

EMPOWERMENT START-UP THE ANTIOXIDANT CORN SILK TEA AND INSTAN POWDER DRINK AT SRAGI VILLAGE, BLITAR

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Community Empowerment for Sustainable Development Goals

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PREFACE

Assalamu'alaikum warahmatullahi wabarakatuh.

Alhamdulillahirrabbi'alamin, verry grateful to Allah SWT., because the International Seminar on Community Empowerment Program 2023 can be carried out properly. This seminar was themed "Community Empowerment for Sustainable Development Goals" which was held in the framework of routine activities of the Directorate of Research and Community Service, University of Muhammadiyah Malang.

In this international seminar, the results of service carried out by devotees from various higher education Institutions were presented. The results of the seminar are then documented in these proceedings.

The seminar can be carried out successfully with the help of many parties. Therefore, we would like to thank many parties who have helped organize this seminar.

We realize that there are still many shortcomings in the preparation of the proceedings of this international seminar so that suggestions and constructive criticism are needed. Hopefully this proceedings are useful for readers and those in need.

Wassalamu'alaikum warahmatullahi wabarakatuh.

Malang, October 2023

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EMPOWERMENT START-UP THE ANTIOXIDANT CORN SILK TEA AND INSTAN POWDER DRINK AT SRAGI VILLAGE, BLITAR

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Abstract

Sragi Village is also pursuing efforts to develop regionally superior products which are anticipated to become village income. Utilizing corn silk waste to create powder drinks and antioxidant dyes is anticipated to be a solution to the problem of unused maize hair waste. Transfer of information, assistance, monitoring, and evaluation are the means by which community service activities are conducted. The results of the activity indicate that the assistance provided to the residents of Sragi Village has been successful, allowing for the production of corn silk tea and instant drink powder containing high levels of antioxidants that are produced from corn silk waste. In addition, assistance with product packaging is provided in order to develop two categories of packaging for the two types of beverages produced. In addition, assistance is provided with marketing aspects, particularly those relating to digital marketing through the use of Instagram and Shopee. It is anticipated that the mentoring activities from production to marketing will be interdependent and sustainable. The evaluation of mentoring activities beginning with SOP implementation, production quality, packaging design, and student participation is deemed satisfactory by all parties involved.

Keywords: corn silk; antioxidants; herbal tea; functional beverage

INTRODUCTION

Sragi Village has a strong commitment to the development of regionally superior products, which are anticipated to serve as PAD (village original income/ "Pendapatan Asli Daerah"). Corn silk is one of the products that Sragi Village is attempting to develop. This is because the land used for planting sweet maize is 4 hectares, and it

is harvested twice a year, with an annual yield of 20,000 kilograms. The quantity of sweet maize produced is proportional to the quantity of corn silk waste generated. Although maize silk waste can be processed into a functional beverage with antioxidant activity, it has not been utilized thus far. Andayani et al. (2022) report that maize silk can be processed by drying it at a specific temperature and length of time in order to obtain a herbal tea with high antioxidant activity. Health Service and BPOM officially refer to non-Camellia sinensis botanical tea (tea) as "herbal drink". In addition, corn silk can be processed into a powdered beverage using the foam-mat drying procedure by adding ginger. This method uses food-grade additives to convert the solution into a powder (Andayani et al., 2022). All products that will be implemented in society result from team research.

Antioxidant functional beverages derived from corn silk have substantial marketing potential, particularly after a pandemic. This is because, as a result of the pandemic, an increasing number of people are placing a greater emphasis on the food and beverages they consume. Corn silk contains phenols, flavonoids, tannins, alkaloids, terpenoids, saponins, and glycosides with antioxidant activity (Salsabila et al., 2021; Solihah et al., 2012). Antioxidant compounds can inhibit the development of degenerative diseases like cardiovascular disease, cancer, arteriosclerosis, and osteoporosis, among others. Compounds with antioxidant activity are known to reduce oxidative stress and inflammation, cardiovascular risk, stimulate the immune system, and hasten the recovery of patients. It is intriguing to maximize the development of these varied benefits and Sragi Village's potential.

