



Trainees' Opinions About the Benefits of Culinary Materials And Digital Marketing as a Family Business Startup Earthquake Affected in Cianjur

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ABSTRACT

This study aims to gather participants' opinions about the benefits of culinary and digital marketing training materials as a business startup for earthquake-affected families in Cianjur. This research uses a quantitative descriptive method with data collection through questionnaires, interviews, and observations. The research respondents were 30 training participants, consisting of housewives and teenagers. The results showed that the training provided significant benefits in four aspects: knowledge, attitude, skills, and business start-up. Knowledge aspects include the selection of quality raw materials, culinary manufacturing procedures, and the use of digital marketing. The attitude aspect includes increased accuracy, self-confidence, and motivation to start a business. The skills aspect, participants can practice making culinary products such as sausages and rice bowls and operate the Shopee application for marketing and the business startup aspect consists of business startup development plans, trainees' interests and trainees' targets in starting a business Overall, this training is considered useful in supporting the development of digital-based independent businesses. Similar programs are recommended to be held on an ongoing basis to improve disaster-affected communities.

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1. INTRODUCTION

Education is a process of changing the attitudes and behavior of individuals and groups in an effort to provide good impact and change as a process of human maturation. Education can also be interpreted as a conscious and planned effort in realizing the atmosphere and learning process. Education is divided into three pathways, namely formal, non-formal and informal education (Syaadah et al., 2022). Having the ability to survive is a provision needed by every individual in order to always adapt and live life as well as possible (Marwiyah, 2012). Education that is needed is not only limited to formal education in school, but non-formal education such as life skills education is needed. This life skills education aims to provide real experience tailored to daily needs. Article 26 paragraph 3 of Law No. 20 of 2003 concerning the National Education System, states that life skills education is education that provides personal, social, intellectual and vocational skills for work or independent businesses.

Vocational skills to work or build their own business are very useful when individuals are faced with various emergency conditions, for example when they are victims of natural disasters, one of which is an earthquake disaster. An earthquake case that occurred in Indonesia a few years ago was the earthquake in Cianjur in 2022. Sourced from CNBC Indonesia, the Cianjur earthquake occurred on November 21, 2022, this earthquake had a magnitude of 5.6 with the number of villages affected by the earthquake around 169 villages, with 56,548 houses damaged and 13,633 houses seriously damaged. One of the villages affected by the earthquake was Nagrog Village, Cirumput Village, Cugenang District, Cianjur Regency. The research and service team of the Family Welfare Education Study Program of Universitas Pendidikan Indonesia, on August 19 - September 23, 2023, organized a life skills-based training program for earthquake victims in collaboration with PT Migas Utama Jabar. This training focuses on empowering disaster victims by providing life skills in the culinary field, such as making processed nuggets, dimsum, chocolate balls, meatballs and processed nata de coco drinks (Rohaeni et al., 2023).

The results of the preliminary study through an interview with one of the training participants revealed that the training provided can be useful for daily life, especially in trying to start a business to increase family income. One of the participants has created a home-based business unit by selling products taught during the training. Implementing the knowledge from the training can also help the family's economic condition in the midst of the problems experienced. The results of the interview were strengthened by the chief executive of the Service Team for the 2023 - 2024 period who explained that the sustainability of collaboration with PT Migas Utama Jabar needs to be recommended based on the needs of the community in Cianjur Regency as a fostered village. Therefore, it is necessary to conduct research to obtain information on the level of usefulness of the training results, so that follow-up training activities can be recommended according to the needs of the trainees.

The Community Service Team of the Family Welfare Education Study Program again collaborated with PT Migas Utama Jabar to organize further training in 2024 with the theme of Assistance for Various Culinary Business Development and Digital Marketing as an Effort to Increase the Income of Earthquake Affected Families in Cianjur. The training model held in

2024 is almost similar to the previous training activities, which are given reinforcement from the aspects of knowledge, attitudes and skills in choosing nutritious raw materials, appropriate and according to needs, using cooking tools correctly, increasing accuracy, caution and enthusiasm in participating in training, and processing various culinary products. The development of training materials carried out in 2024 is to make healthy homemade sausage products that are created into various processed rice bowls, then participants are equipped with knowledge and skills on how to carry out a digital marketing-based buying and selling process using the Shopee application. Digital marketing is needed as an effort to expand the reach of consumers in business start-ups carried out by training participants.

