

Increasing Multi-Business Awareness through “Prol Papaya” Innovation

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Abstract: Low innovation and creativity skills of students affect the younger generation in taking business opportunities and business. This is due to the low level of awareness and capacity in entrepreneurship. Prolpapaya cake is an innovative food product as a solution to develop the multi-businessability of students. The study aims to review the effectiveness of prol papaya product development in encouraging students' business awareness. The type of this study is a survey study involving 100 students as respondents. The results show that the prolpapayacake innovation can increase students' multi-business awareness. The main contribution of this study is to emphasize that entrepreneurship can help job opportunities besides being a teacher or other profession.

Keywords: Multi-Business, Product Innovation, Prol Papaya, Entrepreneurship

1. INTRODUCTION

Students as the hope of the nation are expected to have the ability to innovate in making a superior and competitive product in the world of entrepreneurship. The ability to innovate is accompanied with the knowledge and skills in conducting a business strategy to determine the scope of a business and managerial in organizing a business. However, it must be recognized that the ability to create and innovate is still very low.

The low ability of students' multi-businessability stems from the lack of students' interest in the world of entrepreneurship, lack of knowledge and confidence in entrepreneurship. Moreover, the worlds of entrepreneurship is seen as a very complicated job and have a very high risk and capital intensive. High economy will affect the income and quality of an economy of a nation. Developed countries involve entrepreneurial role in supporting economic growth and development (Sukma 2012).

Entrepreneurial skills should be trained from an early age, especially in education. The low entrepreneurial skill occurs because of the lack of innovation, creativity and confidence that need to be owned by students as agents of change. Those factors need to be sharpened continuously so that these skills can improve the quality of human resources. Multi-business development is needed for economic progress and increasing students' awareness of the importance of entrepreneurship. One way to improve students' multi-business ability is by innovating a prol papaya product. Prol papaya product is one of the typical snack innovations in one of the districts in East Java, Indonesia. The basic ingredients of these snacks which is originally made of tape innovated with the basic ingredients of papaya (papaya). This product is a result of students' creativity in one of the Universities in Jember, Indonesia.

2. LITERATURE REVIEW

2.1. Multi-Business Skill

Multi-business skill is implemented to create competitive advantages and conduct a strategy in determining the scope of a business that includes the selection of a business unit or product selection (Snihur & Tarzijan, 2017). According to (Arasti, Khaleghi, and Noori, 2017), multi-business skill is related to a business strategy that includes the framework set out in the business model and support tools in achieving goals of a business.

The multi-business skill prioritizes a business strategy that refers to the practices carried out continuously and the process whereby the strategy is understood, maintained, updated and executed (Arasti et al., 2017). The preparation of the strategy requires some skills including technical skills, interaction skills, and the ability of meta-level (Arasti et al., 2017). Technical capability includes knowledge and skills that enable managers to deal with activities that happen this time as knowledge of the means of production. Interaction capability allows to work in teams and interact with other managers. Meta-level capability allows strategists to utilize their knowledge in new ways and provide suggestions and criticism in defining a strategy to achieve multi-business capabilities.

The results of data analysis in the Telco (2003) in creating a strategy to improve the multi-business covers communication skills (mean 3.65), creativity (mean 3.46), conceptual skills (mean 3.05), technical skills (mean 3.05), and political skills (mean 2.71) (Arasti et al., 2017). Some of the above skills are indispensable in developing the multi-business skill.

Things that should be done for a strategy to improve the ability of business includes executing multiple, reflecting, initiating, coordinating, supporting, collaborating, and shaping context (Paroutis & Pettigrew, 2007).

- Executing is a series of concept activities that refer to everyday activities such as document preparation and production reports.
- Reflecting refers to the activity of members to learn again and modify the old ways of production to consider whether it is a must to do or not.
- Initiating refers to the activity to start or form new ideas about content and production processes
- Coordinating is interaction activities of a team with other teams using the strategy that has been used in improving the production
- Supporting occurs when a team provides knowledge about resources and production tools specifically to other teams to assist in the utilization of
- Collaborating in developing strategic reports and ideas along with all the teams at all levels of the organization.
- Shaping context refers to an activity in the market network.