The utilization of corn silk waste necessitates a relatively little amount of capital, hence presenting significant economic potential for development (Siqhny et al., 2020). In addition to being a relatively simple process, the production of herbal teas only requires the drying stage. The majority of maize hair herbal tea products on the market in Indonesia are imported at varying costs. Village Owned Enterprises (BUMDes) and the PKK Women's Group were responsible for the technical implementation of the development of corn silk-based antioxidant drinks and powders created by Sragi Village.

The purpose of appointing BUMDes is to provide support for the advancement of the agricultural industry as well as the promotion of local cultural tourism. From 2014 to 2020, BUMDes Sragi will only offer services in the form of the payment of local utility bills. The expectation is that beginning in 2022, BUMDes will play a role in managing start-up superior product corn silk-based antioxidant beverages. The Sragi Village government demonstrates its dedication by strategically locating production homes (factories) for use as manufacturing sites.

Currently, the village is still using the rented home as a temporary production facility while the actual factory is being constructed. The layout of the production facility remains uncomplicated, with employee changing rooms, material storage (warehouse), production, packaging, and product storage separated from one another. The building model is still a home that is only divided by plastic curtains and distinguished by its function in the production process. Based on the provided explanation, it can be inferred that the circumstances in Sragi Blitar Village hold promise for the establishment of a start-up focused on producing an antioxidant drink derived from corn silk. This is evidenced by 1) the availability of corn silk raw materials based on village crops, 2) the potential market demand for antioxidant functional drinks in the post-pandemic period, 3) the readiness of BUMDes and

Women village group (village level to educate women on various aspects of family welfare/ Ibu PKK) to commit to management, and 4) The aspiration to establish factories or housing units for Sragi production.

The proposed assistance is a continuation of a variety of previously provided assistance. In 2021, Sragi Village will simultaneously receive two forms of assistance. First, the assistance comprises small-scale production, marketing socialization, and licensing of maize hair antioxidant herbal tea (Wahyudi et al., 2021a). Assistance is provided in the form of training on small-scale production of maize silk drink/corn silk. As a consequence, the training participants, which included PKK group women and Sragi BUMDesa, exhibited a high level of enthusiasm, and there was encouragement to make it a regionally superior product. Second, observing the participants' response to the previous assistance encouraged the assistance of the maize silk tea enterprise in Sragi Village as a potential area marker during the Covid-19 pandemic (Wahyudi et al., 2021b). In addition to promoting the production of village-specific beverages derived from corn silk, this initiative is also driven by the anticipated market demand following the pandemic, which calls for antioxidant-rich functional beverages capable of enhancing immune system performance.

In 2022, assistance was provided for the feasibility analysis of the corn-hair teabag prototype business (Wahyudi et al., 2022). This assistance is contingent on maize silk brewed beverage products already existing and being encouraged to become the village's superior product. Therefore, it is essential to include provisions for basic business feasibility calculations. Continuous support and encouragement are consistently provided, exemplified by the advancements in the production of corn silk-based beverage and the strengthening of Sragi Blitar Village's position as a leading startup in the field of herbal drinks and antioxidant powder derived from corn silk.

MATERIALS AND METHODS OF IMPLEMENTATION

Community service activities are conducted of Sragi Village, located in the Talun District of Blitar Regency. The selection of the place was determined by the fact that Sragi Village had a sweet corn production of 20,000 kg per year, cultivated on approximately 4 hectares of land, and the absence of any utilization of corn silk waste. BUMDes Sragi and PKK group were the primary targets of this activity. The activities take place from September to December of 2022.

This activity makes use of information transfer, assistance, monitoring, and evaluation (Relawati et al., 2021). The process of information transfer involves the dissemination of knowledge pertaining to the content and advantages of corn silk, the possibility for creating antioxidant beverages using corn silk as a primary ingredient, the methodologies employed in production, and the market prospects associated with such products. The technical execution of information transfer is accomplished through a range of methods, encompassing both formal avenues like as training and seminars, as well as informal channels like dialogue during various occasions.

This assistance pertains to the optimization of production layouts, production training, packaging design, and marketing. The assistance is provided by experienced professors in their respective fields, assisted by students. The objective of offering support is to enable Sragi Village to produce high-quality goods that can foster the growth of start-ups and serve as a primary source of village-generated revenue (PADes).