In today's digital era, learning and understanding how to utilize digital technology is very important, for example, by utilizing the marketplace as a way to sell products that have been made, it will open up business opportunities with a wider range (Hardana *et al.*, 2022). Culinary products that have been taught to make can be sold and become an additional source of income for the family. The results of this training are expected to provide benefits for the learning community, both in terms of knowledge, attitudes, skills and business startups. Seeing the many opportunities for benefits provided by this advanced training, researchers are very interested in knowing more about the benefits of training from the perspective of training participants as a business startup for earthquake-affected families in Cianjur. This research study is closely related to the knowledge and expertise of the Workshop, especially in Family Welfare.

2. METHODS

This study uses a quantitative descriptive method to measure the level of benefits of culinary training and digital marketing as a business startup for earthquake-affected families in Cianjur. The population of this study were all training participants consisting of housewives and teenagers as earthquake victims in Cianjur, Cirumput Village, Cugenang District as many as 30 training participants. The sample used was a total sample, totaling 30 housewives and teenagers as culinary and digital marketing training participants.

The research instrument consisted of two instruments, namely interview guidelines and questionnaires. The guidelines were made in the form of open-ended questions to explore information about the participants' experience data during training and data support on program sustainability through research activities. Questionnaire statements were made using a Likert scale with a score range of 1-5 with criteria, namely: SS (Strongly Agree) with a score of 5, S (Agree) score 4, RR (Undecided) score 3, TS (Disagree) score 2, STS (Strongly Disagree) with a score of 1.

3. RESULTS AND DISCUSSION

3.1. Result

This chapter contains a detailed explanation and presentation related to the opinions of the trainees regarding the culinary and digital marketing materials that have been implemented, including aspects of knowledge, attitudes, skills and business startups. The description of these findings is based on the results of data that has been collected from the answers to the research instruments by the trainees as research respondents.

3.1.1. Data Analysis of Respondents' opinions on Aspects of Knowledge

Table 1. Knowledge Aspect (Product Understanding)

KNOWLEDGE ASPECT (PRODUCT UNDERSTANDING)									
No	Inquiry	Alternative Answer					Total	Average	Category
		SA	A	AVG	D	SD			
1.	I became more knowledgeable in choosing healthy food for one meal.	50%	33%		17%		100%	87%	Useful
2.	I became more knowledgeable in choosing processed food ingredients that contain nutrition.	60%	40%				100%	92%	Useful
3.	I was able to distinguish the different types of flour according to their functions.	50%	47%	3%			100%	89%	Useful
4.	I can apply household measures in preparing ingredients for making products according to recipes.	50%	50%				100%	90%	Useful
5.	I became more creative in creating rice bowl dish creations.	50%	57%	3%			100%	89%	Useful

Data on the opinions of training participants about culinary and digital marketing materials related to the knowledge aspect of the product understanding sub-indicator, namely: Half (50%) of respondents thought strongly agree, less than half (33%) of respondents thought agree and a small proportion (17%) of respondents answered disagree on the statement

about becoming more understanding in choosing healthy food ingredients for one meal. In the statement about becoming more knowledgeable in choosing processed food ingredients that contain nutrients, it shows that more than half (60%) of respondents strongly agree and less than half (40%) of respondents agree.

Half (50%) of the respondents strongly agreed, less than half (47%) of the respondents agreed and a small proportion (3%) of the respondents were undecided on the statement of being able to distinguish various types of flour according to their function. On the statement of being able to apply household measures in preparing ingredients for making products according to recipes, half (50%) of the respondents answered strongly agree and half (50%) agreed. Half (50%) of the respondents answered strongly agree, less than half (47%) answered agree and the remaining small portion (3%) answered undecided on the statement of being more creative in creating rice bowl dish creations.

The data above can be interpreted that the benefits of the material in the aspect of knowledge about product understanding are in the useful category analyzed from an average of 92% in the statement of being more understanding in choosing processed food ingredients that contain nutrients, 90% in the statement can apply household measures in preparing ingredients for making products according to recipes, 89% in the statement of being able to distinguish various types of flour according to their function, and in the statement of being more creative in creating rice bowl dish creations, 87% in the statement of being more understanding in choosing healthy food for one meal.

