



**Strategies To Increase Production And Business Management In Sago Hot  
(Cooking) Refill Water Businesses For Small Industrial Businesses In  
Kenagarian Lareh Sago Halaban Payakumbuh**

**Strategi Untuk Meningkatkan Produksi Dan Manajemen Usaha Pada Usaha  
Air Isi Ulang Panas (Masak) Sago Pada Pelaku Usaha Industri Kecil Di  
Kenagarian Lareh Sago Halaban Payakumbuh**

**Syahril, SE,MM, Dr. Yesi Elsaandra, SE.MSi. Dedi Julianto, MSi, Aulia Fransiska. Desi  
Amalia Putri**

Universitas Dharma Andalas  
syahrilsenyo@gmail.com

<b>Article History:</b> Received: 25-12-2023 Revised: 29-12-2023 Accepted: 16-01-2024 Published: 18-01-2024	<b>Abstraks</b> MSMEs are small and medium enterprises managed by one or more people with simple business management with various kinds of problems. Like in this Sago refill boiled water business where the management of the business is not in accordance with the prevailing theory, such as the leadership is not yet clear because everyone in the business is the leader, therefore this business is not well managed, besides that, there is also a production problem, there is no specified target. per day, while the demand is high, sometimes the demand cannot be fulfilled by the business manager. Furthermore, the problem of product marketing is still local and has not been fulfilled by business managers. Based on this, the author is interested in using this title as a community service activity while this business has the potential to be developed in the Sago Halaban Payakumbuh area. In this community service, the author uses counseling and guidance methods which include lectures and guidance 245%, role play 25%, active learning 15% and participation 15%.
	<b>Keywords:</b> Strategy, Production and Business Management
	<b>Abstraks</b> UMKM merupakan suatu usaha kecil menengah yang dikelola oleh satu orang atau lebih dengan manajemen usaha yang masih sederhana dengan berbagai macam permasalahannya. Seperti pada usaha air masak isi ulang sago ini dimana pengelolaan usaha belum sesuai dengan teori yang berlaku seperti pimpinan belum jelas karena semua orang yang ada ditempat usaha menjadi pimpinan oleh sebab itu usaha ini belum terkelola dengan baik disamping itu juga masalah produksi tidak ada target yang ditentukan perhari sedangkan permintaan banyak kadang-kadang permintaan belum bisa dipenuhi oleh pengelola usaha. Selanjutnya masalah pemasaran produk masih bersifat lokal saja itupun belum terpenuhi oleh pengelola usaha. Berdasarkan itulah penulis tertarik mengangkat judul ini dijadikan sebagai kegiatan pengabdian pada masyarakat sementara usaha ini berpotensi untuk dikembangkan di daerah Sago Halaban Payakumbuh itu. Dalam pengabdian masyarakat ini penulis menggunakan metode penyuluhan dan bimbingan yang meliputi ceramah dan bimbingan 245%, Role play 25%, aktif learning 15% dan partisipasi 15%.
<b>Kata kunci :</b> Strategi, Produksi dan Manajemen Usaha	

## INTRODUCTION

### Situation Analysis

Kenagarian Sago is located in the Halaban Payakumbuh sub-district, where this area has great potential for development, especially Micro, Small and Medium Enterprises (MSMEs) activities such as establishing refillable water which is boiled until it boils (100 degrees Celsius), after which it is cooled and then distilled using a regular distiller. After that, just put it in a gallon and give it to me.



Sago's hot (cooking) water refill home industry business activities. is a refill water processing business through drilled wells which is cooked using used oil as fuel to boil water. This business produces on a small scale because it still produces using traditional methods because it does not yet have production equipment according to today's sophisticated technology. Even though there is quite a lot of demand for hot (cooking) water refills, it cannot yet be met by the Sago hot (cooking) water refill business. This hot (cooking) water refill business is the only refill water business where the water is cooked using gas and fuel using used oki, the production of which can only meet demand only around the business premises or around the Lareh Sago area only. Even though this business is quite creative and innovative This is because this business has not yet occurred to other business people. It is hoped that this business will continue to develop in line with developments in today's sophisticated era. This business is a unique business and is of concern to everyone. The demand for hot water refills is always increasing day by day. Apart from the lack of sophisticated production equipment, this refill water business is also faced with business management problems which are still managed traditionally due to a lack of Human Resource Management both for production personnel and business management, especially in marketing management, not being able to market it to other cities. is in Pakumbuh.