The monitoring of this activity is conducted subsequent to the transmission of information and the provision of help. The technical implementation involves engaging in more communication across diverse media channels, encompassing social media platforms such as WhatsApp, telephone conversations, and video conferencing facilitated by multiple platforms. The distance between locations and tertiary institutions necessitates the use of various media in order to maintain information continuity and communication control.

The evaluation of this activity is conducted upon the completion of the entire sequence of activities. The purpose of this factor is to evaluate whether or not the planned activities are carried out. The evaluation also assesses how participants react to the provided assistance.

RESULTS AND DISCUSSION

Information Transfer Activities

The concept of information transfer refers to the act of conveying or disseminating information from one entity to another via certain communication channels (Liu et al., 2022). The purpose of information transfer is to maintain continuity of activities with a focus on providing complete information to the target group. Formal and informal means are used to transfer information. The activities are formally organized into seminars and training events, as seen in Figure 1. Conversely, the exchange of information occurs informally during different occasions. The target audience was presented with a variety of discussions on the composition and benefits of maize silk, the potential for developing corn silk-based antioxidant drinks, production procedures, and market opportunities. It is anticipated that these various pieces of information will serve as a stimulus in order to maintain enthusiasm and increase the target group's interest in producing an antioxidant drink made from corn silk.



Figure 1. Seminar and Training on Antioxidant Drinks

Assistance Activities

At now, the Sragi Village Government does not possess complete control of the production house; rather, it remains under a rental agreement. The production facility exhibits a reasonably straightforward design, featuring a modest allocation of production functions as depicted in Figure 2. In actuality, Sragi Village possesses land that can be utilized as a non-rental production facility to support sustainable production. However, there is not yet a layout and design that supports production efficiency and efficacy via continuous development.

In accordance with the expressed desires of the Sragi Village Government, as conveyed by the Secretary and Village Head, the team endeavored to create a visual representation of a production home design that is both non-rental and permanent in nature. The production house is intended to have two floors, with the first floor devoted to production space and the second floor devoted to retail spaces, administrative offices, and warehouses (Figure 2). The created layout is intended to incorporate production and marketing processes. It is anticipated that the integration will simultaneously reduce costs and increase revenue.



Figure 2. Production House Layout Plan on 1st and 2nd Floor

Drinks containing antioxidant corn silk are taught in the form of dyes and powders. Corn silk is dried in a cabinet dehydrator at a specific temperature and time to produce the herbal tea. The powder is then packaged in dye sachets.

The prepared beverage is produced through the combination of maize silk-infused water, emprit/red ginger juice, followed by the addition of maltodextrin, CMC, and tween 80. The outcomes are homogenized using a mixer until the formation of foam occurs. The outcomes are desiccated within the storage unit and thereafter pulverized. Subsequently, the powder is carefully enclosed within a sachet drink using a cooling device known as a chiller. The production of an antioxidant beverage derived from corn silk involves a meticulous consideration of the crucial stage in the drying procedure, alongside the incorporation of ginger, which has been identified as a distinguishing attribute based on the findings obtained from crops cultivated in Sragi Village.



Figure 3. Production Process of Antioxidant Drinks Made from Corn silk

Product characteristics are not solely associated with something that can be utilized. However, the visual aspect (packaging) can also be a factor in attracting potential customers, even in the market for well-recognized products that are deeply ingrained in consumer memories. Spence & Velasco (2018); van Esch et al. (2019) stated that packaging is a factor that must be considered to entice consumers to purchase. Packaging must be designed according to the product's characteristics. As with packaging for herbal drinks and powder drinks, the packaging varieties that are produced are naturally distinct.



Figure 4. Antioxidant Drink Packaging Design

Marketing apart from being designed directly through outlets (Figure 3) is also projected online through various online media platforms. The choice of online marketing is due to its ability to increase the coverage rate by 6 times (Komalasari et al., 2021). Conversion rate itself is an act of visiting a site/profile which ends with a purchase. At least 2 platforms were selected, namely on social media using Instagram and on the marketplace using Shopee (Asosiasi Penyelenggara Jasa Internet Indonesia, 2023). The selection of the two platforms was based on the number of users and the offered conveniences, making the implementation of online marketing for novices relatively simple. As for the assistance provided, it pertains to the process of account creation, posting (content marketing), and serving (responding to) consumers.