3.1.2. Data Analysis of Respondents' Opinions on Aspects of Knowledge of Digital Marketing Materials

Table 2. Knowledge Aspect (Digital Marketing)

KNOWLEDGE ASPECT (DIGITAL MARKETING)									
No	Inquiry	Alternative Answer					Total	Average	Category
		SA	A	AVG	D	SD			
1.	I became more knowledgeable in marketing my business products online.	30%	57%	13%			100%	83%	Useful
2.	I can apply the digital marketing knowledge from the training in starting a culinary business.	20%	60%	20%			100%	80%	Useful
3.	I became more aware of how to create a digital marketing-based	17%	50%	33%			100%	77%	Useful

KNOWLEDGE ASPECT (DIGITAL MARKETING)									
No	Inquiry	Alternative Answer					Total	Average	Category
		SA	A	AVG	D	SD			
4.	I can explain to other friends about digital marketing techniques that have been obtained from the training.	23%	70%	3%	3%	100%	83%	Useful	
5.	I can learn more about digital marketing materials by myself to choose a sales account other than shopee.	3%	83%	10%	3%	100%	77%	Useful	

Data on the opinions of training participants regarding culinary and digital marketing materials, related to the knowledge aspect of the digital marketing sub-indicator, namely: More than half (57%) of respondents answered agree, less than half (30%) of respondents thought strongly agree, and a small proportion (13%) of respondents answered doubtfully on the statement about becoming more understanding in marketing business products online. In the statement about being able to apply digital marketing knowledge from the training results in starting a culinary business, more than half (60%) of the respondents chose to agree, a small proportion (20%) of respondents chose to strongly agree and also chose to hesitate.

In the statement of being more aware of how to create a digital marketing-based sales account through Shopee, half (50%) of respondents chose to agree, less than half (33%) of respondents chose undecided and a small proportion (17%) of respondents strongly agreed. More than half (70%) of the respondents agreed, a small proportion (23%) of respondents chose strongly agree, a small proportion (3%) of respondents chose doubt and disagree on the statement that they can explain to other friends about digital marketing techniques that have been obtained from training. Most (83%) respondents thought that they agreed, a small proportion (10%) of respondents chose undecided, a small proportion (3%) of respondents chose strongly agree and a small proportion (3%) disagreed with the statement that they could learn more about digital marketing material on their own to choose a sales account other than Shopee. The data above can be interpreted that the benefits of the material on the aspect of knowledge about digital marketing are in the useful category analyzed from an average of 83% on becoming more understanding in marketing business products online and can explain again to other friends about digital marketing techniques that have been obtained from training. 80% in the statement can apply digital marketing knowledge from the training results in starting a culinary business and 77% in the statement to better understand how to create a digital marketing-based sales account through Shopee and in the statement can learn

more deeply by themselves about digital marketing material to choose a sales account other than Shopee.

3.1.3. Data Analysis of Respondents' Opinions about the Attitude Aspect

Table 3. Attitude Aspect

No	Inquiry	Alternative Answer					Total	Average	Category
		SA	A	AVG	D	SD			
1.	I was more careful in choosing the ingredients to make healthy sausages.	60%	40%				100%	92%	Useful
2.	I am more careful in distinguishing the different types of flour used to make culinary products.	53%	43%	3%			100%	90%	Useful
3.	I can use the tools for cooking with care.	50%	50%				100%	90%	Useful
4.	I am more careful in preparing ingredients for making products according to recipes when doing independent practice at home.	57%	43%				100%	91%	Useful
5.	I was more careful in mixing the ingredients into the batter according to the right amount.	43%	57%				100%	89%	Useful
6.	I am more careful in learning culinary recipes to practice independently.	50%	43%	7%			100%	89%	Useful
7.	I am always careful and meticulous in using cooking utensils according to their function.	40%	60%				100%	88%	Useful
8.	I am more careful in putting the sausage mixture into the sausage casings.	40%	57%	3%			100%	87%	Useful
9.	I became accustomed to discipline and order	37%	63%				100%	87%	Useful

No	Inquiry	Attitude Aspect						Average	Category
		Alternative Answer							
		SA	A	AVG	D	SD	Total		
10.	according to procedures in making culinary products independently at home. I am more enthusiastic in varying culinary products as an independent business startup, because it is very interesting and promising.	27%	67%	7%			100%	84%	Useful

Data on trainees' opinions regarding the attitude aspect, namely: More than half (60%) of the respondents strongly agreed, less than half (40%) agreed, on the statement about being more careful in choosing ingredients to make healthy sausages. More than half (53%) of respondents strongly agreed, less than half (43%) of respondents agreed and a small proportion (3%) of respondents answered doubtfully on the statement about being more careful in distinguishing between various types of flour used to make culinary products. On the statement of being able to use tools for cooking with care, half (50%) of the respondents strongly agreed and half (50%) agreed.