2.2.Prolpapaya products

Prolis a semi-moist food product (Protein, Organoleptic, Wulan, and Princess, 2012) made by mixing various ingredients such as flour, margarine, eggs, milk done gradually and at the end of the process the dough baking is done. Prol is a traditional food of Jember made of cassava or fermented cassava (Suryaningrat, Renda, Agriculture, and Jember, 2014), which the public favor and as a product that has a high economic value (Protein et al., 2012). Based on this information, an innovative prol product is made by producing prol made of, by replacing cassava as the main ingredients, papaya or Californian papaya that thrive in the Pontang village, District of Ambulu, Jember in order to increase in the selling price of papaya. (Yogiraj, Goyal, Chauhan, Goyal, & Vyas, 2014).

The content of the nutrition fact per 100g of papaya can be seen in the following table

Table1. *Nutrition Fact of Papaya*

| Components | Ripe Papaya |
|-------------------|--------------------|
| Protein | 0.6 g |
| Minerals | 0.5 g |
| Fiber | 0.8 g |
| Fat | 0.1 g |
| Carbohydrates | 7.2 g |

Source: (Yogiraj et al., 2014)

Based on the table above, it shows that papaya is good for people’s health who consume it; strengthen the reason to innovate prol. The first thing to do in making prolpapaya is peeling papaya fruit and wash thoroughly. Then, the papaya that has been cleaned is steamed. While waiting for the papaya

until it is well-cooked, melt the butter. After the butter has been melted, lift and mix the egg yolks and sugar in a container with a mixer until it is mixed evenly. Once everything is mixed evenly, add milk and stir again. After that, pour the flour the steamed papaya and then stir it again. Then, pour it on the pan that has been coated by baking paper to prevent sticking. After that put the pan in the oven for 20 minutes at 180 degrees Celsius, lift and rub the yolk and sprinkle with toppings that have been determined. Then, put it back into the oven and bake until it is completely cooked for 30 minutes at the same temperature.

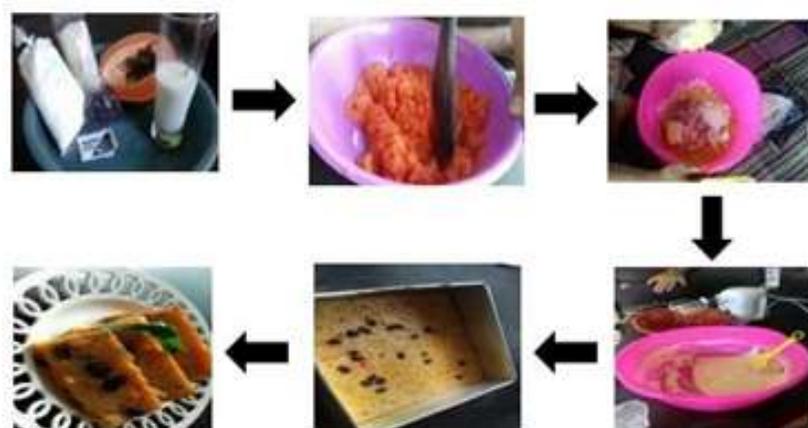


Figure1. Stages of Creation Prol Papaya

3. METHODOLOGY

According to Buckley (1976), the methodology is a particular combination that includes strategy, domain, and the techniques used to develop a theory (induction) or to test the theory or deduction. The research methodology provides information on the means used to conduct a study. The selection of a methodology in a research is related to procedures, tools, and research design used. The methodology of this study includes study design, type of research, samples, instruments, forms of data and data analysis.

3.1. Research Design

According to Mc Millan in Ibn Hajar (1999: 102), research design is an investigation plan and structure used to obtain empirical evidence to answer research questions. Moreover, a research design is all the processes needed in the planning and execution of research (Nazir, 2005).

In other words, research design is a guideline or guidelines or procedures and techniques in planning research that is useful as a guide to develop a strategy to build a strategy guide that generates a research model or blueprint.

