

Mentoring and Making Kimbab (KIMBABKEUN) in Community Business Group As Alternative Business Opportunity (Study Case in North Cikarang)

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ABSTRACT

This community service program aimed to assist local business groups in developing alternative entrepreneurial opportunities through the production of kimbab, a traditional Korean food. The program was conducted in North Cikarang District using a participatory training method, which included hands-on practice in making kimbab, product packaging techniques, labeling, and basic digital marketing strategies. Participants consisted of MSME actors, housewives, and local residents interested in culinary businesses. The results of the program indicated a significant improvement in participants' knowledge and skills in preparing hygienic and appealing kimbab, as well as in independently marketing the product. Given the substantial market potential and adaptability to local tastes, kimbab is considered a viable culinary product for business development. Continuous guidance is expected to foster community economic independence and strengthen the local micro-enterprise sector.



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INTRODUCTION

Many housewives choose to run a business from home as a way to supplement their income without leaving their primary responsibilities. Among the various types of businesses, the culinary business is one of the service sectors that continues to grow rapidly, even during the economic crisis. This is because food is a basic human need that must always be fulfilled. As long as food and beverages are a priority, the culinary industry will continue to grow. According to (akmalia A & kusumawari R 2022), the main drive of housewives in entrepreneurship is to improve family welfare. Their contribution to supporting the family economy is significant and cannot be ignored (Harisandi, Yahya, and Istiqomah 2024).

Kimbab, which is a South Korean specialty, consists of rice wrapped in seaweed and stuffed with various ingredients such as vegetables, meat or fish. The uniqueness and practicality of kimbab makes it a popular choice for consumers looking for healthy fast food. This huge potential opens up opportunities for the community, especially housewives and business groups in North Cikarang Sub-district, to utilize kimbab as an alternative profitable business opportunity (Harisandi, Rabiatal Hariroh, and Zed 2023).

Business profitability analysis is an evaluation step to assess whether a business activity can provide profit (Y, IbrahimKusmayadi 2017). Business feasibility studies include various technical aspects related to operations such as production capacity, technology, business scale, location, work processes, and inventory management (Y, IbrahimKusmayadi 2017). Meanwhile, market and marketing aspects aim to understand market potential and reduce the risk of future losses (Suprpto 2013). Small and medium enterprises (SMEs) play an important role in the Indonesian economy, especially in providing employment, income distribution, and rural development (asmaira munthe, m yarham 2023).

The powerlessness experienced by some communities is generally caused by various factors such as economic instability, lack of experience, limited access to information, lack of financial support, and low levels of education. According to (abdul basith 2012), these factors are closely related to poverty, which reflects the inability to fulfill economic needs. Therefore, running a culinary business requires perseverance, because although competition is high, the profit opportunities remain large

(Harisandi, Sari, and Yulandri 2023). Kimbabkeun, as a fast food business, has great potential in the modern market. The advantages of products that are clean, fast to prepare, and have good taste make it the right choice, especially if marketed through digital media which is now very effective in reaching consumers (Harisandi et al. 2024).

In Indonesia, the word entrepreneur is defined as people who do not work in the government sector, namely; traders, entrepreneurs, and people who work in private companies, while entrepreneurs are people who have their own businesses. Entrepreneurs are people who dare to open independent productive activities. (khotim fadhli, siti nur qomariyah, anggi indah yuliana, arivatu ni'mati rahmatika, rahma cahaya ningrum, risma ardiyanti, akbar 2023)

The status of women in the household economy in Indonesia is currently quite high. Indonesian women also have the responsibility to contribute to the family economy. Women's responsibilities are related to the income of husbands and wives in the household. (chichi andriani, yunita engriani 2024). The development and growth of Micro, Small and Medium Enterprises (MSMEs) in Indonesia is one of the sectors that plays an important role in driving economic growth (Harahap 2023).

RESEARCH METHODS

The implementation of community service activities is carried out in various stages. The methods used were training in making delicious kimbab and training in promotion through social media. To achieve the expected results, several stages of activities were carried out as follows:

- *Planning Stage*
The implementation phase was carried out in the form of training and mentoring activities directly to participants who had been previously identified. The training began with the provision of material on business opportunities in the culinary field, the introduction of kimbab as an alternative product that has selling value, as well as aspects of hygiene and small business management. Furthermore, participants were involved in hands-on practice of making kimbab, starting from the selection and preparation of ingredients, the manufacturing process, to serving and packaging techniques.
- *Implementation Stage*
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- *Evaluation Stage*
After the training and practical activities were completed, the evaluation phase was conducted to assess the effectiveness of the program as well as the extent of participants' involvement and understanding. The evaluation was conducted through short interviews, group discussions, and direct observation of the results of the kimbab making practice by the participants. In addition, participants who showed interest and potential to develop kimbab business independently were identified, as a follow-up to the mentoring program. The results of this evaluation became the basis for preparing the final report as well as recommendations for the implementation of similar activities in other areas with similar characteristics.

RESULTS AND DISCUSSION

This community service activity aims to provide assistance in making Korean specialties. In the initial stage, a preparation process was carried out by exploring the conditions of the village through coordination and cooperation with partners engaged in the culinary business. The information obtained then became the basis for the service team and partners to conduct initial observations and discussions with business actors, in order to understand the current business situation and possible directions for

development. The implementation of this activity was supported by various parties, including the village apparatus and the community of Karangraharja Village (Syah, Adzillah, and Harisandi 2024). The success of this activity was greatly influenced by collaboration with This activity was conducted in a participatory manner, meaning that the implementation team and partners were actively and jointly involved in the entire series of activities. This activity is carried out in a participatory manner, meaning that the implementation team and partners are actively and jointly involved in the entire series of activities (Harisandi et al. 2023).

