



# Modification and Innovation of Flour-Based Products into Contemporary Pancong Cakes under the MBKM Program of Indo Global Mandiri University Students

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## ABSTRACT

Pancong Cake is a traditional cake originating from Betawi, and the name "Pancong" is derived from the Betawi language. It holds a distinct identity as a traditional Betawi cake. Over time, the Pancong Cake, once only adorned with granulated sugar, now boasts a variety of toppings to stay current with contemporary tastes. Kekinian Pancong Cake is a food establishment with a booth concept that integrates with other modified and innovated traditional food stands. Situated in the Kambang Iwak area of Palembang, South Sumatra, Pancong Kekinian Cake addresses a community service activity. This initiative presents a two-fold solution. The first solution imparts knowledge to Pancong Cake proprietors on how to create a product with the ability to capture a large market through outreach. The second solution provides examples of product strategies as reference material, presented in a relaxed discussion format while enjoying Pancong Cake. The proposed solution involves fostering collaboration between two or more third-party brands (co-branding) to enhance the product image. This, in turn, aims to bolster consumer confidence, potentially resulting in increased profits or added value to products or services resulting from the co-branding. The outcomes of this community service activity will be disseminated in an accredited national journal article. It is hoped that the concept of this activity can be implemented more broadly by Pancong Cake owners to boost sales through effective product strategies.

Keywords:

Betawi Pancong Cake, Pancong Cake Innovation, Contemporary Pancong Cake, Community Service Activity

## 1. Introduction

Education is a determinant of successful development in terms of economic, social and cultural aspects (L Hertati et al., 2021). In addition, it cannot be denied that entrepreneurship also has an important role in the progress of a region. Abundant natural resources if not managed properly will be wasted, for this reason it is necessary to have people with a business spirit who have creativity and innovation in utilizing these opportunities (Harahap, 2011). For this reason, we, the students of Indo Global Mandiri University, want to create the latest modifications and innovations around the Indo Global Mandiri University Campus, namely "Kue Pancong Kekinian". The Kue Pancong Kekinian business is a business owned by Indo Global Mandiri University students which is carried out for the MBKM program. MBKM is a program launched by the Minister of Education and Culture which aims to encourage students to master various sciences to prepare for entering the world of work (Lesi Hertati & Heryati, 2023). In a day, the pancong stand is open in the afternoon and can consume 15 packets of flour and 8 cans of milk. Calculate net sales turnover after 1 month of work.

MSMEs (Micro, Small and Medium Enterprises) engaged in modification and innovation of processed flour into pancong cakes are a type of culinary business that tries to bring a new touch to the tradition of making pancong cakes. The following is an explanation of the concept of MSMEs modifying and innovating processed flour into pancong cakes. Small-scale businesses are often managed by sole proprietors or small families. For example, a contemporary pancong cake kiosk on the roadside. Businesses with a larger scale than micro, but still classified as small and medium scale. For example, pancake shops in shopping malls or regionally marketed products. Alterations or adjustments to the recipe or process of making traditional pancong cakes. This may include the replacement of certain ingredients or changes to the proportions of ingredients. Development of new concepts or creative ideas in pancake making. Innovations may involve the discovery of new ingredients, the use of modern technology, or unique approaches in presentation and flavor.

These MSMEs focus on processing flour as the main ingredient to make pancong cakes. The flour used can come from various types, such as rice flour, coconut flour, or other flour mixtures according to the desired innovation. These MSMEs adapt pancong cakes to the trends and tastes of modern consumers. This could involve adding new flavors, attractive displays, or different presentations to appeal to a wider market. Despite making modifications and innovations, MSMEs still pay attention to the authenticity and quality of pancong cakes. The traditional identity must be maintained, even though it is presented in a more modern form. These MSMEs need to understand the importance of marketing and branding. They can use social media, promotions, and branding strategies to introduce their contemporary pancong cakes to consumers. As part of the MSME ecosystem, these businesses can collaborate with local suppliers, join culinary market events, or work with local communities to increase visibility and support. MSMEs modifying and innovating processed flour into pancong cakes can make a positive contribution to local economic growth, preserve culinary traditions, and meet the needs of increasingly diverse consumers.