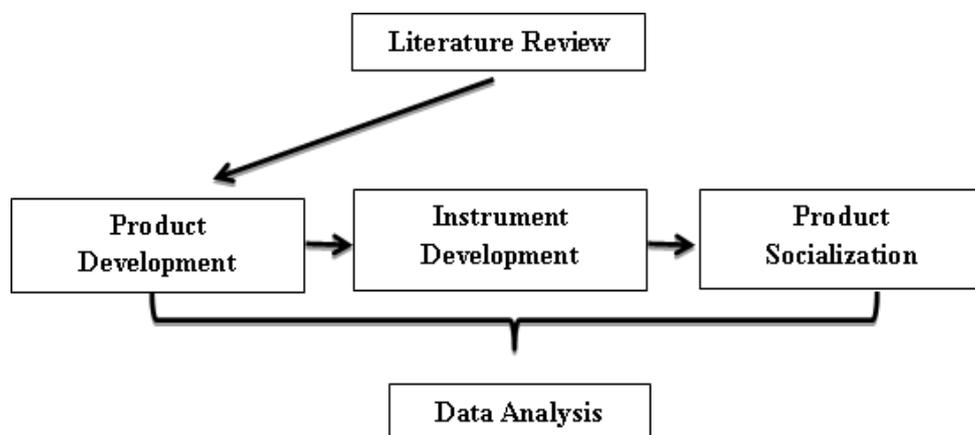


Figure1. Research Design

There search starts from the literature review, product development, instrument development, dissemination and analysis of data products. The literature review is used as the study of theory in the research. Product development begins from the survey and procurement of equipment and raw

materials, a manufacture of prol papaya products which are, then, packaged into packing boxes. The development of research instruments is to determine the level of students’ multi-business awareness and ability conducted by product socializing through exposing prol papaya products as the result of the awareness of multi-business capability. The instrument was distributed at the forum. The existing data was analyzed and it generated information about the awareness of students’ multi-business ability.



Figure2. *Orientation Prol Papaya Product*

3.2.Types of Research

This research used survey research conducted on several samples. Survey is a research method using a questionnaire as data collection instruments. The goal is to obtain information about the number of respondents who are supposed to represent a particular population. This research used survey research conducted on several samples. Survey research is the type of approach in research aimed at the large number of individuals or groups (Faisal, 2005).

Arikunto (2006), claims that survey is a type of research done by researchers in sociology, business, politics, government and education. Survey, known as "The Gallup poll" which means a study conducted to determine the opinion of a society. This survey research conducted at one of the universities in Jember to determine students’ awareness of multi-business and the level of students’ interest in business.

3.3. Research Instruments

Research instrument is a measuring instrument to obtain the results of the data and research information that we conduct. Arikunto (2006: 160) states that research instrument is a tool used by researchers to collect data in order to work easier and get better results. The tools used by researchers as a data collection tool was a questionnaire or questionnaires. The advantages of an investigation survey using questionnaire is cost savings (Bruce A. Chadwick, 1991). Facts or data can be obtained from a questionnaire with a relatively small cost. Additionally, respondents can think questions from the questionnaire before writing the answers, talk about related questions posed in the questionnaire to others.

The disadvantage of the questionnaire is that the questionnaire should be relatively short and most of respondents do not have enough time to fill in a questionnaire (Bruce A. Chadwick, 1991). In this study, researchers used a questionnaire shaped instrument. Questionnaires above was used to determine the level of students’ multi-business awareness and skill and students' interest in the business.

3.4. Study Sample

According to Arikunto (2006: 131), sample is a part or representative sample of the total population studied. Sampling method used in this study is a random sample. It means that every member of the population has the same chance and opportunity to be selected as a sample. There was no specific intervention from the researchers. The samples of this research are several students at one of the

colleges in the district of Jember. Samples used are 95 students. Study samples were randomly selected. Sampling study can be seen in the following diagram.