For production personnel, human resources are needed who have the ability and skill in the production process. Likewise, business management staff require professional staff in managing the business. Because for a business to progress, it cannot be separated from solid and compact business management that is integrated with each other. For this reason, the hot (cooking) water refill business is not yet well known by the general public. In fact, this business is a business that has great potential to be developed as a support for the family economy. Another problem is the problem of lack of business funds, therefore they cannot produce on a large scale while demand increases from year to year, especially during the holidays and Eid al-Fitr where the people of Lareh Sago Halaban need a lot of delicious, lukewarm water. nail.

The production process can be seen still using traditional equipment as below:





Bahan Bakar Oli Bekas



Tunggu Memasak Air



Tempat Pendingin Air



Proses Penyaringan



Air Masak Yang Siap Didistribusikan

## 2.1 Partner Problems

In the Lareh Sago Halaban Payakumbuh area, many people run home industry businesses, one of which is making a water refill cooking business to support family life.

The problems faced by partners are:

1. There is still a lack of production equipment to process hot refill (cooking) water, so it is not yet able to meet market demand.
2. Business management is still managed traditionally or does not have a clear organizational structure and there is no professional division of work.
3. The marketing of hot (cooking) refillable water is still local and not yet known by the wider community around Payakumbuh even though this business has the potential to be developed.
4. Lack of business capital, because they still use family spending money for business.
5. The lid of the gallon is still like regular water refills, it hasn't used plastic or been pressed
6. The gallon doesn't have an attractive label

This refill water business does not yet have technology in its production process which still uses traditional methods in its production process, namely still using drilled well water which is immediately processed by cooking it until it boils, then leaving it overnight, then filtering it using a filter tool such as a refill water filter. usually after that it is put into gallons for distribution to consumers' homes

order. Apart from that, it is also left to sit until it is lukewarm, then filtered as usual, then put into gallons for distribution according to order. In terms of business management, it is still traditional where all activities are still managed in a family manner. So the problem faced by the Sago hot (cooking) water refill business is that there is no sophisticated production equipment available so it cannot meet market demand, while the demand is high and they still make it using traditional methods.

Likewise, marketing is still limited to the regional level even though this business has the potential to be developed. So that this business is widely known by the public by using modern technology such as social media with WhatsApp, Instagram and others online.





## METHOD

Community service activities carried out by 3 lecturers and 2 students at Dharma Andalas University in Padang in the Home Industry Business Group Hot (cooking) refillable water which is engaged in the refillable water business where the water is cooked until it boils in the Lareh Sago Halaban district

Payakumbuh after receiving approval from the leadership of Dharma Andalas University in Padang in accordance with the problems faced by home industry businesses engaged in the hot refill (cooking) water business. Counseling and Guidance

The implementation method used in this activity is the counseling and guidance method which includes:

- a. Explains how to produce effectively and efficiently, so that production can be accepted in the market.
- b. Explain the use of the production equipment provided, so that it can be used effectively and appropriately.

Provide examples of products that have excelled to be marketed in the market. Explains the concepts of human resource management related to the function of human resource management, approaches to human resource management and the problems faced by human resource management. Managing human resources is very vulnerable to the problems faced by the company, because human resource management is an asset for the company without human resources the company has no meaning. Therefore, human resources need to pay attention to their needs. This is in accordance with the theory put forward by Notoatmojo (1998: 10) stating that humans as one of the components of the company are a determining resource for achieving the company's vision and mission. Therefore, human resources/employees must be managed in such a way that they are efficient and successful in achieving the company's mission and goals.

- a. Explains the field of product marketing which cannot be separated from the marketing strategy theory known as the 4 Ps, namely (*Product, Price, Place dan Promotion*), this is in accordance with the theory according to Alma, (2005) *marketing mix* is a strategy of combining activities *marketing*, in order to create the maximum combination so as to produce the most satisfying results." "Like a product, according to Sumarni and Soeprihanto, (2010), a product is anything that can be offered on the market to get attention, demand, use or consumption that can fulfill a want or need." Products are not always goods but can also be services. For this business partner, the product will be marketed locally, nationally and even internationally or it could be said to be an export product. To achieve this national and international scale, it is necessary to have a marketing method using online media. Therefore, before the product is marketed, the product needs to be corrected again to see if there are any defects. or not, after that the price needs to be determined. According to Sumarni and Soeprihanto (2010:281) price is, "The amount of money (plus several products if possible) needed to get a number of combinations of goods and services". The prices of the products offered by this partner are quite affordable and can be purchased by the lower and upper classes. Furthermore, distribution channels according to Sumarni and Soeprihanto (2010:288) regarding distribution channels are, "Channels used by producers to distribute the product from the producer to the consumer or industrial user. The distribution channels used by this partner are quite smooth in distributing their products. Lastly, according to Tjiptono (2008:219), promotion is a form of marketing communication. What is meant by marketing communications is marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. The promotion from this partner will only be known by the local community, so if you get the product after being given this training, it will be known nationally and even internationally and its health is guaranteed. So far, the product has only been promoted in the Pariaman area.