From there, we know how much the net turnover is, because the turnover per day is not the same due to the number of people who come to the booth area (Hasibuan et al., 2023). The price offered also varies from Rp 10 thousand to Rp 18 thousand. To realize a product that has the ability to capture a large market share, it is argued that companies need to think about products through five levels (Hertati, 2023) :

- a. Core benefit, is the basic service or benefit that customers actually buy. The company must be able to see itself and position itself as a benefit provider.
- b. Basic product, perusahaan harus berusaha meningkatkan kesadaran konsumen akan produk yang ditawarkan ke pasar dengan kampanye yang lebih intensif dan agresif.
- c. Expected product, the minimum expectations offered by the product are generally known to the customer, which is usually not required.
- d. Complex preferences. A cheap product with adequate quality is the buyer's choice
- e. Augmented product, Improvement of product materials so that they can meet and even exceed consumer expectations and desires. Improved product quality, smooth distribution to the market, attractive packaging, promotional programs, and so on with a focus on meeting all consumer expectations.
- f. Potential product, improvements to all elements of the product and the changes that the company will experience and make to its products in the future. New ways must be aggressively pursued by the company to satisfy customers and differentiate its offerings from other products.

Products that have too few benefits for the owner will not be able to capture a large market share as expected by the manufacturer (Lesi Hertati & Asharie, 2023). Therefore, product strategy has an important role in supporting the success of marketing management strategies (Awalia, 2022). Overall products include goods sold, brands, logos, warranty services and other things that are product attributes. Product marketing strategy is interrelated with marketing strategy, because it is not enough to market the goods, but must be balanced with attractive and quality products (Hasan et al., 2023). Companies that provide high-quality services will undoubtedly outperform their less service-minded competitors (Lesi Hertati et al., 2023). At certain hours, the queue for Kue Pancong is quite long and the wait is quite long so that consumers feel bored waiting too long and decide not to buy (Mustofa et al., 2023).

This needs to be a concern for the owner of Kue Pancong Kekinian because it affects the increase in sales of pancong cakes (Lesi Hertati & Iriyadi, 2023). Considering that pancong cake is one of Indonesia's leading products, as well as to increase interest in traditional snacks and continue, therefore in this study it was

created. By using wheat flour as an ingredient that will be substituted in pancong cake. Marketable traditional food and to get new innovations from pancong cake (Penjualan et al., 2023). In general, the purpose of this activity is to fulfill (new) consumer needs, strengthen product brand representation in the market and to increase the competitiveness of product brand sales in the target area by modifying or improving existing products into products that keep up with the times (Nugraha et al., 2023).

Specifically, the objectives of this activity are:

- a. Increase sales volume of Pancong Cake
- b. Improve quality service
- c. Increase product development of flavors, toppings and shapes of pancong cakes
- d. Build consumer loyalty
- e. Grow consumer buying interest

Partner problems include:

- a. Lack of a more intensive and aggressive campaign to raise consumer awareness.
- b. There is no logo as the identity of Kue Pancong Kekinian products.
- c. Lack of quality speed and accuracy of service to consumers
- d. Less attractive product packaging

## 2. Methodology

This activity is divided into three stages. As a start, explaining knowledge to the owner of Kue Pancong about how a product has the ability to capture a large market share with counseling (Pengabdian & Lampung, 2022). The second stage provides an explanation of product strategy examples as reference material so that it is easy to understand with casual conversation while enjoying pancong cakes (Umar, 2023). The third stage is to make a simulation of a cooperation plan with other brands (co-branding) and provide examples of successful co-branding to improve the product image. The method approach used in this activity is (Lesi Hertati & Safkaur, 2020):

- a. Workshop  
After the presentation of the material, then a question and answer discussion about product strategies that have the ability to capture a large market share and product strategies that have been implemented by Kue Pancong Kekinian
- b. Simulations  
Simulation is done by creating stages of a cooperation plan with other brands (co-branding)
- c. Location and Time Activities  
Community service activities carried out community service activities (PKM) that have been carried out in the Kambang Iwak area, Palembang, South Sumatra. The distance from the Indo Global Mandiri University campus is approximately 4.6 km
- d. Method of Approach  
Providing training and improving the ability to make good taste in applying marketing with Facebook and Instagram social media as well as how to upload Kue Pancong Kekinian with attention-grabbing sentences.