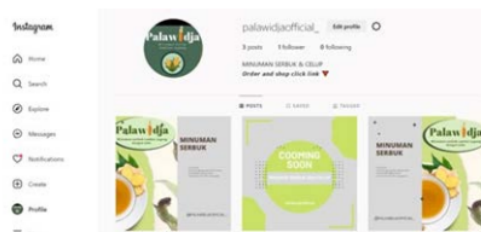


Figure 5. Marketing via Social Media: Instagram

The choice of Instagram as a platform for selling tea bags and corn silk powder is because Instagram is a promotional platform that can present visuals well with its various features. This Instagram feature really supports business people because it can direct potential buyers to make direct transactions. If previously prospective buyers had to leave the application to go to the website, now users can make transactions in one click. By tapping on a product in a photo or video, you can go directly to the product catalog. This really helps increase sales volume.

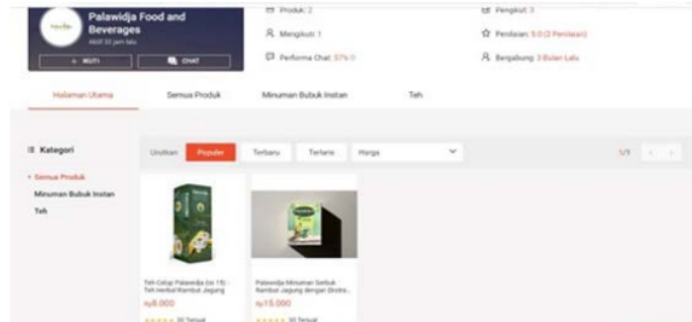


Figure 6. Marketing via Marketplace: Shopee

Sellers at Shopee were chosen because by selling at Shopee they can enjoy various facilities such as:

1. Support for Sellers widely from Shopee Customer Service and Seller Systems & Services which can be accessed through the Shopee application
2. Free promotional features to attract Buyers and increase sales
3. Integrated with the delivery service system supported by Shopee to help the business being run grow.

Monitoring and Evaluation Activities

Monitoring and evaluation assesses the target group's ability to continue independently implementing various forms of assistance. Figure 7 demonstrates that the majority of the intended audience comprehends the designed layout (Figure 3). The data reveals a notable distribution of responses indicating varying levels of satisfaction, with 46% expressing a state of quite satisfied, 15% reporting satisfaction, and 31% indicating a high degree of satisfaction. This implies that the implementation of the layout design alleviates concerns, since the bulk of the target demographic already possesses a comprehension of the functionalities associated with each production space. According to Yang et al. (2022) an effective layout design can promote sustainable regional development.

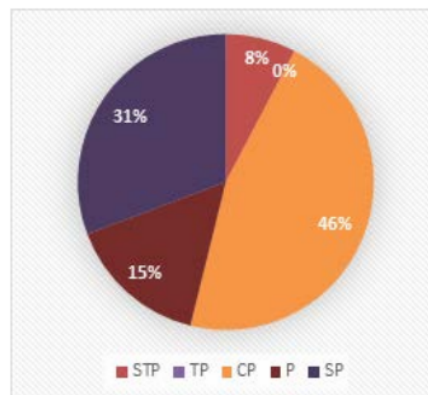


Figure 7. Production House Layout Mastery Level

Figure 8 depicts the target audience’s level of comprehension regarding the implementation of SOP in the production process of antioxidant drinks (herbal tea and powders). 54% of the target population indicated that they were pleased with the SOP’s implementation. The target group’s level of contentment is inseparable from the increase in production that follows the implementation of SOP in the production of antioxidant drinks. The increase in production shown was twofold that of the previous level. Such conditions have the potential to indirectly increase the income received.