b. Hopefully, with this community service activity, this product can be marketed widely around Payakumbuh. When marketing a product, of course it is a unique product and has attractive packaging.

For this, it is necessary to have quality control so that the products that have been marketed are ready to be accepted by the market.

c. The method and strategy for delivering material is carried out by dividing the percentages as follows:

Lectures and guidance : 45%

Role Play : 25 %

Active learning : 15 %

Participation : 15 %

Providing Compensation and Rewards

When providing compensation, micro businesses are still guided by the applicable regulations regarding the provision of compensation as well as the provision of awards.

In providing compensation and awards, the material provided is in the form of incentives

Profit sharing

Problems in providing compensation

In this counseling and guidance, the methods used are methods in the form of lectures, simulations and discussions with very active and interactive training using slides and video screenings related to how to motivate an entrepreneur to become a successful entrepreneur.

This is in accordance with the theory put forward by Sofyan Effendi (2013).

The methods used in this counseling and guidance are in the form of:

1. Role Play
2. Debate and discussion
3. Orientation test
4. Training orientation

## RESULTS AND DISCUSSION

This refill cooking water industry business is located in Halaban sub-district or to be precise in Payakumbuh City. This MSME consists of 6 employees consisting of 1 leader and 5 members or workers. The name of the owner of this business is Syafrizal as an encouragement to young people in Sago Halaban Payakumbuh. This MSME operates in the refill cooking water industry in the state of Sago Halaban Payakumbuh, founded in 2010, the establishment of this business was motivated by the difficulty of finding work and life, so you Syafrizal had the idea to open a business to encourage the enthusiasm of young people to want to create an industrial business for refilling water which is cooked at a temperature of 100 degrees Celsius which is healthy and of course for the public to drink. Because this business has high opportunities, this business has been continued to this day. By seeing the development of this business which was quite successful, Syafrizal finally realized that he was developing this business by borrowing money from Bank Rakyat Indonesia (BRI). increase business capital. This MSME refill cooking water industry turns out to be a trend in the Halaban Payakumbuh area and has high potential to be developed into an advanced and reliable business. The process of refilling cooking water is also very difficult, where Brother Syafrizal uses a drilled well, then it is directly collected by four cooking stoves using a large steamer as a cooking tool. The water from the drilled sumue is directly collected into four large steamers after boiling and then cooled until lukewarm. After that, the nails are filtered using a refillable water filter, usually after that they are put into gallons

which is ready to be distributed according to order. This business is a business that can be used as an additional income.

Previously, brother Syafrizal had doubts about the development of this refillable cooking water business, but after carrying out this business, it turned out that this business had become a



growing business and was very popular with the local community. However, the development is not yet optimal because not everyone living in the city of Payakumbuh is familiar with this refillable cooking water. Therefore, the author suggests to Brother Syafrizal to be agile and learn how to develop business strategies, where a small business can become a big business and be positioned high in people's memories (Brand Image), but thanks to Brother Syafrizal's perseverance, hard work and never giving up, he finally started a water filling business. This re-cooking was a success and began to develop until now.

Table 1 Knowledge Test Results Before and After Extension and Guidance Activities

No.	Nama Responden	Pengetahuan tesr Ssebelum Penyuluhan	Pengetahuan Sesudah Penyuluhan	Uji t-
1.	Joni	65	80	Signifikan
2.	Dede	70	85	Signifikan
3.	Yuni	60	75	Signifikan
4.	Syafrizal	75	90	Signifikan

Gambar 1 Tungku Produksi Dalam memproses air sumur bor untuk dimasa





Gambar 2 Proses Pendinginan Air Masak



Gambar 3 proses penyaringan air yang sudah dimasak



In graph 1 above it can be explained that before the guidance and counseling was carried out, the 4 participants or members in the Sago Halaban hot cooking water MSME had fluctuating values and likewise after receiving guidance and counseling the values also fluctuated.





