



SOCIAL INNOVATION PROJECT
“BUSINESS SKILLS DEVELOPMENT AND BUSINESS OPPORTUNITIES AWARENESS
PROGRAM FOR FAMILY WELFARE EDUCATION IN KAMPUNG KEDUNG
KLINTER”

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Abstract. *This social innovation project unfolds as the "Business Skills Development and Business Opportunities Awareness Program for Family Welfare Education in Kampung Kedung Klintar," aiming to address specific community challenges while catalyzing economic growth at the family level. Focused on imparting bento-making skills, the initiative takes a holistic approach, encompassing entrepreneurship fundamentals, financial literacy, and market awareness. Through collaborative efforts and targeted training sessions, the program not only equips participants with practical business skills but also cultivates an entrepreneurial mindset. Anticipated outcomes include increased family income, women's empowerment, and overall economic development within the community. This innovative project highlights the potential for positive societal impact by blending traditional practices with contemporary business strategies, contributing to sustained socio-economic growth.*

Keywords: *Social Innovation, Business Skills Development, Awareness Program, Family Welfare Education, Kampung Kedung Klintar*

INTRODUCTION

The Business Skills Development and Business Opportunities Awareness Program for members of the family welfare education community aims to enhance family economic growth through the acquisition of bento-making skills. Drawing support from recent data, it is evident that the food and beverage industry in Indonesia is experiencing significant growth. According to the Central Statistics Agency (BPS), in the first quarter of 2023, the food and beverage industry witnessed a robust annual growth rate of 5.33%, followed by a continued positive trajectory with a growth rate of 4.62% in the second quarter of the same year. These statistics underscore the continuous expansion of the food and beverage sector in Indonesia, further validating the timeliness and relevance of the Business Skills Development program (Dataindonesia.id, 2023) .



Picture 1. Food and Beverage Industry Growth in Indonesia

This innovative initiative not only enhances creative abilities but also instills insights into potential business opportunities within the food industry. Through comprehensive training in crafting bento sets, participants not only acquire culinary skills but are also empowered to identify and capitalize on business prospects in the ready-to-eat food sector.

The program extends beyond culinary expertise, incorporating a deep dive into small business management principles, including marketing, finance, and time management. The goal is to equip members of the family welfare education community with the skills needed to effectively manage their ventures, expand customer networks, and enhance the visibility of their products in the local market.

The emphasis on enhancing business skills and knowledge underscores that the program is not merely about creating bento sets as end products. Rather, it aims to guide participants in understanding the essential elements of running their small businesses. Anticipated outcomes include increased family income, women's empowerment, and overall economic development at the community level. In alignment with these objectives, an educational campaign titled "Bento Making Training as a Business Opportunity for members of the family welfare education community in Kedung Klinter, Surabaya" has been organized.

METHOD

Implemented on December 20, 2023, the "Business Skills Development and Business Opportunities Awareness Program for Family Welfare Education in Kampung Kedung Klinter" comprised a multifaceted approach to empower the community. The methodological activities included hands-on training sessions, focusing on essential business skills like financial management, budgeting, marketing, and basic entrepreneurship principles. These interactive sessions provided participants with practical insights applicable to real-life scenarios, fostering a tangible understanding of fundamental business concepts.



Picture 2. Essential Business Training Sessions

Complementing this, the program detailed the implementation of a specialized training program concentrating on social media content creation for marketing food. This initiative, aimed at empowering members of the family welfare education community, equipped mothers with digital marketing skills to effectively showcase and promote their culinary creations online. Participants delved into various aspects of digital marketing, mastering the crafting of engaging content, understanding different social media platforms' dynamics, and implementing effective marketing strategies.



Picture 3. Social Media Content Training

Furthermore, the program embraced collaboration with another group organizing a cooking demonstration featuring bento sets. Serving as a tangible example of potential business opportunities, this collaborative effort expanded the reach of the cooking demo, attracting a larger audience. The increased visibility was strategically harnessed to showcase the culinary talents of family welfare education community members, promoting their homemade products and culinary services. This collaborative approach aimed to create a synergistic effect, fostering community engagement and significantly amplifying the overall impact of the program.



Picture 4. Bento Set Training

RESULTS

As a result of our collaboration with a group conducting the "Business Skills Development And Business Opportunities Awareness Program For Family Welfare Education In Kampung Kedung Klinter" in the village of Kedung Klinter, Surabaya, members of the family welfare education community have been extensively educated on fundamental entrepreneurship concepts.

The educational initiative aimed to enhance their comprehension and skills in initiating and managing businesses. Consequently, participants are now equipped with the ability to identify potential business opportunities, generating innovative ideas for ventures. Moreover, they have developed essential management skills encompassing planning, organizing, directing, and controlling to effectively oversee their enterprises. T

he program has also instilled a basic understanding of business risks and strategies for managing these risks, empowering participants to make informed decisions in their business endeavors. The emphasis on stimulating creativity and innovation has further enhanced the competitiveness of their businesses by encouraging the creation of unique products or services. Additionally, participants have gained knowledge in basic financial management, including budget planning, financial recording, and cash management, contributing to the financial stability of their ventures.

Recognizing the importance of understanding the market and customer needs, participants are now better positioned to implement effective marketing and sales strategies. Furthermore, the program has successfully nurtured skills in building business relationships and collaboration, fostering connections with partners, suppliers, and potential customers. Overall, with an improved understanding of entrepreneurship fundamentals, members of the family welfare education community are expected to seize business opportunities more effectively, thereby contributing significantly to the economic growth of their families.



Picture 5. Photo With The Family Welfare Education Community In Kampung Kedung Klinter

CONCLUSION

In conclusion, the "Business Skills Development and Business Opportunities Awareness Program for Family Welfare Education in Kampung Kedung Klinter" has successfully equipped participants with essential entrepreneurial skills and heightened awareness of potential business opportunities. Through a comprehensive approach encompassing theory training, social media content development, and collaboration with external groups, the program has effectively addressed challenges faced by the family welfare education community. The hands-on experiences and emphasis on creativity and risk management have enriched participants' entrepreneurial acumen. The collaboration initiatives, especially the cooking demonstration featuring bento sets, have showcased culinary talents and highlighted viable business prospects. Overall, the program's success is evident in the enhanced capabilities of participants, promising lasting economic impact for both their families and the broader community.

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