

Development of Ice Jellyger Beverage Products as a Business to Train the Spirit of Entrepreneurship Among Students Through Social

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Abstract

In addition to marketing products through social media and having an entrepreneurial spirit, sellers or students or entrepreneurs must choose a business that is contemporary and can compete in the social media market such as the Es Jellygar (Fresh Jelly) beverage product business. This research aims to train the spirit of entrepreneurship among students in developing and marketing Ice Jellygar beverage products. This research is an R&D research, the development model used is the 4D model (Define, Design, Develop, and Disseminate). The data analysis method used in this study was carried out through product acceptance tests on consumers. The result of this research is the development of Es Jellygar beverage products, which go through four stages of development: Define, Design, Develop, and Disseminate. The Define stage focuses on finding reference recipes, the Design Stage creates prototypes or product designs, the Develop Stage involves evaluation by experts and prototype testing, and the Disseminate Stage is about introducing products to the public through exhibitions and consumer testing. Marketing products through social media and having an entrepreneurial spirit, sellers or students or entrepreneurs must choose businesses that are contemporary and can compete in the social media market such as the Es Jellygar (Fresh Jelly) beverage product business. So it can be concluded that this business can be an opportunity for entrepreneurs or students as an easy side business, and can compete in the sales field.

A. Introduction

In today's age of technology, everyone wants everything that can be done quickly, without needing such as; Online motorcycle taxi, order food or drinks from the app, order clothes and cosmetics online (Mallo & Nugroho, 2021). Along with consumer desires, today's entrepreneurs must also be more creative in order to compete with today's businesses. Merchants must also use technology to market their products so that the marketing opportunities of the products they sell are also increasingly known, such as sales using social media such as whatsapp, instagram, and tiktok, through these social media sellers can market their sales further and more people (Jesslyn & Winduwati, 2021).

At this time we as students also deserve to have an entrepreneurial spirit, because by having that soul we can increase income through the trading we do and add knowledge to our lives after college (Ambarwati & Sobari, 2020). By utilizing social media, we as students should be more capable of using and utilizing it as a promising trade opportunity (Prasetio, 2020). As a student, using social media as a promising trading opportunity is a very smart move. With this platform, students can easily market their products or services to a wide audience at an affordable cost (Keke, 2022). Through features such as image posting, promotional videos, and live interaction, they can build and manage their own business efficiently. Data analysis from

social media platforms also allows them to understand consumer preferences better, allowing for appropriate customization of marketing strategies (Li et al., 2021). Thus, utilizing social media not only develops students' entrepreneurial skills, but can also be a potentially great source of income.

Entrepreneurship can be grown through learning, training and mature entrepreneurial practices on campus. All of this is done so that they can change their mindset so that after graduating they have planned what business they will make, not what job to look for (Bari, 2020). Training and practice are also useful for awakening the spirits of entrepreneurs who are great, tough, creative and innovative and resistant to pressure in running a business to be pioneered. Students must be given theoretical provisions by conducting surveys to several companies or home industries so that they can see directly and ask the experiences of these entrepreneurs, it is very useful to further improve the entrepreneurial spirit (Taqiuddin & Mulianah, 2022).

In addition to marketing products through social media and having an entrepreneurial spirit, sellers or students or entrepreneurs must choose businesses that are contemporary and can compete in the social media market such as the Es Jellygar (Fresh Jelly) beverage product business (Budiarysih et al., 2023). This business can be an opportunity for business heroes or students as an easy side business. With this beverage product business, it can also compete in the sales field through social media, and can improve the entrepreneurial spirit of students (Ariani et al., 2022). According to research conducted by (Cahayani et al., 2022) stated that the use of social media and entrepreneurship education can foster one's entrepreneurial spirits, and can also affect the interest in entrepreneurship in each student. College graduates tend to be job seekers who match their skills and skills, only a few are entrepreneurial (Rahmania et al., 2022). Therefore, students are the main target in developing entrepreneurial interest in Indonesia.