## **CONCLUSION**

The Sago cooking refill water industry is located in Sago Village, Halaban District, Payakumbuh City, trying to still use traditional methods, both production methods, business management methods and production marketing methods. However, since there was an offer from a lecturer at the Faculty of Economics and Business, Dharma Andalas University, to carry out a community service activity, this was well received by Syafrizal's sago cooking water refill industry, for this reason a survey was carried out at the location in early October 2022. When the author visited there, it turned out that there were still many weaknesses in the Sago cooking refill water industry. For this reason, the author and his team immediately carried out community service activities in the form of:

1. Provide guidance on how to manage human resources well.
2. Providing guidance on how to manage a business properly in order to gain profits.
3. Providing guidance on how to motivate business partners to become successful entrepreneurs.
4. Providing guidance to business partners to be mentally ready to face challenges in the business world.
5. Provide guidance to both partners on how to innovate products
6. Provide training and guidance on correct marketing theory
7. Providing training on Web Usage online
8. Provide training on production techniques so that not a lot of materials are wasted in the production process
9. Providing education about an effective recruitment system in obtaining skilled workers.

Where after carrying out community service activities it turned out that this was really well received by the partners as proof that they had carried out their activities in accordance with the training provided, such as marketing their production which they had done using online methods and making flyers and brochures for every consumer who buys directly from this cooking water refill depot. Likewise, production has started using modern equipment so that it can produce well and efficiently.

## **Suggestions – Suggestions**

From the description above, it can be suggested to the Sago Brother Syafrizal cooking refill water industry on things to do in carrying out the business process "

1. Look for marketing personnel who are tenacious and creative in marketing products to consumers
2. Businesses and workers must be consistent in their efforts
3. Take out a loan from a bank or cooperative for business capital so that the business can run continuously.
4. Look for skilled and reliable workers in running a business
5. Be a person who is friendly to culture.

## **THANK YOU**

On this occasion the author would like to express his thanks to the lecturers who were members of the research and also to the students who participated and worked together with the lecturers in completing this community service to completion. Apart from that, the author also expresses many thanks to the business managers who have taken the time to take part in guidance and counseling and provide the data needed by the team to complete this service.

Those who provide guidance and counseling are lecturers from the Faculty of Economics and Business, Dharma Andalas University



## BIBLIOGRAPHY

- Alma.2005.*Manajemen Pemasaran dan Pemasaran Jasa*,Alfabeta.Bandung
- Google-sofyaneffendi.blogspot.com/.../pelatihan-dan-pengembangan-sumberdayam manusia. Diakses 21 Nopember 2013
- Pandji Anoraga, *Manajemen Bisnis*, (Jakarta: PT Asdi Mahasatya, 2000),,153
- Mariot Tua Efendi H, *Manajemen Sumber Daya Manusa:pengadaan, pengembangan, pengkompensasian, dan peningkatan produktivitas pegawai*, (Jakarta: Grasindo Widiasarana Indonesia, 2005),,,95
- Notoatmojo s. 1998. *Pengembangan Sumber Daya Manusia*. Edisi Revisi, cetakan ke-2. Jakarta : Penertbit PT. Rineka Cipta.
- Sumarni dan Soeprihanto, (2010), *Manajemen Pemasaran*, Gramedia – Jakarta. Tjiptono, (2008), *Manajemen Pemasaran*, Erlangga - Jakarta
- Google-sofyaneffendi.blogspot.com/.../pelatihan-dan-pengembangan-sumberdayam manusia. Diakses 21 Nopember 2013
- Pandji Anoraga, *Manajemen Bisnis*, (Jakarta: PT Asdi Mahasatya, 2000),,153
- Mariot Tua Efendi H, *Manajemen Sumber Daya Manusa:pengadaan, pengembangan, pengkompensasian, dan peningkatan produktivitas pegawai*, (Jakarta: Grasind Widiasarana Indonesia, 2005),,,95
- Notoatmojo s. 1998. *Pengembangan Sumber Daya Manusia*. Edisi Revisi, cetakan ke-2. Jakarta :Penertbit PT. Rineka Cipta.
- Sumarni dan Soeprihanto, (2010), *Manajemen Pemasaran*, Gramedia – Jakarta. Tjiptono, (2008), *Strategi Manajemen Pemasaran*, Erlangga - Jakarta