




Business Development Strategy of Sweet Milo's Current Business to Increase the Entrepreneurship Spirit in Students Using Technology 4.0

 Indah Gita Cahyani^{1*},  Rejabbilaisyah²,  Septo Ardiansyah³

^{1,2,3}University of Bengkulu
Bengkulu, Indonesia

✉ indahgitacahyani65@gmail.com *



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Abstract

The beverage business is one of the most promising businesses in the modern era. Many people are hunting for drinks that are attractive and look delicious. In the current era, digital media in the form of social media continues to grow and can be used to sell the beverage business. Apart from being liked by the public, this beverage business is also very popular with new business entrepreneurs, this is because the capital used is small but it can benefit culinary entrepreneurs. Currently, various brands and types of contemporary drinks continue to emerge in Indonesian society. One type of contemporary drink is the Millo drink which is combined with boba or jelly. This drink has become a popular drink and is loved by teenagers and young adults. Strategic planning for business development needs to be made so that industrial operations can run effectively and efficiently. This study uses descriptive qualitative research methods with the help of SWOT analysis. This method is able to analyze strengths, weaknesses, opportunities and threats. The data collection technique used in this study was using a needs questionnaire which was distributed directly to PGPAUD students. This research was conducted in the city of Bengkulu in March. In this study using direct observation techniques and distributing questionnaires filled out by students to find out the taste and quality of sweet milo drinks.

A. Introduction

The culinary business is still a favorite choice in the community when starting their own business. This can be seen from the increasingly diverse types of food or drinks that appear in this industry. Continue to develop and innovate. This can be seen from the many new brands in the current food or beverage business line. Starting from the trend of spicy food, cheese processed food, chicken processed food, to fried snacks. The same thing also happens to the types of contemporary drinks that are increasingly varied. Call it iced coffee, Thai tea, boba, mango thai, milk to traditional styles but still packaged in the style of the modern beverage business such as grass jelly and cendol. The prices offered by actors in the contemporary beverage business are also at the low to medium level, namely from Rp. 5,000 - Rp. 50,000.

The beverage business is also one of the most promising businesses in today's era. Many people are hunting for drinks that are attractive and look delicious. This beverage business is also very popular with new business entrepreneurs, this is because the capital used is small but can be profitable.

In this era, education has become an important aspect of human life. The development of information and communication technology is increasing, especially in the internet field, which can facilitate human work both in offices and education. Through education, it is hoped that the Indonesian people can keep abreast

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of developments in the field of information and communication technology science (Indartiwi et al., 2020). In the revolutionary era 4.0, there are many new technological developments that can be used as learning media. Various kinds of learning resources that can be used as a tool in the learning process can be in the form of audio or audio visual. Audio-visual media is an intermediary medium for presenting material that is absorbed through sight and hearing in the hope that it can help students gain knowledge. The learning process that uses adequate teaching materials is able to keep up with technological developments and the demands of the times. Through learning that uses information technology students will be interested in learning (Maritsa et al., 2021).

To increase consumer confidence, the use of well-known and trusted brands by using the ingredients needed using premium materials is needed. so that later the quality of the drink that will be produced will be better.

As written on www.sahabatnestle.co.id/milo/ (2003), the name Milo itself is taken from the name of an athlete in Greek mythology named Milon who is famous for his tenacity and strength in every fight. In Indonesia Milo has been launched since 1974 until now Milo has provided energy for children.

One of the factors that causes consumers to make purchasing decisions is brand image. Brand is a key element in the company's relationship with consumers (Anam et al., 2020; Onsardi et al., 2022; Roisah & Riana, 2016; Wibowo & Prabawani, 2021). Brands represent consumer perceptions and feelings of a product and its performance. According to (Kotler and Keller, 2009:346) brand image is the perception and belief that is carried out by consumers, as reflected in consumer memory (Aeni & Ekhsan, 2020; Oscar & Keni, 2019; Tria & Syah, 2021). Brands that have a good image will trigger consumers to do word of mouth because consumers trust the brand. Consumers with a positive image of a product are more likely to make purchases.

Brand image influences how customers view a product, which influences their desire to purchase and is correlated with brand loyalty. Due of Milo's popularity in the market, it is thought that the company can sustain its reputation. On the other hand, businesses need to keep raising the caliber of their products and their level of promotion so that everyone in society can recognize their products. To stop customers from moving to identical products from various brands, this must be done.