In the statement more careful in preparing ingredients for making products according to recipes every time they do independent practice at home, more than half (57%) of the respondents chose strongly agree and less than half (43%) of the respondents chose agree. More than half (57%) of the respondents agreed and less than half (43%) of the respondents strongly agreed, on the statement of being more careful in mixing ingredients into the dough according to the right dosage. Half (50%) of the respondents strongly agreed, less than half (43%) of the respondents agreed and a small proportion (7%) of the respondents chose undecided on the statement of being more careful in learning culinary recipes to be practiced independently. In the statement always be careful and thorough in using cooking utensils according to their function, more than half (60%) of the respondents chose to agree and less than half (40%) of the respondents chose to strongly agree. In the statement more careful in putting sausage dough into sausage casings, more than half (57%) of the respondents chose to agree, less than half (40%) of the respondents thought strongly agree and a small proportion (3%) of the respondents thought undecided.

More than half (63%) of the respondents answered agree and less than half (37%) of the respondents strongly agreed to the statement about becoming accustomed to discipline and order according to procedures in making culinary products independently at home. More than half (67%) of the respondents answered agree, less than half (27%) of the respondents thought strongly agree and a small portion (7%) of the rest chose to doubt the statement about being more enthusiastic in varying culinary products as an independent business

startup, because it is very interesting and promising. The data above can be interpreted that the benefits of the material in the attitude aspect, are in the useful category analyzed from an average of 92% on being more careful in choosing ingredients to make healthy sausages. 91% in the statement about being more careful in preparing ingredients for making products according to recipes every time they do independent practice at home. 90% on the statement of being more careful in distinguishing various types of flour used to make culinary products and being able to use tools for cooking with care. 89% on the statement of being more careful in mixing ingredients into the dough according to the right dosage and more careful in learning culinary recipes to be practiced independently. 88% on the statement of always being careful and thorough in using cooking utensils according to their functions and 87% on the statement of being more careful in putting sausage dough into sausage casings and being used to discipline and order according to procedures in making culinary products independently at home. As well as an average of 84% on the statement of being more enthusiastic in varying culinary products as an independent business startup, because it is very interesting and promising.

3.1.4. Data Analysis of Respondents' Opinions on Skills Aspects of Practice

Table 4. Practice Aspect

No	Inquiry	SKILL ASPECT (PRACTICE)					Average	Category	
		Alternative Answer							
		SA	A	AVG	D	SD			Total
1.	I can practice making sausage products independently at home.	30%	66%	3%			100%	85%	Useful
2.	I am more skillful in practicing sausage making independently according to work procedures.	27%	63%	10%			100%	83%	Useful
3.	I became skillful from preparing ingredients, making products, to packaging products properly.	47%	53%				100%	89%	Useful
4.	I am more skillful in creating a shopee account as a means of marketing digital marketing-based	20%	57%	23%			100%	79%	Useful

No	Inquiry	SKILL ASPECT (PRACTICE)						Average	Category
		Alternative Answer							
		SA	A	AVG	D	SD	Total		
5.	products. I can practice using the shopee app for digital marketing in starting an independent business.	23%	60%	17%			100%	81%	Useful

Data on trainees' opinions regarding the skills aspect, sub-indicators of practice, namely: More than half (66%) of the respondents agreed, less than half (30%) strongly agreed and a small proportion (3%) were undecided on the statement about being able to re-practice making sausage products independently at home. More than half (63%) of the respondents agreed, less than half (27%) of the respondents strongly agreed and a small proportion (10%) were undecided on the statement about being more skilled in practicing sausage making independently according to work procedures.

In the statement of being skilled from preparing ingredients, making products, to packaging products properly and correctly, more than half (53%) of respondents agreed and less than half (47%) of respondents strongly agreed. More than half (57%) of respondents chose to agree, a small proportion (23%) of respondents thought it was doubtful and a small proportion (20%) strongly agreed with the statement that they were more skilled in creating shopee accounts as a means of marketing digital marketing-based products. More than half (60%) of respondents chose to agree, a small proportion (23%) of respondents chose strongly agree and a small proportion (17%) chose undecided on the statement that they could practice using the shopee application for digital marketing in starting an independent business.

The data above can be interpreted that the benefits of the material in the skills aspect, the practice sub-indicator is in the useful category analyzed from an average of 89% in the statement of being skilled from preparing ingredients, making products, to packaging products properly and correctly. 85% can re-practice making sausage products independently at home. 83% in the statement of being more skilled in practicing making sausages independently according to work procedures. 81% in the statement can practice using the Shopee application for digital marketing in starting an independent business and 79% in the statement are more skilled in creating a Shopee account as a means of marketing digital marketing-based products.