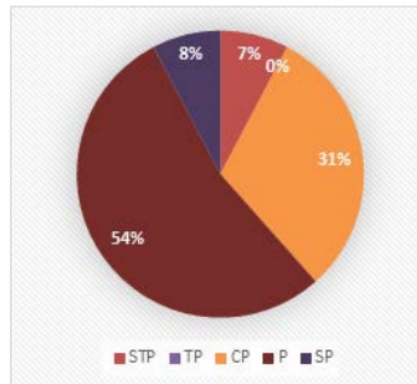


Figure 8. Level of Understanding of the Application of Production Operational Standards (SOP)

The majority of the target group stated that they were satisfied with the quality of the antioxidant drink products (herbal tea and instant powder drink) produced (Figure 9). The satisfaction shown is inseparable from the process of intensive production assistance. Mainly in the effort to implement SOPs which previously did not pay much attention to the target group when carrying out production activities. However, thanks to the assistance and understanding provided, it was able to show good results. Various studies state that implementing SOP can increase employee compliance (Eskandarzadeh et al., 2023) o that the production process becomes of higher quality (Franchina et al., 2023).

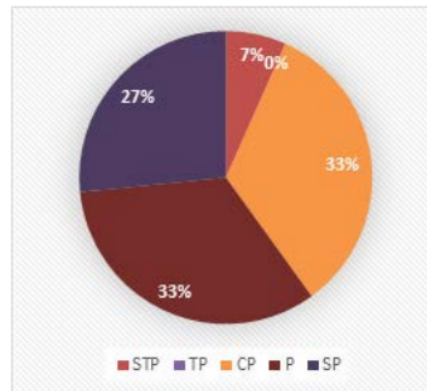


Figure 9. Evaluation of Product Quality Produced

The visual appearance of the product (packaging) can be an aspect of attracting potential customers, so it is important to consider an attractive packaging design. Figure 10 shows that the target group is satisfied with the packaging design made by the team. The basic packaging material used is paper, because it is considered cheap and more friendly to the environment (Shodiq et al., 2020). There are two types of packaging made for herbal tea and instant powder drink. The difference in packaging is meant to give a distinct impression of the herbal tea and instant powder drink based on corn silk. In line with Schifferstein et al. (2022); Wang et al. (2023) who stated that the packaging design is intended to give a distinct impression of the product being sold.

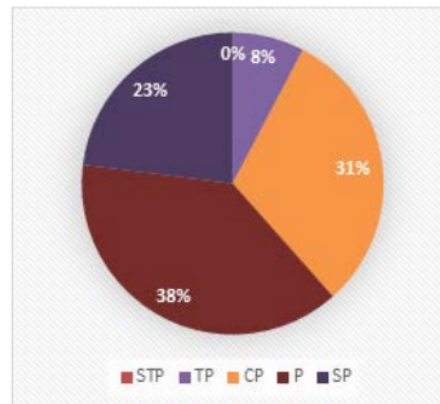


Figure 10. Product Packaging Design Evaluation

The implementation of assistance to the target group is not only carried out by a team consisting of lecturers, but also involves students. Student involvement in the mentoring process is considered very satisfying, as the results shown in Figure 11.

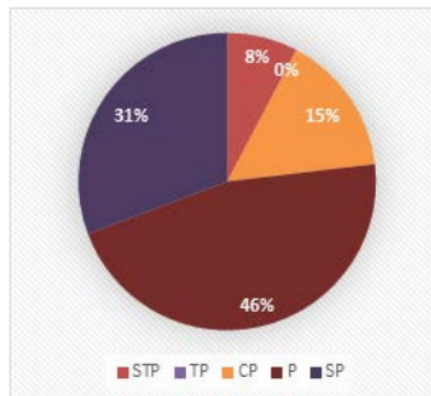


Figure 11. Evaluation of Student Involvement in the Assistance Process

CONCLUSIONS AND RECOMMENDATIONS

On the basis of a series of completed service activities, it can be concluded that this activity went according to plan. The mentoring process provided to the residents of Sragi Village has proven effective, allowing for the production of corn silk tea and instant drink powder. Sragi Blitar Village's efforts to develop corn silk-based antioxidant powders and drinks are anticipated to result in a business plan that will aid in the business development process and serve as a guide for running the business so that it rapidly reaches the Break Even Point. In addition, Sragi Village is expected to communicate with associated organizations so that they can benefit from local government programs.

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