Protomalt is a complex carbohydrate as an energy source with a long period of energy release. Activen E is an acronym for actively generated energy. A unique blend of B vitamins, vitamin C, calcium and magnesium which can help produce energy optimally from carbohydrates, fats and food proteins in the process of energy metabolism in the body. Milo is also chocolate milk fortified with vitamins and minerals. and provide children with 50% iron, calcium, vitamin B1 and vitamin C.

To help this sale we must have an entrepreneurial spirit. Being an entrepreneur requires being creative and imaginative, quick to spot possibilities, and open to suggestions and improvements that can keep the firm expanding (Amanda & Nawawi, 2022). Businesses should be valuable and helpful where this is possible by implementing the idea of social entrepreneurship. The idea of social entrepreneurship is currently being discussed by a number of groups as an original way to address social issues. The accomplishment of social transformation in a better or good direction and the resolution of social issues for the benefit of society are the two main objectives of social entrepreneurship (Ubaidillah et al., 2021).

Peter F. Drucker (1994) defines entrepreneurship as the ability to create something new and different. Thomas W. Zimmerer (1996; 51) reveals that entrepreneurship is a process of applying creativity and innovation to solve problems and seek opportunities that everyone faces in everyday life. The essence of entrepreneurship is the ability to create something new and different through creative thinking and innovative actions to create opportunities (Sugita & Ansori, 2018).

In this business, we will sell a beverage product called "SWEET MILO" using the main ingredient, milo milk. This business idea arose because according to our analysis there were many friends who took up the culinary food business, so we saw an opportunity to sell beverage products. This is a plus point for us, besides that, we took this drink because many people like chocolate, sweet and boba jelly flavors. That's why we combine the sweet taste of chocolate with chewy boba jelly and serve it cold. In addition to the price of raw materials for making this drink is still relatively low, how to make this drink can also be categorized as easy and does not take long.

B. Research Methods

Data analysis techniques in research using qualitative observation analysis techniques. The data collection technique used in this study was using a needs questionnaire which was distributed directly to PGPAUD students. This research was conducted in the city of Bengkulu in March. In this study using direct observation techniques and distributing questionnaires filled out by students to find out the taste and quality of sweet milo drinks.

The stage of carrying out this research started with determining the culinary business to be developed, then the process of making sweet milo drink, as well as conducting an assessment by PGPAUD students and the general public. Then the researchers compiled instruments in the form of observation sheets and student needs questionnaires.

Table 1. Rating Likert Scale

Alternative Answers	Score Weight
Student 1	4
Student 2	4
Student 3	5
Student 4	4
Student 5	4
Student 6	4
Student 7	5
Student 8	5
Student 9	5
Student 10	4
Total	44 scores

Information:

Very unpleasant : 1
 Not good : 2
 Pretty tasty : 3
 Nice : 4
 Very delicious : 5

The next step is to analyze the percentage. Student assessment of the taste of SWEET MILO

Q: Total number of students who voted

Pn: Choice of Likert score numbers

- College student who chooses very tasty (4) : $5 \times 4 = 20$
- Students who choose delicious (6) : $4 \times 6 = 24$

all results are summed up, total score = 44

index % formula = $\text{Total Score} / Y \times 100$
 $= 44 / 50 \times 100$
 $= 88\%$

Table 2. Value Criteria

Percentage	Interpretation
0%-20%	Very Unpleasant
21%-40%	Not good
41%-60%	Simply Delicious
61%-80%	Nice
81%-100%	Very delicious

Table 3. Aspects observed student needs

Observed Aspect	Score Percentage	Category
Student Response	88%	Very delicious
Average	88%	Very delicious

The product marketing methods used are:

1. Use attractive packaging.

The first product marketing method is having attractive marketing to encourage customer buying interest. Therefore, the packaging used must look attractive. If the packaging looks attractive, it is likely to attract consumers to buy our products.

2. Bring Online Ordering and Shipping.

In today's all-digital era, buying food and drinks online is one of the most digital transactions carried out by the public. Therefore, presenting an online food delivery service can be an effective marketing method for you to try.

3. Promotion on social media.

The marketing method for food products that can be applied next is by promoting on social media. This can be done by creating a business-specific social media account equipped with a brand name, hours of operation, contact information, and more. On social media we can upload the drinks we sell. But you still have to pay attention again, namely make sure the photos or videos that we upload are clear. Apart from being able to make it easier for customers to get a clear picture of the products being sold, quality photos or videos can also increase customer tastes so they are more tempted to buy them.