3.1.5. Data Analysis of Respondents' Opinions on Skills Aspects of Innovation

Table 5. Skill Aspect (Innovation)

No	Inquiry	SKILL ASPECT (INNOVATION)						Average	Category
		Alternative Answer							
		SA	A	AVG	D	SD	Total		
1.	I am more skillful in creating a variety of products that have been taught.	37%	60%	3%			100%	87%	Useful
2.	I am more skillful in packaging rice bowl products more creatively.	43%	57%				100%	89%	Useful
3.	I am more skillful in developing culinary products from the training into new product creations that have selling value.	33%	63%	3%			100%	86%	Useful
4.	I am more skilled in designing sausage product packaging for online marketing.	33%	50%	17%			100%	83%	Useful
5.	I am more skillful in combining creative and novel garnish arrangements to make rice bowl products.	33%	67%				100%	87%	Useful

This table shows data on trainees' opinions regarding the skills aspect, sub-indicators of practice, namely: More than half (60%) of the respondents agreed, less than half (37%) of the respondents strongly agreed and a small proportion (3%) of the respondents were undecided on the statement about being more skillful in creating all the products that have been taught to be more varied. More than half (57%) of the respondents agreed and less than half (43%) of the respondents strongly agreed on the statement about being more skilled in packaging rice bowl products creatively.

On the statement of being more skilled in developing culinary products from training into new product creations that have selling value, more than half (63%) of the respondents thought they agreed, less than half (33%) of the respondents thought they strongly agreed and a small proportion (3%) of the respondents chose doubt. Half (50%) of respondents chose to agree, a small proportion (33%) of respondents thought strongly agree and a small proportion (17%) thought they were undecided on the statement that they were more skilled in designing packaging for sausage products for online marketing. More than half (67%) of

respondents chose to agree and less than half (33%) of respondents chose strongly to agree on the statement of being more skillful in combining creative and new garnish arrangements to make rice bowl products.

The data above can be interpreted that the benefits of the material in the skills aspect, the innovation sub-indicator is in the useful category analyzed from an average of 89% in the statement more skilled in packaging rice bowl products creatively. 87% in the statement more skillful in combining creative and new decoration arrangements to make rice bowl products and more skillful in creating all the products that have been taught to be more varied. 86% in the statement of being more skilled in developing culinary products from training into new product creations that have selling value, 83% in the statement of being more skilled in designing the packaging of sausage products for online marketing.

3.1.6. Data Analysis of Respondents' Opinions on the Skills Aspect of Business Startups

Table 5. Business Start-Up Aspect (Business Development)

BUSINESS START-UP ASPECT (BUSINESS DEVELOPMENT)									
No	Inquiry	Alternative Answer					Total	Aver age	Category
		SA	A	AVG	D	SD			
1.	I got the opportunity to start a culinary business with a variety of frozen food products.	37%	60%	3%			100%	87%	Useful
2.	I gained knowledge, attitudes and skills in developing varied processed products as a culinary business startup.	23%	67%	10%			100%	83%	Useful
3.	I gained insight into marketing strategies for opening an independent business unit.	30%	53%	17%			100%	83%	Useful
4.	I became more motivated to start a culinary business through online marketing.	33%	60%	7%			100%	85%	Useful
5.	I became more skillful in utilizing digital platforms, such as shopee, to start a culinary business with a wider marketing reach.	27%	57%	16%			100%	85%	Useful
6.	I got the courage to start a business by making a variety of culinary products; such as meatball rice	30%	67%	3%			100%	85%	Useful

BUSINESS START-UP ASPECT (BUSINESS DEVELOPMENT)									
No	Inquiry	Alternative Answer					Total	Average	Category
		SA	A	AVG	D	SD			
7.	bowls, nugget rice bowls, sausage rice bowls, and other processed variations. I became motivated to open a catering business by combining the recipes learned during the training.	30%	60%	10%			100%	85%	Useful
8.	I became more creative in selling culinary products; such as basreng, grilled sausages, steamed dimsum, soup balls, which were originally only conventionally marketed around the neighborhood and developed online.	40%	53%	7%			100%	89%	Useful
9.	I became interested in receiving orders for rice bowl products for consumption in various events according to consumer needs.	27%	63%	10%			100%	83%	Useful
10.	I have a target to build my business until it is successful and can become a source of family income.	30%	60%	7%			100%	85%	Useful

