

CHAPTER I

INTRODUCTION

A. Situation Analysis

Based on Article 20 paragraph (2) of Law Number 20 of 2003 concerning the National Education System in Indonesia, universities have an obligation to organize and develop about Research and Community Service, in addition to education for the improvement of the people and nation. In accordance with the state's mandate through the law, we as the Community Service team want to share the knowledge that has been obtained from Pelita Harapan University for the teenagers of the Santo Leo Orphanage in the form of an offline workshop. In this workshop, the Community Service team will conduct training on “Three Variants of Tropical Fruit Choux” and share the knowledge on how to sell food and beverages online, due to the global COVID-19 pandemic that has hit all countries including Indonesia. This training will be conducted offline or face-to-face through a workshop in Santo Leo Orphanage, Padang. According to Sikula, 1976 in Susilo et.al (2014), training is a short period of educational process that uses structured and well-planned procedures so that non-managerial workers can learn about technical knowledge and skills for specific purposes.

Various efforts have been made through medical handlers until a Covid task force was formed for community compliance (Fathimah et al., 2021), including the imposition of restrictions on community activities, PPKM (Darmalaksana,

2021; Harahap, 2021; Krisdiyanto, 2021; Puspitarani & Hayati, 2021). For this reason, the government made PPKM regulations or the Enforcement of Restrictions on Community Activities which aims to break the transmission of the COVID-19 virus in Indonesia. Currently, the government is implementing PPKM level 3 regulations in the Java-Bali region and this regulation limits things such as the implementation of face-to-face learning with a maximum capacity of 50% and is required to maintain a minimum distance of one and a half (1.5) meters, implementing activities in the private sector, non-essential is enforced 100% WFH or Work From Home, companies in the logistics, food, and beverage, and all basic utilities are required to use the PeduliLindungi application.

Due to the implementation of activities in the non-essential sector implemented on a 100% WFH or Work From Home basis, online culinary businesses are still and increasingly in demand by the people of Indonesia. COVID-19 has influenced every operations which connect farm production to the final consumer. Furthermore, it appears to hit the food production system and food value chain. The negative affect of the pandemic on supply and demand for food might lead food security at risk.

Selling online can help the government break the chain of the spread of COVID-19, besides that it can provide benefits for business entrepreneurs because there is no need for capital to place to sell. In addition, the online food business makes people feel safer because there is no physical contact between the buyer and the seller. According to gloria food the benefit of online ordering

and the reasons for the growth of food delivery app industry are convenience, simpler menu to manage, significant savings, no inconvenience etc.

The training of Community Service conducted by our team focuses on teaching girls who resided in the Santo Leo Orphanage who have a range of age of 10 (ten) to 20 (twenty) years old and some of them come from small islands such as Mentawai and other islands around Padang. The material for the Community Service that we provide offline at the Santo Leo Orphanage is expected to help these teenagers in building entrepreneurship or opening a small business as entrepreneurs or as a basis if they want to work in a bakery. Empowerment of MSMEs (UMKM) in the midst of globalization and high competition has forced MSMEs to be able to encounter global challenges, such as improve product and service innovation, expand human resources and technology, and extend the marketing area. All teenagers in the Santo Leo Orphanage are girls, from this training it is hoped that the materials that have been given can be referred to as a basis and direction for them so that they can develop the choux that we teach more to a different shape and taste from the training we provide.

Due to the pandemic, there are many new innovations in the food and beverage industry. As quoted by Business Insight Kontan, the food and beverage industry is immune from the COVID-19 pandemic, and there are also many food and beverage innovations produced during this pandemic, such as Dalgona coffee, Croffle or Croissant Waffle.

With this Community Service activity that we do, it is hoped that the teenagers at the Santo Leo Orphanage will be helped in starting a business and can run their business smoothly.

B. Partner Problems

In Santo Leo Orphanage, all of the residents are girls but most of them are the victims of tsunami disaster or comes from other islands around Padang that do not have adequate schools such as Mentawai, Nias, etc. and also kids who are abandoned by their parents are fostered in this orphanage. Due to limited resources and inadequate backgrounds, those girls cannot fully develop their potential and knowledge. This orphanage is a catholic orphanage that is led by nuns, their activities in the orphanage includes worship and other religious activities as well as cleaning activities such as sweeping and keeping the orphanage clean and tidy. As a result, they do not have time for other activities to explore their potential and hobbies such as baking and cooking. From this Community Service workshop, the teenagers are expected to develop and be more interested in the world of pastry and can learn how to build a food and beverages business online and also increase their creativity to innovate in the food and beverage business. In the academic literature, the business case for a sustainable firm is progressively becoming a subject of study, in particular for new entrepreneurial initiatives responding to social demands (e.g. Hockerts and Wüstenhagen, 2010; Moss, Short, Payne and Lumpkin, 2011; Schaltegger, Lüdeke-Freund and Hansen, 2012).