4. Create a Google Business Profile.

Google Business is a tool provided by Google to make it easier for customers to find information about the business we are running. We can use it as a method of marketing food products. Create a Google Business account with complete business information. Starting from the brand name, the menu sold, prices, contact information, hours of operation, and your business address. This can be done with the help of a milkshake application.

5. Create logo designs for the products we run.

This logo design is a way to make our product packaging look more attractive.

6. Create pamphlets or advertisements.

This is one thing that can be done to market the products we sell.

C. Results and Discussion

Business Profile

Milo is an energy chocolate milk drink made from nutritious natural ingredients and enriched with vitamins and minerals, this content makes Milo not only full of energy but also with nutrients that will help children carry out various activities. As written on www.sahabatnestle.co.id (2003) (Sinambela & Mardikaningsih, 2022).

Sweet Milo is a refreshing drink made from cocoa milo powder with jelly filling in it. This product is one of the products that can increase economic value and become snacks that are suitable for consumption in all circles of society. The production of sweet milo is relatively cheap and affordable and easy to obtain. Our reason for choosing the production of this sweet milo drink is because many people are currently interested in contemporary drinks, especially chocolate drinks. The sweet milo that we make is processed by mixing milo powder with milk and a little sugar, then adding jelly and putting it in a bottle.

Market Strategy

Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating, offering and exchanging things of value with one another. The purpose of this marketing is to get to know and understand consumers better so that rolled banana products will suit the community and can then be sold by themselves. Sweet milo has a sweet taste that is suitable for being used as a snack companion drink, therefore sweet milo is targeted at all people from children to adults. Our strategy in the sweet milo business is in various ways, namely promoting advertising on social media such as WhatsApp, Instagram, and other social media.

SWOT analysis

SWOT is an abbreviated name for Strengths, Weaknesses, Opportunities, Threats. Analysis is carried out to look at internal and external factors in evaluating an ongoing business, internal factors in an analysis have strengths and weaknesses, while external factors have opportunities and threats. Strength or strength defines the advantages possessed by a business to achieve goals. Weaknesses or weaknesses mean there are limitations on internal factors in achieving business goals. Opportunity or chance means the existence of external factors that can be used to achieve goals. Meanwhile, Threats or threats define current factors that can challenge the performance of a business.

The SWOT analysis on Sweet Milo's business includes:

Strength

Sweet milo is suitable as a snack companion drink, the price sold is quite cheap and affordable. Sweet milo drink is certainly delicious and refreshing.

Weaknesses

Products are easy to imitate because easy to make, this drink is not suitable for consumers who suffer from diabetes because it contains a lot of sugar.

Opportunity

It will be in great demand by consumers, especially children, the habit of consumers who are looking for contemporary, cheap and delicious drinks. Products like sweet milo are still very rarely sold among students, so it will arouse curiosity for those who haven't tried it.

Threats

Because we sell these drinks on campus, we have difficulty getting a cooling source, so the drinks will not be fresh when enjoyed on campus (Subaktilah et al., 2018).

Capital or Income

Business capital can be interpreted as funds used to run a business so that it continues to run. Business capital can also be interpreted from various aspects, namely capital for starting a business for the first time, capital for expanding a business, and capital for running a daily business. The initial capital that we used to make banana rolls was Rp. 82,000.00 and was used to purchase materials that would be made into sweet milo products.

Selling Price Determination

Determining the cost of goods sold can be used as a benchmark for determining the selling price and knowing the profit that will be obtained. The selling price is the total of all costs incurred to obtain the goods sold or the price of an item sold. If the selling price is greater than the cost of goods sold, a profit will be obtained, and if the selling price is lower than the cost of goods sold, a loss will be obtained. Profit in general can be said to be the difference between revenue and costs incurred within a certain period of time. Profit is the difference between sales revenue and profits after deducting expenses and losses (Paranoan, 2020). As for the initial capital from selling sweet milo, namely:

Initial capital for:

12 Portions = + IDR 82,000

Selling price IDR 10,000

Estimated Profit 12 Portions x IDR 10,000 = IDR 120,000

With a marketing target of 12 portions sold in 1 day

Turnover IDR 120,000

Profit IDR 38,000

D. Conclusion

Sweet milo product is a product that can increase economic value and become snacks that are suitable for consumption in all circles of society. The methods used in implementing sweet milo entrepreneurship include using attractive packaging, presenting online orders and delivery, promotions on social media, creating a Google business profile, creating logo designs for the products being run, and the last is making flyers or advertisements. In this business, the authors use SWOT analysis (Strength, Weakness, Opportunity, and Threat) which is used to determine the condition of internal and external factors that can affect the course of the business.

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