

CHAPTER I

INTRODUCTION

A. Situation Analysis

COVID-19 provided one of the biggest obstacles to Indonesian development that can be compared to a recession in terms of effects. Indonesia was seeing overwhelming growth before the pandemic hit and was in the forefront of progress in Southeast Asia and was on its way of becoming a major economic power, if nothing major happened to the country it could have been a leading country in Asian politics (Ministry of Finance Republic of Indonesia., 2020). However ever since the pandemic hit Indonesia has hit a very big hit in economy as new policies such as the PPKM and PSBB had ups and downs and Indonesia itself has suffered from the pandemic whether it was due to the lack of international flights going into Indonesia or the fact that the citizens were losing jobs and companies going out of business, the prospect of a local Asian political power in Indonesia seemed more distant (Muhyiddin, M., & Nugroho,2021).

In times like these where a crisis is occurring and people are struggling to make ends meet and have to wonder when their next meal may be, it is important to come together as a community to help one another as if a community is thriving their ideas and success will seep into other areas. Being selfish at a time like this and hoarding materials is the wrong thing to do as it will lead to even bigger struggles for others and the person hoarding in the long term due to the lack of resources that are going to be available (Stukas et al., 2016). Another factor to consider in times of

crisis is the food that a person eats. Nutrition is very important for everyday life due to the fact that a person's daily intake of food will determine how healthy that person is and if someone is not getting enough or not getting the right kind of nutrition then they will get sick (Kapur, 2020) That is why Xiao Long Bao seemed a great idea for the team as the dumplings of Xiao Long Bao were filled with a lot of protein that would help the body repair damages and would help the body grow so that the immune system can grow stronger. The more the team thought about the contents of the dumpling and how much nutrition is in the small package the more convinced the team was on how the choice for the type of dumpling was clear, having a small snack that is rich in protein for regular intake is good for the body (Alberts et al., 2018).

Indonesia is known for their culinary arts and styles of cooking which makes it so that there is a gold mine of things that can be exploited. One of the best ways to make customers return is their tastes of the food of the country (Ellis et al., 2018) so when the food is being combined into something new it would spark some new interest in the food that is being provided. New ideas are often the driving forces of new businesses so any aspiring business person can take the training and ideas being provided by the team into full restaurants, the possibilities are endless. Dumplings such as Xiao Long Bao have a variety of methods to which they can be made depending on the needs of the people that make them and this variety is something that appeals to the creation of dumplings to people as there are so many possibilities that can be achieved (Akinjayeju et al., 2020). The team may have figured a few

