

The Ability of PAUD Teacher Education Students to Develop a Cheese Roll Culinary Business to Increase the Entrepreneurial Spirit in the 4.0 Revolution Era

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Abstract

Entrepreneurship is a mental attitude and spirit that is always active, creative, inventive, initiative and modest in trying to increase income in business activities. Someone who has an entrepreneurial spirit and attitude always feels dissatisfied with what he has achieved. Business is one of the main activities in supporting economic development. Here we take the culinary business "cheese roll". Culinary is defined as the process of making food. This term is not from Indonesian but from English, namely culinary, which means the technique of cooking, processing and serving food. From this background, the researchers conducted research with the aim of knowing the ability of PAUD Teacher Education students in developing a Cheese Roll Culinary Business to Increase Entrepreneurial Spirit in the 4.0 Revolution Era. The research method used is the literature study research method. The research was conducted for 2 months. From this research, it is known that the Cheese Roll business in terms of ideas, market targets, financial plans in the form of capital, and others, has promising prospects in the future. The biggest challenge in the marketing and promotion of this Cheese Roll product is the many competitors with similar products. Therefore, the target market for this business must be right on target and convincing.

A. Introduction

People are now beginning to exercise caution while selecting and purchasing food as a result of advancements in technology and the fact that many foods are now produced utilizing hazardous chemicals. Some lower-class folks solely consider the tasty flavor and affordable price when choosing food. Their top two priorities when purchasing food are these two items. They don't give the ingredients in these foods any thought. As a result, we aim to provide food that is tasty, reasonably priced, safe to consume due to the lack of dangerous chemicals, and sufficiently nutrient-dense. For school-age children, snacks are a crucial source of energy and other nutrients. Consumption of school children's snacks needs to be considered because of the high activity of children (Mulyani & Humaroh, 2021; Nugroho et al., 2019; Putri & Yuliana, 2022).

Entrepreneurship is a mentality and a way of life that is always engaged, imaginative, empowered, initiative-driven, and modest in its attempts to increase revenue through its commercial activities or other activities. An individual with an entrepreneurial mindset and spirit is never pleased with his accomplishments (Mubarak et al., 2018). Hisrich-Peters defines entrepreneurship as the act of producing something new via the use of time, effort, resources, risk, and profit while also enjoying personal freedom (Anas, 2019; Arif & Yusnandar, 2020; Darojah et al., 2018; Wibisono et al., 2022).

When used broadly, the term "business" refers to any entity or activity that creates commodities and services used in daily life. Business is one of the main activities in supporting economic development. Here we take the culinary business "Cheese Roll".

The culinary business sector is one of several types of business or businesses that are very fast in demand by business people today. Culinary is a mixed hobby which is commonly called a culinary tour whose goal is to eat while traveling (tourism, traveling). However, usually, the word culinary refers to the food compared to traveling. Culinary is defined as the process of making food. This term is not from Indonesian but from English, namely culinary, which means the technique of cooking, preparing, and serving food. When tourists visit a location, the culinary component of the tourist attraction cannot be dissociated. Cooking is one approach to highlight the distinctiveness of a tourist destination (Harsana et al., 2019; Novra & Ariani, 2020; Syarifuddin et al., 2017).

Snack food is food and drink served in containers or sales facilities on the roadside, public places, or other places, which have been prepared or cooked beforehand at the production site, at home, or a selling place (Adwiya & Nasihin, 2017; Berliana et al., 2021; Hardi, 2017; Umar, 2022). Based on Regulation No. 28 of 2004, snack food is food or drink that has been processed in such a way that it can be served directly to consumers and this activity can be carried out at the place of business or outside the business. Snacks play an important role in providing energy intake and other nutrients for school-age children. Consumption of school children's snacks needs to be considered because of the high activity of children.

Cheese roll is one of the snacks (snacks) made from flour which is made by molding and processed by frying it has a salty or savory taste, a hard and crunchy texture, has the shape of a long rod, and expands with a brownish-yellow color. A cheese roll is a dry cake shaped like a stick made from the main ingredient of wheat flour which contains gluten and starch.

Therefore, there is great potential for us to develop this Cheese Roll business. Because some people also like cheese which tastes good, tasty, and delicious. So this cheese roll can be consumed by various groups, both young people and also the elderly. This cheese roll can also be enjoyed anytime, either as a snack in the morning or it can also be eaten as a snack at night, and it's even better when accompanied by a glass of tea or coffee

A prospective business opportunity is a way for clients to have their requirements or wants met. It is envisaged that this business would grow by recognizing this possibility in numerous areas. Owners of businesses have the advantage of being able to use it to get business experience. Additionally, this company's existence may indirectly create jobs for others who are unemployed. As a result of the fact that this firm has grown, it now needs labor to ensure its flawless operation.