The position of social media is currently very recognized in helping the business world, the use of social media is very easy to use and can be accessed by anyone through an internet connection (Yusmaniarti et al., 2022). The rapid development of technology has made almost all people able to use social media (Rafiq, 2020). The use of social media is a routine activity that is often done by all groups, both children and adults (Mau & Gabriela, 2021). According to research conducted by (Indriyani & Kempa, 2022) which states that the development of the internet has opened up business opportunities for various business scales, ranging from small to large. The benefits of the internet are widely felt by various parties, including product and service providers, buyers, and marketing personnel. For small and medium-sized entrepreneurs, the internet provides an opportunity to compete in the market and get special attention from consumers who are looking for products or services. Thus, the internet has become a very important tool in facilitating interaction between business people and consumers, expanding market reach, and enabling significant business growth (Martínez-Peláez et al., 2023).

Social media makes it easy to market Es Jellygar products to consumers. In addition, this social media helps small and medium businesses in informing and interacting directly with consumers. Iced Jellygar beverage product business is practical and easy to do. This beverage product business can last a long time if the product is stored in the refrigerator but if not, Jelly can also last for two days at room temperature, otherwise we can also cook jelly only for one production or every time someone wants to order because the texture of jelly can quickly harden when at cold room temperature or if you want to be faster can be placed in a container placed in another container that contains water so jelly quickly solid, for drinks can also be made quickly by preparing flavored powders that are in accordance with the order which is then added milk and and ice then brewed with water.

Therefore, researchers can develop jellyger products as an alternative to train the spirit of entrepreneurship among students. Based on the explanation above, the author conducted a study that aimed to "train the spirit of entrepreneurship among students in developing and marketing Ice Jellygar beverage products".

B. Research Methods

This research will be carried out in March – April 2023, with the business location used to research products in the area around Unib Belakang. The type of research used is R&D using a 4D development model, which consists of four main stages: Define, Design, Develop, and Disseminate.

1. **Define** : The first stage is to establish specific research requirements. It includes the determination of the parameters and characteristics that are the focus of the study. At this stage, the research identifies and establishes specific conditions or needs that will form the basis of product development.
2. **Design** : The second stage is the design of the product to be produced. The purpose of this stage is to develop a product design that meets the requirements set at the Define stage. It involves designing the

concept and specifications of the product to be developed. The second stage is the design of the product to be produced. The purpose of this stage is to develop a product design that meets the requirements set at the Define stage. It involves designing the concept and specifications of the product to be developed.

3. **Develop** : This stage focuses on product development based on the design that has been prepared. Development is done through two validation steps. First, the product is validated by expert judgment, which can provide input and evaluation. After that, improvements are made based on these inputs. The second step is development trials, where the product is practically tested to ensure its feasibility and effectiveness.
4. **Disseminate** : The final stage is disseminate or dissemination. At this stage, the development product is promoted so that it can be accepted by potential users, be it individuals, groups, or systems. This process includes promotional strategies and communication approaches to ensure a good understanding and acceptance of the products that have been developed.

Thus, this research method includes structured steps from setting initial requirements, designing products, developing products, to disseminating and promoting the development product. The data analysis method used in this study is carried out through product acceptance tests on consumers, which aims to find out the level of consumer acceptance of a product that has been tested to consumers. The panelists used were students majoring in Boga as many as around 45 people. Product Testing In this study, researchers used several panelists as data sources. Researchers rate the color, aroma, taste, texture and liking of Es Jellygar products.

C. Results and Discussion

The development in the field of beverages in the masses is now growing rapidly. Various types of drinks come with various ingredients that have their own characteristics. Many Indonesian beverage products have been developed into a new beverage trend. Developments can be in the field of flavors, ingredients and so on. Ice jellygar drink is a jelly drink that has many benefits for life such as facilitating digestion, reducing weight due to high fiber, and can raise the mood because of its sweet taste.

1. Stage Define

The goal at this stage is to find a reference recipe for Es Jellygar (fresh jelly). Any of the three reference recipes tried will produce the desired characteristics. At this stage collect three recipes from book sources, the internet, and other sources. The recipe will then be selected into a selected recipe that will enter at the design stage.