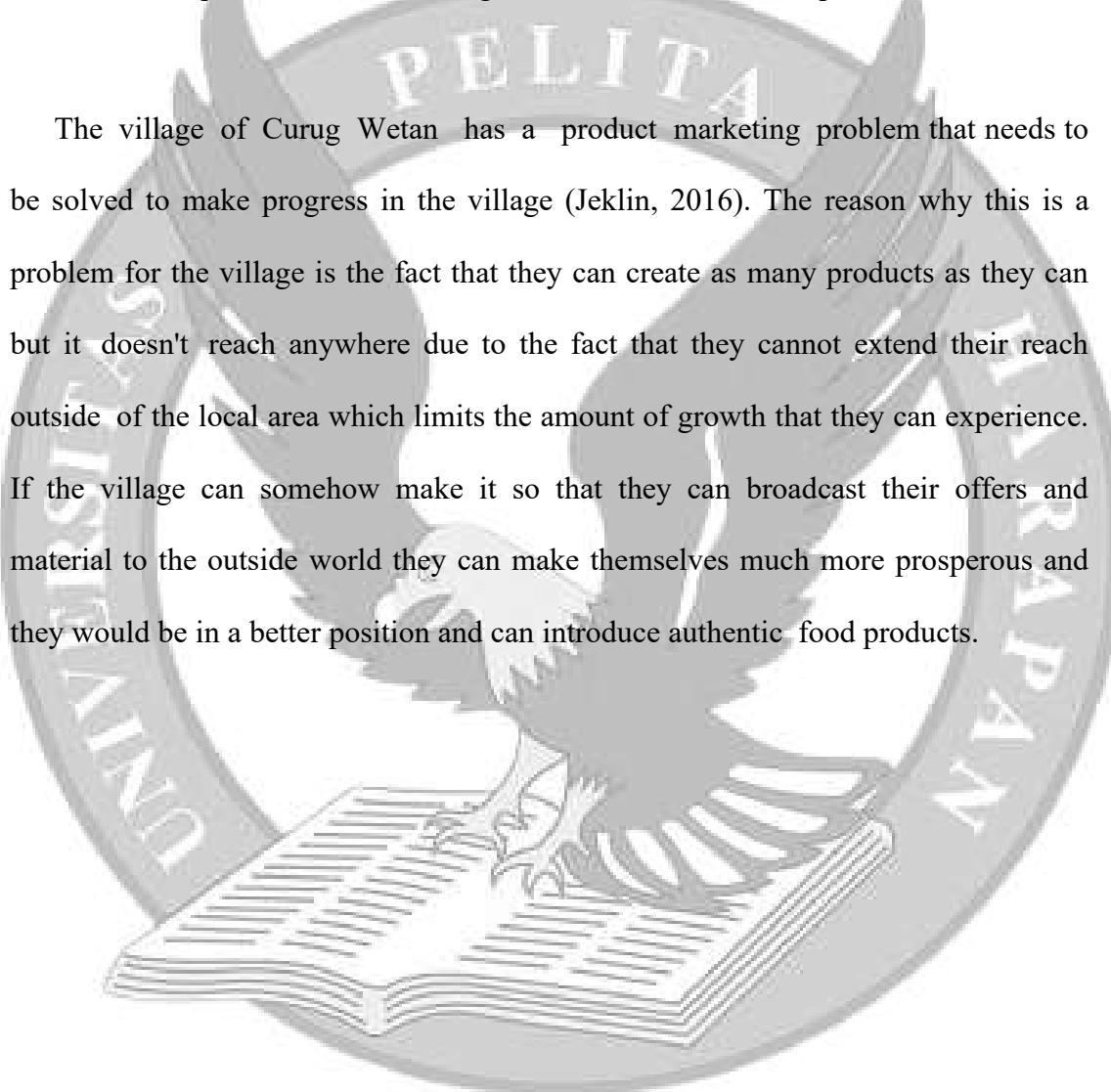
examples that can succeed but this does not mean that it is the end of the creative process of Xiao Long Bao, a product that can have so much creativity has to be explored more and made sure that it is known to other people. This does mean however, that dumplings need to be carefully stored as different methods of storing can lead to different results in the dumplings, proper storage can lead to the dumplings lasting a longer time while storing at room temperatures could lead to the dumplings rotting faster (Hu et al., 2017).

The focus of the PkM will be the village named: Desa Curug Wetan which is the capital city of the Curug sub-district which is in Tangerang, Banten, Indonesia. It takes around 25 minutes to drive to the village from UPH using a car. The village itself has a population density of 6,861 and the size of the area is 3.31 Kilometers Square. The team has decided to send a survey about the interest people have on the idea that is being created and it turns out that people are very interested in varieties of products that they recognize. The team has figured out the best way to spread the message about their creation is to use social media as a way to broadcast the achievements being made and spreading the idea about how Xiao Long Bao can be made in very unique ways.

B. Problems Faced

The village of Curug Wetan will benefit from the community service that will be provided by the team by receiving knowledge about the creation of Xiao Long Bao

that may either drive their business forward or let the citizens have an appetizing snack that can be eaten on a regular basis. The steps of creating Xiao Long Bao will be demonstrated to the village and in time the people of the village may even create their own unique brand of Xiao Long Bao and become an entrepreneur.



The village of Curug Wetan has a product marketing problem that needs to be solved to make progress in the village (Jeklin, 2016). The reason why this is a problem for the village is the fact that they can create as many products as they can but it doesn't reach anywhere due to the fact that they cannot extend their reach outside of the local area which limits the amount of growth that they can experience. If the village can somehow make it so that they can broadcast their offers and material to the outside world they can make themselves much more prosperous and they would be in a better position and can introduce authentic food products.