Table2. *Quantity and Percentage of Respondents*

| No. | Demographics | Quantity | Percentage |
|-----|----------------------------|----------|------------|
| 1. | Gender | | |
| | Male | 29 | 30.5% |
| | Female | 66 | 69.5% |
| 2. | Parent’s Profession | | |
| | Educator | 13 | 13.7% |
| | Business | 12 | 12.6% |
| | Military | - | - |
| | Political | - | - |
| | Other | 70 | 73.7% |
| 3. | Business experience | | |
| | Never | 49 | 51.6% |
| | Never | 46 | 48.4% |

Based on Table 2 above, overall sample size is 95 students. From the total samples, 29 male students and 66 female students are taken. It is included in the demographics section of students by gender. The percentage of male respondents is 30.5%, while the percentage of women as much as 69.5%. Judging from the profession of the parents which are educators, businessman, military, political, other. Educators with 13 respondents and the percentage of 13.7%, businessmen with 12 respondents and the percentage of 12.6%, the military and politics are not much chosen as a profession by the student's parents meanwhile there are 70 respondents with a percentage of 73.7% of other professions beside those four professions mentioned before. Based on the experience of students in business, there are 49 students who never do business with 51.6%, and 46 students who never do business with the percentage as much as 48.4%. This shows that the students’ business experience is still very low even though students’ age at that level are expected to have an experience in entrepreneurship.

3.5. Research Data Analysis

The form of the data in this research is quantitative data. Quantitative data is a data in the form of numbers or integers. In accordance with the shape, the quantitative data can be processed or analyzed using mathematical or statistical calculations. All of the data were analyzed by using the *Statistical Package for the Social Sciences (SPSS)* version 22.0.

4. RESULTS AND DISCUSSION

4.1. The Prol Papaya Product

Prol papaya is a traditional processed food product from Jember originally made of cassava innovated by replacing the main ingredients with papaya fruit. In contrast to prol tape in general, prolpapaya we make comes with a variety of toppings such as chocolate, cheese, and raisins. The market share targeted is all people, both old and young, students and employees. To make it happens, the researchers determined business location near to where the crowds for many people. In particular, this product is suitable for people who suffer eye diseases and for papaya lovers around Indonesiain general Jember in particular.

The sales of prol papaya has increased since the beginning of this business. Marketing is done through social media as well as sell them directly. Prolpapaya production, little by little, has risen from 12 boxes to 13 boxes ofprolpapaya in a week. The sales are mostly from our promotion carried out in social media. This is because consumers assume that online shopping is easier because they do not have to bother to come to a selling or production place. Based on the increased production of prolpapaya,it indicates that the product can be accepted by society and has the potential to be developed.

Economical aspect is very important in a business activity. Matters relating to the capital, the calculation of operating costs, equipment costs, employee salaries, corporate profits and others should be considered carefully. The process of determining the selling price of products is done by, firstly, analyzing the feasibility so that the production cost can be known. The overall capital required to set

up prol papaya business is Rp 5,367,700. The cost for producing every month is Rp. 616,700. Production capacity and sales of prol papaya in one month is about 37 pieces. Hence, it can be determined the cost of production with the details as follows.

$$\begin{aligned}
 \text{HPP} &= \text{selling price} \times \text{sales} \\
 &= \text{Rp. } 20,000 \times 37 \\
 &= \text{Rp. } 740,000 \\
 \text{Earnings per month} &= \text{Revenue} - \text{cost of production} \\
 &= \text{Rp. } 740,000 - \text{Rp. } 616,700 \\
 &= \text{Rp. } 123,300 \\
 \text{NET BC ratio} &= \text{per month income} / \text{cost of production per month} \\
 &= \text{Rp. } 740,000 / \text{Rp. } 616,700 \\
 &= 1.19
 \end{aligned}$$

With NETBC ratio over 1.0, which is 1.19, prol papaya business is feasible to be implemented and developed.

$$\begin{aligned}
 \text{Development of capital the overall} &= \text{Capital} / \text{profit per month} \\
 &= \text{Rp. } 5.3677 \text{ million} / \text{USD. } 123,300 \\
 &= 43.5 \text{ months} \\
 &= 3.6 \text{ years}
 \end{aligned}$$

By selling 37 boxes of prol papaya every month, the estimated payback period is requiring 3.6 years. It will continue to develop in accordance with the amount of production and market conditions.