This community service program activity was carried out through a direct demonstration method in making Korean food. One of the main products introduced is Kimbab. The process begins with preparing various ingredients such as nori, fluffy rice (or Japanese rice), sesame oil, carrots, spinach, lettuce, cucumber, eggs, crab sticks, and sesame sauce as a complement. Equipment used includes spoons, forks, plastic plates, knives for cutting, plastic gloves, and paper towels.

The training was designed to give participants hands-on experience in making Kimbab, also known as Kimbab, which is a rice-based dish rolled in nori (seaweed), with various fillings such as vegetables and protein sources such as eggs, chicken or sliced meat. The whole process is done with a participatory approach, where participants are accompanied by students to follow each stage directly. This assistance aims to make the community understand every step of making Kimbab and be able to practice it independently at home. The procedure for making Kimbab starts with cooking the rice before the training session begins, in order to save time.

- Vegetables such as carrots, spinach, lettuce, mustard greens, and omelet are prepared in advance by boiling and slicing lengthwise.
- Chicken meat is boiled until cooked for about 20 minutes, then shredded and set aside.
- A bamboo roller is prepared and a sheet of nori is placed on top.
- On top of the nori, the rice is flattened sufficiently, then the filling of vegetables, egg, and crab stick is added in the center.
- Next, the Kimbab is rolled up with the help of a bamboo roller, and the outside of the nori is smeared with sesame oil to make it look shiny and fragrant.
- The Kimbab rolls are then cut into 8 to 11 pieces and sprinkled with toasted sesame seeds before serving.

In addition to technical training in food production, this activity also included assistance in product packaging. Participants were equipped with the understanding that packaging not only serves as a protective container for products from physical damage and contamination, but also has aesthetic value that can increase the attractiveness of products in the eyes of consumers. Good packaging should reflect the identity of the product and convey important information, such as composition, production date, and manufacturer contact. The mentoring and training activities for making Kimbab carried out in North Cikarang Sub-district had a positive impact on the development of business group skills. local community. This activity was motivated by the potential development of the micro business sector, especially the fast food business that is practical, attractive, and has a high selling value. In this case, kimbab was chosen as an alternative culinary product that is not only unique, but can also be modified to suit the local taste and purchasing power of the surrounding community.

The training involved a number of participants consisting of MSME players, housewives, and local residents who have an interest in the culinary business. The activity began with an introduction session about the potential of food businesses, the importance of innovation in the culinary world, and a basic understanding of Kimbab products, both in terms of ingredients, manufacturing techniques, and marketing strategies. The first stage started from the selection of ingredients, where participants were introduced to the main ingredients such as rice that has been given a mixture of vinegar, nori sheets, and various fillings such as carrots, cucumbers, omelet, sausage, and vegetables

After the material preparation stage was completed, participants moved on to the Kimbab rolling stage. At first, most participants had difficulty in flattening the rice on the nori and rolling the filling densely and neatly. But with hands-on assistance and repeated practice, participants got used to it and showed significant improvement in their skills. This activity is also a means of training accuracy, aesthetics, and hygiene in food processing. After the Kimbab was finished rolling, participants learned good cutting and serving techniques. The cut Kimbab was arranged on a plate or in clear mica packaging

that had been lined with banana leaves or food paper, with an attractive arrangement. In this session, participants were also taught the importance of visual aspect in attracting consumers.

The activities did not stop at production, but also included a marketing simulation session. Participants received brief training on how to market their products, both offline and through social media. Strategies introduced included the use of WhatsApp, Instagram, or pre-order sales. In this session, participants were invited to discuss target markets, competitive selling prices, and the importance of branding even on a small scale. Participants were also given examples of simple labels that can be attached to the packaging, containing the product name, composition, date of manufacture, and order contact number.

The results of this assistance opened the participants' insights about the importance of the right marketing strategy: starting from the selection of suitable products, attractive packaging, clear target markets, to efficient cost and time management. By understanding the steps of developing a marketing strategy and directed content planning, training participants are expected to develop their business in a more structured and professional manner. This is the first step for the community in increasing the capacity of competitive local culinary businesses.

Table 1. Participant

No	Type of participant	Total
1.	Housewife	15
2.	Collage Student	10
3.	Private Employee	7
4.	Entrepreneur	12
5.	Freelancer	6

several participants who participated in the training whose goal was to be able to develop a more structured and professional business, as well as being the first step to increasing the capacity of competitive local culinary businesses.

Activity Picture

Preparation for making kimbab. The ingredients prepared to make kimbab include rice, nori, sesame oil, eggs, vegetables, and additional fillings such as sausage, crabstick, and meat if necessary.



Picture 1. The Ingredients Prepared To Make Kimbab



Picture 2. Making Kimbab



Picture 3 The Result Of Making Kimbab



Picture 4 Product Marketing

CONCLUSION

The mentoring and kimbab-making activities carried out for community business groups in North Cikarang District showed positive results in increasing community knowledge and skills regarding economically potential food products. Through this training, participants not only understood the process of making hygienic and attractive kimbab, but also gained insight into marketing strategies and culinary business development opportunities based on Korean specialties. The enthusiasm of the participants and the considerable market potential are indications that kimbab can be used as an alternative promising business opportunity. With continuous assistance, it is expected that the community can develop this business independently so as to improve local economic welfare.

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