirit. According to Boohene (2008), entrepreneurial values consist of creativity, risk taking, innovation, ambition and independence.

The results of the questionnaire analysis assessing the suitability of d'croquette showed that this product was suitable for marketing with several considerations, namely that the taste of the filling had to be stronger, the oil had to be filtered longer and made even spicier by choosing quality chilies.

The results of the questionnaire analysis on increasing the entrepreneurial spirit show that the results of developing the d'croquette business were able to increase the entrepreneurial spirit because several of the entrepreneurial spirit values of the developers increased after carrying out this business. Among them are the courage to take risks, creativity and leadership spirit.

D. Conclusion

Pastels are snacks that are usually semicircular in shape containing meat and vegetables. Risoles or pastels are a type of typical Indonesian snack or snack. D'Croquette "Triangle Pastle" is a triangular shaped pastel/rissoles product made from student creations as a product for snacking, filled with vegetables, shredded chicken and healthy household spices, this product is made for starters. students for entrepreneurship. From the research results, it shows that d'croquette is considered very delicious and is suitable for marketing. So it can be concluded that the development of the d'croquette business can increase the entrepreneurial spirit of students.

Several respondents admitted that their leadership skills had improved after engaging in this d'croquette business because in the process they worked in groups and tried to achieve the same goal. Second, they said that after running this business they were braver in taking risks. Third, they were more creative, with this business they then carried out market analysis and seeing the large number of competitors made them think about how to make this product competitive, thus growing their critical thinking skills.

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