




Development of the Meatball Business in Mutiara District, East Kisaran City

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Abstract

The purpose of this activity is to develop the meatball sales business by improving production efficiency and empowering entrepreneurial skills, thus supporting the achievement of SDG 8, namely decent work and economic growth. Meatball business is a popular form of entrepreneurship and has many customers. The partner in this activity is a meatball business owner located on Jalan Sultan Alisabana, Mutiara Village, East Kisaran City. Based on interviews with the business owner, two main problems were found: firstly, the absence of entrepreneurship training attended by the business owner, which hinders the development of their business, and secondly, the absence of a meatball molding tool which causes delays in production, especially during times of high demand. To overcome these problems, the methods used include surveys, location determination, FGDs with local communities, procurement of equipment, and training and mentoring related to the use of meatball molding machines. The results of this activity provide partners with an understanding of how to become better entrepreneurs and how to use meatball molding equipment to increase production efficiency. The use of the meatball molding machine succeeded in increasing the amount of production and speeding up the process of making meatballs. This activity also received a positive response from the community because it facilitates the production process and has the potential to increase partner income. Overall, this activity succeeded in improving the partners' production quality and entrepreneurial skills, as well as contributing to local economic growth.

A. Introduction

The current slow economic development has led to limited employment opportunities available to the community. This has an impact on the increasing unemployment rate, which forces some people to be unemployed for an uncertain period of time (Sundari; et.al, 2020). This condition has also triggered an increase in the crime rate and poverty rate, so it is a major concern for the government to immediately find the right solution. One solution that is considered effective is to encourage entrepreneurship to create jobs, generate income, and improve people's welfare (Muliansyah et al., 2021; Suryadi, 2019; Hadiyati & Fatkhurrahman, 2023; Jatmika, 2016).

Entrepreneurship has been recognized as one of the strategic steps to reduce the unemployment rate and increase people's income (Khamimah, 2021; Darojah et al., 2018; Zuhri & Melsa, 2023; Sudirman et al., 2023). One form of business that can be an option is the meatball business. Bakso, as one of the favorite foods of the Indonesian people, has a wide market potential because it is practical, affordable, nutritious, and preferred by various age groups (Hidayati, et. al 2021; Pratama, 2024; Kazimi, 2021; Istiqomah, 2020).

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Meatball stalls are one of the most popular places to eat, mainly because of their popularity. However, to develop a meatball business, a good understanding of the target market is needed. This is in line with the opinion of [Hidayati, et al. \(2021\)](#), which states that micro business actors are expected to understand the characteristics of their customers first. Understanding customers is one of the keys to marketing success ([Rahayu, 2023](#); [Sundulusi, 2022](#); [Andharini, 2012](#)).

Currently, one of the UMKM players, Indriwati, who owns a meatball business on Jl. Sultan Alisabana, Mutiara Village, East Kisaran City, faces various obstacles in managing her business. The meatball production process, which is done manually, takes a long time, especially on holidays when demand increases. In addition, the marketing strategy used is still traditional, making it less able to reach a wider market. As a result, the turnover earned is only enough for daily needs. According to Indriwati, meatballs have been made using traditional methods, such as manual printing by hand, which takes a long time and extra effort, especially during high demand such as Eid al-Fitr and Eid al-Adha. Therefore, there is a need for a meatball printer to improve production efficiency.

Partners have also never participated in entrepreneurship training, so they lack the knowledge and skills needed to develop their business. Therefore, business development efforts are needed, such as entrepreneurship training, business management counseling, and procurement of meatball molding equipment to increase production efficiency. The use of modern technology in the production process is believed to increase the quantity and quality of products produced, so as to better meet market demand ([Jauhari, 2010](#); [Yuliani et al., 2022](#); [Ilham, 2024](#)).

This business development effort not only aims to increase partner income, but also has a broader positive impact, such as creating new employment opportunities for the surrounding community. In addition, this program is in line with the 8th Sustainable Development Goals (SDGs) goal, which is to create decent work and support economic growth ([Bappenas, 2021](#)).

B. Methods

In accordance with the problems faced by partners, the stages of the Community Service program activities carried out by the service team are as follows.

1. Preparation stage:

- a. Pre-survey: Identification of partners' problems and needs (specific problems experienced by partners in running a business).
- b. Formation of PkM Team: Formation of a team that is adjusted to the expertise of lecturers to help solve partner problems.
- c. Proposal Making: Making proposals to offer solutions to problems faced by partners and providing funds for program implementation.
- d. Team Coordination with Partners: Planning the implementation of the program conceptually, operationally and joining the description of the Team and Partners.

2. Implementation (Activities carried out at the Partner's location)

- a. Preparation of Tools and Materials for Program Implementation: Preparation of training and development materials in the implementation of community service.
- b. Procurement of tools: Activities carried out by providing meatball molding equipment to partners

3. Reporting

The preparation of a report is carried out as a form of Team accountability for the implementation of the Community Service program to be published later. In its implementation, the Community Service program is carried out with several approach methods which include:

- a. Conducting a survey to determine the location of the service.
- b. Conducting FGDs with the local community.