Data on trainees' opinions regarding the aspect of business start-ups, namely: More than half (60%) of the respondents agreed, less than half (30%) strongly agreed and a small proportion (10%) were undecided on the statement about getting the opportunity to start a culinary business with a variety of frozen food products. More than half (67%) of respondents agreed, less than half (23%) of respondents strongly agreed and a small proportion (10%) were undecided on the statement of gaining knowledge, attitudes and skills in developing varied processed products as a culinary business startup. In the statement of gaining insight into marketing strategies to open an independent business unit, more than half (53%) of respondents chose to agree, less than half (30%) of respondents chose strongly agree and less

than half (17%) of respondents chose undecided. In the statement of being more motivated to start a culinary business through online marketing, more than half (60%) of respondents chose to agree, less than half (33%) of respondents chose strongly agree and a small proportion (7%) of respondents chose doubt. More than half (57%) of respondents chose to agree, less than half (27%) chose to strongly agree and a small proportion (16%) chose to hesitate on the statement of becoming more skilled at utilizing digital platforms, such as shopee to start a culinary business with a wider marketing reach.

The statement of having the courage to start a business by making a variety of culinary products; such as meatball rice bowls, nugget rice bowls, sausage rice bowls, and other processed variations has a percentage of more than half (67%) of respondents think they agree, less than half (30%) of respondents think strongly agree and a small percentage (3%) of respondents think they are undecided. More than half (60%) of respondents chose to agree, less than half (30%) of respondents chose to strongly agree and a small proportion (10%) of respondents chose to doubt the statement of being motivated to open a catering business by combining the recipes learned during the training. More than half (53%) of the respondents agreed, less than half (40%) strongly agreed and a small proportion (7%) of the respondents were undecided on the statement about being more creative in selling culinary products; such as basreng, grilled sausages, steamed dimsum, baso kuah which were originally only conventionally marketed around the neighborhood and developed online. More than half (63%) of the respondents thought they agreed, less than half (27%) thought they strongly agreed and a small proportion (10%) of respondents thought they were undecided on the statement that they were interested in receiving orders for rice bowl products as consumption in various events according to consumer needs. In the statement to have a target to build a business until it is successful and can become a source of family income, more than half (60%) of the respondents chose to agree, less than half (33%) of the respondents chose strongly agree and a small proportion (7%) of the respondents chose undecided (Jatmika, 2023).

The data above can be interpreted that the benefits of the material on the aspect of starting a business are in the useful category analyzed from an average of 89% on the statement of being more creative to sell culinary products; such as basreng, grilled sausages, steamed dimsum, soup baso which was originally only conventional marketing around the neighborhood developed into online, 85% in the statement to be more motivated to start a culinary business through online marketing, to have the courage to start a business by making variations of culinary products; such as baso rice bowls, nugget rice bowls, sausage rice bowls, and other processed variations and statements to have a target to build a business until it is successful and can become a source of family income. 84% in the statement got the opportunity to start a culinary business with a variety of frozen food products and became motivated to open a catering business by combining recipes that have been learned during the training. 83% on the statement of gaining knowledge, attitudes and skills in developing varied processed products as a culinary business startup, the statement of gaining insight into marketing strategies to open an independent business unit and the statement of being interested in receiving orders for rice bowl products as consumption in various events

according to consumer needs. As well as 82% in the statement of becoming more skilled in utilizing digital platforms, such as shopee to start a culinary business with a wider marketing reach.

3.2. Discussion

The discussion of the research findings also covers four main aspects, namely knowledge, attitudes, skills and business start-ups.

3.2.1. Knowledge Aspect

The knowledge aspect includes product understanding and digital marketing. Product understanding itself consists of knowledge about the ingredients, tools and procedures for making products learned during the training. The opinions of the trainees regarding the product understanding material resulted in several findings, namely the statement with the highest percentage that most of the trainees thought that they had a much better understanding of how to choose ingredients that have nutritional value and nutrition. This finding is in line with the opinion that culinary training can create products that have nutritional content and can improve the taste of culinary products made. Knowledge of tools will also minimize work accidents and misuse of tools that can have a serious impact during the production process. The opinions of the trainees felt that the material taught in the training had significant benefits, one of which was an increase in knowledge, both in terms of production, management and marketing ([Mariana et al., 2024](#)).