B. Research Methods

The research was conducted for 2 months. The research method used is the literature study research method

1. Environmental Observation

As the beginning of the establishment of a business, the first thing to do is to make direct observations of the environment around us. The purpose of observing the surrounding environment is to look for business opportunities that can develop well in the future. From the results of observations in the surrounding environment, it was found that the people in the environment around where we live are very fond of consuming snack foods. This will very likely be able to encourage the development of culinary businesses, especially small food or snack businesses. Therefore, we try to make a culinary business, namely Cheese Roll.

2. Making Business Plans

The next step after getting the idea to set up a business is to make a business plan. The business plan describes the background of the business, type of business, location of the business, marketing strategy, sources of funds, schedule of activities, estimated costs required, receipts and profits to be obtained. In addition, a business feasibility analysis is also included which we will explain.

3. Business Preparation

The business preparation referred to here is preparing all the equipment needed to start a Cheese Roll business, including how to design promotional media to be used.

4. Starting a Business

After all the preparations above have been done properly, then you can start the Cheese Roll business.

Table 1. Rating Likert Scale

Alternative Answers	Score Weight
Very delicious	5
Delicious	4
Quite tasty	3
Not delicious	2
Very bad	1

The next step is to analyze the percentage. Student assessment of cheese roll food.

Table 2. Value Criteria

Percentage	Interpretation
10% - 20%	Very bad
30% - 40%	Not delicious
50% - 60%	Quite tasty
70% - 80%	Delicious
90% - 100%	Very delicious

Table 3. Aspects observed student needs

Observed Aspects	Score Percentage	Category
Student responses	100%	Very delicious
Average	100%	Very delicious

**Figure 1.** Cheese Roll Logo

C. Results and Discussion

1. Business Profile

Business Nama : Cheese Roll
 Type of Business : Culinary
 Owner : Octarina Mayang Sari & Izzazur Rohmah Yuliandari



2. Vision, mission, and goals
 - a) Vision
Create a superior business with the best quality
 - b) Mission
Provide the best quality and service
 - c) Goals
 - Get maximum profit
 - Add entrepreneurial experience and knowledge in conducting business activities
 - Realizing the ability and stability of entrepreneurship to improve the ability of people's welfare
3. Product description
 - a) Type of business product
This business produces and sells cheese rolls whose raw materials are spring roll skins and cheese.
This product is packaged in a small box
 - b) Number of products made
In a day, we can produce around 7 to 10 boxes of cheese rolls, with 1 box containing 6 pcs of cheese rolls
 - c) Production time
Flexible
 - d) Tools and materials used
 - Tools
 - 1) Stove
 - 2) Frying pan
 - 3) Silky
 - 4) Knife
 - 5) Spoon
 - 6) Plate
 - Materials

Table 4. Materials

Ingredient Name	Unit	Unit Price	Total
Spring Roll Skin	1 Pack	10.000	10.000
Cheese	1 Bars	15.000	15.000
Cooking Oil	1 Liter	13.000	13.000
Egg	1 Grain	2.000	2.000
Container Box	5.000	7.0000	35.000
Total			Rp. 75.000

- e) Production process

How to make cheese roll:

 - Prepare spring roll skin
 - Add cheese to the spring roll skin
 - Roll spring roll skin filled with cheese
 - Apply water as an adhesive for spring roll skin
 - Fry cheese rolls in hot oil
 - Leave until the color is brown and remove and drain
4. Marketing description
 - a) Market segment

Target consumers are people in the surrounding area from all walks of life
 - b) Marketing strategy

In selling and marketing this product, there are several strategies used namely:

 - Set a relatively low price
 - Do the best service
 - Meet the satisfaction of consumer demand
 - c) Promotion
 - Word of mouth by consumers
 - From social media such as WhatsApp, Instagram, and Facebook
 - d) SWOT analysis
 - 1) Strengths
 - The presentation of this cheese roll is very simple without requiring a lot of time in serving it
 - The price of this cheese roll is quite cheap so that it can be reached by all people or consumers
 - 2) Weakness
 - the factor of rising food prices can also reduce demand from consumers
 - 3) Opportunities
 - because this cheese roll can be enjoyed by all ages, from the young to the old, the target market includes all levels of society
 - 4) Threats
 - Seeing the many requests from the public in consuming food, especially this cheese roll, the competition in the service and quality that we provide to consumers is unsatisfactory, so consumers will feel disappointed, so this business will always provide the best service and product quality to all of our consumers

D. Conclusion

Entrepreneurship is the activity to create or do a business. When we start a business we must have the courage to take risks, be able to see business opportunities, be creative and innovative and of course be confident, honest, and diligent in marketing our products.

It can be concluded that this Cheese Roll business in terms of ideas, market targets, financial plans in the form of capital, and others, has promising prospects in the future. The biggest challenge in the marketing and promotion of this Cheese Roll product is a large number of competitors with similar products. Therefore, the target market for this business must be right on target and convincing.

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