C. Result and Discussion

Community service activities regarding meatball business development are carried out in Mutiara Village, East Kisaran City and all activities can be carried out according to the planned schedule. Based on the objectives of this service activity, namely providing education to partners so that they can operate the

meatball printing machine as a means to increase the quantity of meatballs produced by partners. Some of the things done during the service are:

1. Conducting a survey of the service location.
2. Conducting FGDs with the local community.
3. Procurement of goods in the form of a meatball molding machine.
4. Conducting counseling and training on how to use the machine to partners as a form of solution offered by the team.

The first step taken by the LPPM USU Service Team was to conduct a location survey. This survey was conducted on May 23, 2023, meeting with partners and asking about the problems experienced. According to the partners, it is difficult to develop a business with the partners' limitations in meatball dough molders. Based on the results of the survey, community service activities were carried out in Mutiara Village, East Kisaran City. The location of the service is approximately 164 km or about 3 hours drive from Medan City (in this case from the USU location). The location can be seen in figure 1 below.



Figure 1. Service location

After conducting a survey and service funding has been available, the LPPM USU Service Team together with partners and the local community, on September 04, 2023 held a *Focus Group Discussion* (FGD can be seen in figures 2 and 3 below).



Figure 2. FGD of LPPM USU Service Team



Figure 3. FGD (Forum Group Discussion) participants

After conducting FGDs, the LPPM USU Service Team procured goods in the form of meatball molding machines needed by service partners. By holding a meatball printing machine, partners become faster to make meatballs that can be sold and marketed to buyers.

On September 09, 2023 the LPPM USU Service Team delivered the goods. The goods delivered were meatball molding machines according to the needs of the partners during the FGD. Machine delivery is shown in Figure 4.



Figure 4. Delivery of goods by the LPPM USU service team

Counseling and training on the use of meatball printing machine technology was conducted on September 18, 2023. In the counseling, the LPPM USU service team explained the components of the meatball printing machine.



Figure 5. Delivery of the use of the meatball molding machine to partners

In the counseling, the service team explained that there are several kinds of meatball sizes in the meatball printing machine. Size is used to determine the size of the meatballs made. For an overview of the counseling can be seen in the following figure.



Figure 6. Explanation of the components of the meatball molding machine

After conducting counseling, the USU Service Team conducted training on the use of a meatball molding machine. The materials prepared for the meatball maker are flour, mashed chicken/beef meat, garlic, pepper, salt, and ice cubes. The prepared materials are seen in Figure 7.



Figure 7. Meatball molding tools and materials

After preparing the materials for the meatball printer training, the service team and partners got ready to practice using the meatball printer. Figure 8 shows the use of the meatball molding machine. You can see the meatball dough being put into the machine. In this training, the service participants observed and tried to use the machine.



Figure 8. Practical use of the meatball molding machine

In Figure 8, you can see the meatballs that have been printed. In this case, the meatball dough printer should spend a lot of time, using this machine becomes faster and the quantity is increasing. With this machine, it is easier for partners to improve the quality and quantity of meatballs produced.



Figure 9. Meatballs produced by the meatball molding machine

Devotion consists of quantitative and qualitative results of the activities carried out. If there are tables/charts/images, they contain meaningful results that are easy to understand quickly. Tables/charts/figures do not contain raw data that can or must be processed.

Through community service activities in Mutiara Village, East Kisaran City, it is hoped that several outcomes can be achieved, namely (1) being able to encourage the growth of community knowledge related to good entrepreneurship. (2) being able to increase goods in the form of a meatball printing machine that can be utilized by partners as initial capital to develop a meatball business in the Mutiara village area. (3) Produce scientific publications and publications to the community.

The results of this FGD, counseling, and training are that after participating in this service activity the participants are encouraged to be able to apply the knowledge gained in their business life. At this stage, the community service team conducts monitoring by coordinating with the head of the village regarding the implementation of participants. The community service team provides opportunities for all participants to take part in training on the use of the meatball printing machine.

The outputs that will be produced from this community service activity include articles published in journals, YouTube videos, and news in online mass media. The output results related to this service program can also be accessed in online mass media, scientific journals, and video of the implementation of the PKM implementation team's activities in developing a meatball business in Mutiara Village, East Kisaran City. Community service activities that have been carried out in the form of FGDs, handing over meatball printing machines, training and counseling on the use of meatball printing machines. For further research, it is necessary to hold intensive training and maximum utilization of machine tools and provide employment opportunities for the surrounding community.

D. Conclusion

The service activities that have been carried out have received a positive response from the community because they explain how to use the machine and how to increase income in entrepreneurship. The service activities that have been carried out have received a positive response from the community because they explain how to use the machine and how to increase income in entrepreneurship. With the procurement of a meatball molding machine, the quantity of meatballs is getting better and the making is getting faster because technology makes work easier.

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