The material about digital marketing with the highest percentage is in the statement of being more understanding in marketing business products online and the statement can explain back to other friends about digital marketing techniques that have been obtained from training. Each statement of the knowledge aspect is included in the useful category, indicating that the participants think that the knowledge gained about product understanding and digital marketing is useful. Digital marketing training can also be a means of interacting with customers in a more interactive way ([Aprillia, 2021](#)). However, one of the statements with a hesitation percentage level of less than half, argues that they are hesitant in understanding how to create a digital marketing-based sales account through Shopee, this is inseparable from the influence of the demographic data of the training participants, namely age and education level. The difference between the Gen Z generation (1997-2012) and the generation below it is related to the level of use, adaptation and significant influence of technology. Gen Z tends to find it easier to learn things related to technology and digital marketing, because basically everything can be marketed effectively through many types of e-commerce and social media. The level of education also affects the level of digital literacy of individuals and generations. Older generations tend to be more open and accustomed to conventional types of marketing. However, the level of education will also affect a person's social group which will affect the needs and purchasing power of each individual.

4.2.2. Attitude Aspect

This research highlights the evaluation of trainees' attitudes related to aspects of rigor, confidence, motivation, and discipline in the context of culinary product manufacturing and digital marketing training. The findings of the rigor and self-confidence sub-indicators show progress and a very positive response from respondents, because the majority of participants strongly agree and agree on each statement. This improvement includes the topic of increased accuracy and confidence in choosing ingredients, using tools when cooking and producing according to the manufacturing procedures taught in the training. The level of agreement reached a large majority, which means that the training materials were highly beneficial in this aspect.

The motivation sub-indicator of the majority of respondents argued that respondents were more motivated and eager to make creations and variations in making various products to be used as business startups. The discipline sub-indicator shows an increase in following each stage of production according to procedures and respondents are able to apply that discipline when doing independent practice in their respective homes, with achievements that show success and usefulness. The training can motivate trainees because of the materials that accommodate participants' curiosity and increase participants' knowledge about culinary and digital marketing materials (Aprillia, 2021).

Overall, this data confirms that the training materials provide significant benefits in shaping participants' positive attitudes, especially in the aspects of rigor, confidence, motivation, and discipline, which are relevant for success in an independent culinary business.

4.2.3. Skills Aspect

The data showed that the training provided significant benefits in improving participants' practical skills and innovation, especially in the context of making and marketing culinary products. Most respondents felt able to re-practice making sausage products independently at home and were more skilled at practicing according to work procedures. The training proved successful in equipping participants with solid basic skills. The training also improved skills in digital-based marketing (Fathurrozi et al., 2022). Most respondents felt more skilled in creating Shopee accounts and using the Shopee app to market products. This reflects that the training is relevant to modern marketing needs. Most participants felt more skilled in creatively packaging products, such as rice bowls, and creating new variations of the products taught. This indicates that the training encouraged participants to innovate in making products. Most respondents also felt skilled in developing culinary products from the training into new creations that have selling value, feeling able to design packaging for sausage products for online marketing. Overall, the benefits of the training in the skills aspect were in the very useful category. The training not only improves technical skills, but also encourages creativity and innovation, thus supporting participants to produce competitive and high-value culinary products in modern markets. Innovations made after the training can be seen from the awareness of the trainees to continue designing products and packaging in a creative way, this is evidence that innovation is an important aspect that will affect the production and marketing performance of business actors (Retnowati et al., 2024).

4.2.4. Business Start-Up Aspect

The training had significant benefits in aspects of culinary business start-ups, with a high level of positive responses from participants. Here are the key findings: Participants showed increased motivation and courage to start a culinary business. Statements such as the courage to create product variations and the motivation to open a catering business (more than half agreed, and less than half strongly agreed), reflect the strong impact of the training in encouraging business start-up. The training helped participants become more creative, especially in selling culinary products online. With most respondents feeling that the training supported trainees to develop digital marketing of products such as basreng, grilled sausages and steamed dimsum and most others stating that they became more skilled at utilizing digital platforms such as Shopee (As'ary *et al.*, 2021).

Most participants felt that they had the opportunity to start a business with a variety of products such as frozen food and learn marketing strategies to open an independent business. This shows that the training provides strategic insights that are relevant for aspiring culinary entrepreneurs. The training provided has a significant impact, the culinary and digital marketing training also not only opens up new business opportunities, but there is an increased understanding of how to create and innovate in building a business startup, participants become more motivated to create packaging and market products with digital marketing (Retnowati *et al.*, 2024).