Table3. *Expenditure of Prol papaya Business*

| Description | fee |
|--|---------------------|
| Production equipment | 2,540,500. - |
| Cost of consumables (raw materials) | 616,700. - |
| Transportation | 146,000. - |
| Other costs (stationery, advertising, marketing) | 264,500. - |
| Manpower | 1,800,000. - |
| Sub-total | 5,367,700. - |

4.2. Analysis of Multi Business Awareness

In this part, the results of an analysis related to students’ low awareness problems on multi-business will be described. The first step in the data collection process was socializing the products to 95 individual students who are in higher education level. The sample includes 95 students at a college majoring education. They are students who take undergraduate program. After that, the assessment instrument in the form of multi-business awareness questionnaire was distributed to the samples. The process of data analysis is using descriptive statistical analysis by looking at the number of mean, standard deviation, and percentages. The descriptive analysis in this study is the analysis in determining the level of students’ multi-business awareness and ability. In interpreting the results of the study, the researchers refer to the dimensions of the interpretation of the values of the mean score (Praise & Razaq 2016) shown in detail in the table below.

Table4. *Mean Score Interpretation*

| Mean Values | Interpretation |
|--------------|----------------|
| 1:00 to 2:00 | Low |
| 2:01 to 3:00 | Medium-Good |
| 3:01 to 4:00 | Medium |
| 4, 01-5.00 | Good |

Table5. *The level of students’ multi-business awareness and ability.*

| No | Indicator | N | Mean | Sd | Interpretation |
|----|---|----|------|-------|----------------|
| 1 | Having a good business skill | 95 | 3.05 | 0.76 | Medium-Good |
| 2 | Being able to manage the business properly | 94 | 2.95 | 0.68 | Medium |
| 3 | Being able to create new products that excel | 95 | 2.82 | 0.81 | Medium |
| 4 | Being able to create new innovations in different forms | 94 | 3.13 | 0.911 | Medium-good |
| 5 | Being able to draw interest of the consumer to buy products | 95 | 3,37 | 0,85 | Medium-Good |
| 6 | Having a reliable entrepreneurial spirit | 93 | 3,13 | 0,86 | Medium-Good |
| 7 | Having creative ideas for entrepreneurship. | 95 | 3,06 | 0,87 | Medium-Good |
| 8 | Entrepreneurship more promising compared with other professions | 95 | 3,74 | 1,04 | Medium-Good |
| 9 | Entrepreneurship can help me job opportunities as well as teachers or other professions | 95 | 4.02 | 0.97 | Good |
| 10 | Interested in the field of entrepreneurship | 95 | 3.48 | 0.98 | Medium-Good |

Based on the data above, we can conclude several things. Students excel in the aspect of awareness that entrepreneurship can help employment opportunities besides being teachers or other professions and also the awareness that entrepreneurship is more promising than other fields. It can be seen from the percentage shown in the data above. Students have the awareness that entrepreneurship will give them job opportunities besides being a teacher or other professional. This is indicated by the highest mean number of 4.02. Far from it, it seems they also have realized that entrepreneurship is an interesting field because the field can improve their skills and very applicative. This is indicated by the number of the second highest mean which is 3.74.

Meanwhile, the students’ weakness lies in the aspects of business management skills and the ability to find new products. The lowest ability possessed by the students in the field of multi-business is the ability to innovate new products. This is indicated by the lowest mean amount that is equal to 2.82. It seems that the ability to innovate of an individual is not an easy task. It requires attention and also a special effort so that students’ potential in finding new ideas is increased more. Moreover, another lowest ability is in business management capabilities with a mean number of 2.95. Knowledge of business management is certainly much needed by the students as a soft skill to support other academic skills. It can be concluded that students will have a positive impact in entrepreneurship but they have weaknesses in the managing and inovating products.

5. CONCLUSION

Multi-business awareness is one of the skills needed to develop students’ potential besides academic ability. Based on the results of the study, the students have had a positive impact on the awareness of entrepreneurship but they still have limitations in implementing it. The development of innovative food products in the form of prol papaya is a solution to raise students’ awareness of the importance of entrepreneurship. The awareness of entrepreneurship can be received positively through the socialization process of prol papaya production. Such socialization gives students insights and motivation that doing business is not a difficult thing and gives a lot of benefits.

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