2. Stage Design

Activities at the design stage, researchers are making initial products (prototypes) or product designs. In the context of research development, there are already three product reference recipes to make references, this stage is carried out to meet the best recipe standards to be used as reference recipe standards in making products that utilize jelly flour. Substitution 35% jelly, 50% water, 10% sweetened condensed milk, 5% beverage flavoring.

3. Stage Develop

In this activity, an evaluation is carried out by experts in their fields. Suggestions used to improve the material and learning design that have been prepared. Developmental Testing is a product design testing activity on the real target subject. During this trial, data on responses, reactions or comments from target users of the model are searched. The results of the trial are used to improve the product. After the product is repaired then tested again until it obtains effective results.

4. Stage Disseminate

At this stage, development products that have been validated by semi-trained panelists of at least 15 people, will be exhibited to the wider community at the Final Project Boga exhibition of at least 45 panelists to be retested based on their preferences for Es Jellygar beverage product development products.

Es Jellygar is an ice product made from a mixture of jelly and milk, produced through the process of making jelly powder with water and sugar, then poured into containers, cut into pieces and put in bottles with sweetened condensed milk and ice cubes, so that it is ready to be sold and consumed after adding enough water. Our marketing objective is to introduce beverage products to the public, increase consumer interest and purchase value by adjusting to increasing tastes. The marketing concept of our iced beverage products involves innovative design, targeting schools, campuses, and housing complexes around UNIB Belakang,

affordable price offers with proven quality, promotion through online brochures and social networks, as well as distribution through sharing links and posts on social media to expand the reach of information to the public.

There are three key aspects to the production of Iced Jellygar, or Fresh Jelly. First of all, the process begins by mixing the jelly powder with water and sugar in a saucepan, then heating it to a boil while constantly stirring. After the mixture boils, the jelly is poured into a container and allowed to harden. Next, sweetened condensed milk and flavorings of the drink are prepared in bottles. Then, the hardened jelly is cut into squares and put into milk bottles. Ice cubes are added to maintain the freshness of the product. Finally, enough water is poured into the bottle. Thus, Es Jellygar is ready to be sold and enjoyed, providing a satisfying fresh experience for consumers. It is important to ensure product cleanliness and quality throughout the entire production process in order to maintain high standards.

This research is in line with research conducted by (Riswanto, 2023) which states that the spirit of entrepreneurship can be trained through ideas, ideas, concepts, innovations and creativity that produce a conclusion that leads to the implementation of a product or prototype to start a new business. In addition, this research is also in line with research conducted by (Saleh et al., 2023) which stated that the evaluation results were 80% or 24 student participants in making fruit juice drinks successfully and did not experience difficulties and 20% or 6 student participants who were still less successful in making fruit juice. So it is concluded that students can foster creativity and entrepreneurial spirit among young people and can use time for creative and productive activities.

Fresh Ice Jelly Drink is a drink rich in fiber from jelly, providing many health benefits and great taste enjoyment. In its marketing through social media, this product shows a high entrepreneurial spirit. Whether for sellers, students, or entrepreneurs, choosing a business that fits the trend and can compete in the social media market such as Fresh Ice Jelly is a smart choice. This venture provides a good opportunity for entrepreneurs or students to start a side business easily. By focusing on these beverage products, they can successfully compete in the online market and significantly improve students' entrepreneurial skills. In addition, this study is in line with research conducted by (Utami et al., 2023) which states that D'Croquette business development can contribute to the improvement of student entrepreneurship, as seen from the increase in leadership abilities experienced by respondents after engaging in D'Croquette business.

D. Conclusion

Fresh Ice jelly drink is a drink with high fiber from jelly that has many benefits for humans and tastes so delicious. Marketing products through social media and having an entrepreneurial spirit, sellers or students or entrepreneurs must choose businesses that are contemporary and can compete in the social media market such as the Es Jellygar (Fresh Jelly) beverage product business. This business can be an opportunity for entrepreneurs or students as an easy side business. With this beverage product business, it can also compete in the sales field through social media, and can improve the entrepreneurial spirit of students.

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