## 3. Results and Discussion

UKM Kue Pancong located in the Kambang Iwak area, Palembang City, South Sumatra is one of the businesses in the culinary field, precisely the pancong cake with various flavors such as: original, green tea, chocolate, tiramisu, strawberry, taro, and cheese. This Kue Pancong business also aims to continue to preserve traditional snacks by changing the appearance a little to be accepted by the public as a new form of pancong cake which is only topped with sugar until it becomes a variety of toppings. By making it a variety of toppings with full hope that the public can feel new things from what was previously ordinary to unique and continue to be interested (Susanti et al., 2023). Taste is the most important factor after the appearance of the product to attract consumer attention (Hertati & Puspitawati, 2021). Every dish has a distinctive flavor according to the ingredients used (Samahudin, 2011). Flavor is the dominant aspect of a person's taste in assessing a food. The following are the general steps that can be taken:

- a. Explanation of Basic Concepts
  - a) To familiarize students with the basic concepts of traditional pancong cake making.
  - b) Discuss the history, main ingredients, and basic techniques in making pancong cakes.
- b. Analyze Market Trends and Needs
  - a) Analyze current food and baking trends.
  - b) Understand current market needs related to cake products.
- c. Alternative Materials Study
  - a) Study alternative ingredients that can be used for flour modification.
  - b) Identify local or unique ingredients that can characterize pancong cakes.
- d. Recipe Development
  - a) Guide students in developing new recipes using alternative ingredients.
  - b) Analyze proportions and combinations of ingredients to achieve desired textures and flavors.
- e. Introduction to Production Techniques
  - a) Teach innovative production techniques to improve efficiency and product quality.
  - b) Introduce modern technology that can be used in the pancake making process.
- f. Practicum Session
  - a) Organize practical sessions in laboratories or experimental kitchens to provide hands-on experience to students.
  - b) Monitor and provide feedback related to the manufacturing process and final results.
- g. Product Testing
  - a) Teach product testing methods to evaluate the quality of pancakes produced.
  - b) Discuss success criteria and collect feedback from product trials.
- h. Marketing and Branding
  - a) Discuss marketing and branding strategies for contemporary pancong cakes.
  - b) Understand the importance of branding and product presentation.
- i. Documentation and Publication
  - a) Encourage students to document the entire training and product development process.
  - b) Design a publicity strategy, including the production of a final report and promotion through social media.
- j. Evaluation and Feedback
  - a) Conduct evaluation sessions to assess the success of the training program.
  - b) Collect feedback from students, mentors, and other relevant parties for future improvements.
- k. Implementation and Networking
  - a) Encourage students to implement the training outcomes on a small scale (e.g. selling small products within the campus or local community).
  - b) Build networks with relevant parties, including businesses, the culinary industry or food communities.

Through this series of stages, students are expected to develop innovative skills, market understanding, and business capabilities that can be applied in the development of contemporary flour processed products such as pancong cakes (Awalia, 2022).



**Figure 1. Pancong Cake Making**

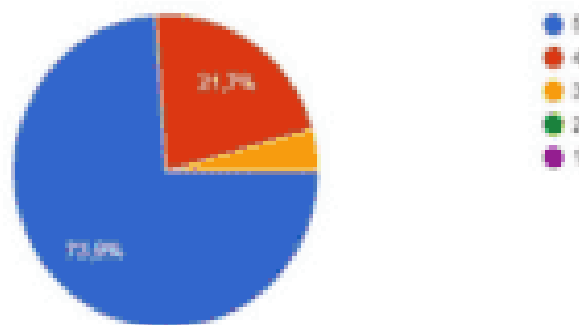
Shape is the most important factor to attract consumers shaping a product can be done by hand and using molds. Auliya & Aprilia (2017), "The shape of food plays an important role in eye appeal (Cahyani & Hertati, 2023). An attractive food shape can be obtained by cutting various ingredients." The neat shape of the semi-circular pancong cake uses a pancong cake mold with a special mold, the technique of pouring pancong cake batter into the mold using a spoon measure and being careful when pouring the batter. Here's a photo of the sales activities of Kue Pancong Kekinian:



**Figure 2. Various Flavor Toppings**

The results of this activity are also based on the questionnaire distributed to participants, which shows that the training materials have met the needs of instructors in educating students to make PTS the best practice, as shown in the figure below. MSME training that benefits the little people can be designed to provide the necessary skills, knowledge and support for micro, small and medium enterprises. Here are some points to consider in designing training that benefits the grassroots. Identify the economic and social needs of the local community. Consider factors such as the type of work commonly performed, local expertise, and business opportunities that fit the environment. Provide training in the basic skills needed to run a business, such as financial management, marketing and stock management. Focus on developing skills relevant to local market potential.