More than half of the respondents agreed and less than half strongly agreed that the training participants have a target to build a successful business as a source of family income. These results reflect that the training had a positive impact on participants' aspirations to make the culinary business a way of life. Overall, the benefits of the training in the aspect of business start-ups are in the useful category with a high average level of agreement, i.e. a large proportion. This indicates that the training materials not only provide knowledge, but also encourage the attitudes and skills needed to start and develop culinary businesses creatively and strategically.

The culinary business training program demonstrated significant benefits, particularly in motivating participants to initiate their own culinary ventures. Participants reported heightened motivation and courage to start businesses, with many expressing readiness to explore product variations and establish catering services. This aligns with findings by Sudirwo and Shaddiq (2023), who observed that digital entrepreneurship training enhances entrepreneurial motivation and business performance among culinary MSMEs. Furthermore, the training fostered creativity in online product sales, with participants becoming more adept at utilizing digital platforms like Shopee for marketing products such as basreng, grilled sausages, and steamed dim sum. Asrul Fole *et al.* (2022) support this, noting that digital marketing capabilities significantly influence the performance and sustainability of culinary MSMEs.

Beyond skill enhancement, the training provided strategic insights into business development, enabling participants to explore diverse products like frozen foods and adopt effective marketing strategies. This comprehensive approach not only opened new business opportunities but also deepened participants' understanding of innovation and digital marketing in building startups. Retnowati et al. (2024) emphasize that such training programs increase participants' motivation to create appealing packaging and effectively market products digitally. Overall, the training positively impacted participants' aspirations to establish successful culinary businesses as sustainable sources of family income, reflecting a high level of agreement on its usefulness.

4. CONCLUSION

The conclusion of this study is to answer the research objectives of the trainees' opinions on culinary and digital marketing materials as a family business startup consisting of general objectives and specific objectives. In general, it can be concluded that the trainees' opinions about culinary and digital marketing materials show useful results in starting a culinary business. Specifically, it can be concluded that the trainees' opinions about culinary and digital marketing materials related to aspects of knowledge, attitudes, skills and business startups, as follows:

- (i) The benefits of the culinary and digital marketing training are: Participants feel they better understand how to choose healthy food ingredients, nutritious ingredients, and distinguish between types of flour according to function, and are able to apply the size of ingredients according to the recipe. The training also provided benefits in the creativity of creating new dishes, such as rice bowls. In terms of digital marketing, participants felt they understood more about marketing products online, creating a digital marketing account through Shopee and were able to apply this knowledge in starting a business. The diverse demographic factors of the respondents can have a significant influence in terms of their reasoning and understanding of digital marketing materials. The low level of education and young age of the respondents hindered the effectiveness of the training, but on the other hand, the training was still able to encourage participants to share knowledge and learn more about digital marketing techniques independently and help each other in implementing the material that had been obtained. This achievement shows that the training materials are relevant and useful in supporting the development of digital-based culinary businesses.
- (ii) The benefits of the training results on the attitudinal aspect are mainly on accuracy, confidence, motivation, and discipline. Participants became more thorough in selecting ingredients, mixing dough, and using cooking utensils carefully. Trainees are more careful in learning and applying culinary recipes independently. Attitudes related to motivation, the training encouraged participants to be more eager to vary culinary products as independent business start-ups. Participants' discipline benefits increased, as shown by their habit of working according to procedures in making culinary products at home. Overall, the training succeeded in building positive attitudes that support the development of participants' culinary businesses on indicators.

- (iii) The benefits of the training results in the skills aspect related to practice and innovation. Participants became more skilled in practicing making culinary products, such as sausages, independently, starting from the preparation of ingredients to packaging properly and correctly. The trainees became more skilled in utilizing digital applications such as Shopee for product marketing. In addition, participants showed improved skills in creating more varied culinary products, creatively packaging products, and designing attractive packaging for online marketing. The training also encouraged innovation, including the development of new and valuable products and more creative product decoration. This shows that the training was successful in improving participants' practical skills and creativity.
- (iv) The conclusion of the data from the business start-up aspect of the training was that it increased participants' creativity, motivation, and courage to start a business with a variety of products such as frozen food, rice bowls, and catering. Participants also gained knowledge about marketing strategies and skills to utilize digital platforms, such as Shopee, to expand their business reach. Participants became more creative in developing culinary products, changed marketing from conventional to online, and were interested in receiving orders for various events. The training also encouraged participants to aim to build a successful business that contributes to family income. The results of this study show that the training materials are useful in preparing participants to start and develop their businesses independently. Some of the trainees have already started their own businesses that help them supplement their family income.

AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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