Teach the use of modern technology that can improve efficiency in business operations. Provide insights on product or process innovations that can differentiate MSME products in the market. Provide marketing and branding training so that MSMEs can market their products more effectively. Assist in establishing a strong brand image to increase product appeal. Provide knowledge on good financial management, including an understanding of expenses, income, and budget planning. Teach the principles of efficient business management. Facilitate collaboration among micro-entrepreneurs in the form of cooperatives or business networks. Form groups that support the exchange of experiences and resources. Provide ongoing support after the training, such as mentorship, business consulting, or access to additional resources. Facilitate MSME access to broader markets, both local and international. Raise awareness about the social and environmental responsibilities of running a business. Encourage sustainable business practices that support the environment and local communities. Ensure training is accessible to all levels of society, including those with limited access or finances. Consider training methods that suit diverse audiences. MSME training that is designed with the local context and real needs of small communities in mind can make a significant contribution to economic improvement, well-being and sustainability at the community level.



**Figure 3. Training Materials According To Participants' Needs**



Based on Figure 3 above, it can be seen that 73.9% of participants delivered the material very well because it was in accordance with their needs, so the participants chose a score of 5. Then 21.7% of participants chose a score of 4 which indicated that the material delivered was good.

The results of the PTS activities were also reported to the University, that the understanding of the participants was very good, as the activities repeated the material obtained previously so as to provide additional understanding to the new principals that the participants had obtained in the previous training. The instructor-led competency development training module helped all cake-making trainees to participate in the training (Endarwati, 2021). Trainees to provide an overview of the preparation of ideas, designs, drafts and implementation of college action baking practice activities as best practice. This can be illustrated through Figure 4 below.

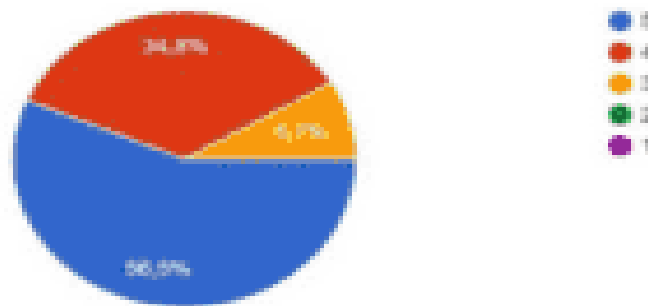


Figure 4. Trainees' Answers Are Easy To Understand

A total of 56.5% of the participants stated that the pancake bakery containing action training materials at UIGM Students was very attractive to participants. A total of 34.8% of participants stated that the training taught was very good and accepted by the trainees, and 8.7% of students stated that the training used was very good (Lesi Hertati & Puspitawati, 2023b). The methods used in lecturer education in university action research writing training are appropriate to fulfill lecturers' educational responsibilities. This community service activity correlates with previous research findings (Paramita et al., 2021).



Figure 5. Cake Buyers and Types of Cakes

In mobilizing the people's economy, of course, it is necessary to strengthen the economy independently, one of which is with entrepreneurial efforts (Purwati et al., 2023). The Kue Pancong Kekinian business in the Kambang Iwak area was formed because of the MBKM, this pancong cake business was founded based on the idea of Indo Global Mandiri University students who were interested in knowledge about the food business (Aryani, et al., 2023; Hertati, 2012). With the idea of a mind that wants to adjust to this generation, Kue Pancong Kekinian was developed with various variants. Over time, the Kue Pancong Kekinian business has grown even more than the estimated target (Oktaria et al., 2023). Where the location of the Kue Pancong Kekinian booth is very strategic among other booths with their own innovations (Oktaria et al., 2023).

#### 4. Conclusion

Indo Global Mandiri University is one of the private universities that organizes community service activities as a tangible manifestation of the Tridharma of Higher Education. Many community service activities are carried out annually with funding from both the university and the government. On this occasion, the S1 Accounting Study Program under the Faculty of Economics selected an activity involving providing

counseling on product strategies for Contemporary Pancong Cake SMEs. To create a product with the ability to capture a large market share, Kue Pancong Kekinian in the Kambang Iwak area must implement a product strategy. Following this activity, it is anticipated that the owner of UKM Kue Pancong Kekinian can implement product strategies and engage in collaborations with other brands (co-branding).

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