

# Entrepreneurial Endeavors: Examining The Role Of Catering Businesses In Pasuruan's Economic Empowerment

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## Abstract.

*This study explores the challenges faced by Muslim women in establishing catering businesses, primarily due to inadequate marketing strategies. To overcome these obstacles, the research proposes catering business assistance with a focus on utilising the internet as a platform for product promotion. Incorporating the Marketing 4.0 concept, the study emphasises the complementary nature of digital-based and traditional marketing to meet consumer demands. The evolution from the AIDA concept to the 4A and 5A models is examined, highlighting attention, attitude, action, and advocacy as essential elements in consumer engagement. The effectiveness of e-commerce is underscored by offering benefits for MSMEs, such as accessing buyers from different regions, cost efficiency and improved communication. Online media, including platforms like WhatsApp, social media, and email marketing, is discussed for its positive impact on information processing, purchasing decisions, and expanding market networks. The study also emphasises the need to combine online and offline strategies to enhance digital technology adoption, maintain a personal touch for consumer relationships, and widen business reach. This research emphasises the importance of digital technology for MSMEs to thrive in the catering industry.*

**Keywords:** Economic empowerment, catering business, Muslim women, marketing 4.0 and digital technology adoption.

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## I. INTRODUCTION

The Horseshoe area is often considered a relatively underdeveloped area in East Java based on Human Development Index (IPM) data. The Horseshoe Area itself consists of Pasuruan, Lumajang, Probolinggo, Jember, Banyuwangi, and Situbondo Regencies. Apart from that, the area is also known as a religious and Islamic area, which is marked by the many Islamic boarding schools in the area. One of the areas in the Horseshoe Area known as Santri City is Pasuruan Regency. The title of this Santri city makes Pasuruan Regency decorated with various religious activities, including recitations, prayer groups, istighotsah, and so on, which are carried out routinely and periodically. At every religious event in Pasuruan Regency, especially in Grati District, they always need supporters. The main support is consumption. So far, the fulfillment of the consumption aspect has been supplied from outside the membership, so it can be seen as an opportunity to develop independent entrepreneurs to meet needs. Moreover, there is potential for skills (cooking and baking) by members of the NU Muslimat women, but this has not been optimally accommodated. Muslimat NU Anak This branch is an autonomous NU organization at the sub-district level whose members are women, some of whom are adult housewives. For Muslimat NU members, there are also various activities in terms of skill improvement.

In addition, there is a willingness among members of the organization to increase member empowerment through catering to entrepreneurs. Furthermore, the existence of this entrepreneur can increase the income of mothers who are members of the Muslimat NU Pasuruan, which in turn can improve household welfare. Welfare at the household level is crucial for family sustainability. Household welfare itself has several indicators, namely still having more or extra money after fulfilling needs, adequate social safety nets, good sanitation facilities, and sufficient pure drinking water. Another welfare indicator is having an allocation for food and non-food expenses. Within the scope of the family economy, welfare is often associated with the amount of income earned by the head of the family and the amount of expenses spent. It can be said that the higher the income of the head of the family, the higher the level of welfare. Likewise, with expenditure: the higher the non-food expenditure, the higher the welfare. Increased welfare can also be achieved through the development of human resources. This statement is supported by stating that to improve social welfare, various programs are needed to develop physical capital (infrastructure), credit assistance, and human resource development.

For the process of economic development, social capital is key. Based on this, researchers focused on implementing resource development through catering entrepreneurs for NU Muslim women. The community service activity focuses on students gaining valuable real-world experience beyond the campus. During this service initiative, students have the opportunity to directly apply their knowledge, particularly in the field of select entrepreneurship, to provide support and assistance to the women members of Muslimat NU. Additionally, the involvement of lecturers in activities conducted off-campus is crucial. In this context, the lecturers have a significant role in guiding and mentoring Muslimat NU members, empowering them to enhance their businesses by leveraging their academic expertise. Ultimately, the primary objective of this community service aligns with the notion that the outcomes of the lecturer's efforts can be put into practice within the community, contributing to its well-being and economic betterment. Therefore, the objectives of this program are (1) to build catering entrepreneurs by synergizing two skills, namely cooking and baking, and (2) to product branding and market access facilities through social networks and social media in Grati District, Pasuruan Regency. It is hoped that this activity will provide benefits for the intensity of communication between members of the organization and specifically provide economic benefits, namely increasing the income of members of the Muslimat NU Pasuruan.

## **II. ACTIVITY BENEFITS**

The community service activity aims to benefit the Pasuruan Regency in the Horseshoe area by developing catering entrepreneurs among women members of Muslimat NU. By providing training and support, the program seeks to empower these women economically, increasing household income and improving social welfare. The initiative also involves students and lecturers, facilitating the application of academic expertise in practical settings. Through product branding and market access, the program aims to expand the reach of these catering businesses, ultimately contributing to economic growth and social well-being in the region.

## **III. ACTIVITY METHODS**

Empowerment research examines environmental causes of social issues rather than victim blame and identifies capacities rather than risk factors. Empowerment-oriented interventions improve wellness, solve problems, teach skills, and involve professionals as collaborators rather than specialists (Perkins & Zimmerman, 1995). The technique employed in the service aims to accomplish two objectives: fostering entrepreneurship in the catering industry and enhancing product branding by utilising social media as a means of market access in the Grati District. The following outlines the specific steps taken:

- a) Combine the skills of the two groups, specifically in cooking and baking.
- b) Enhance the skills of Muslimat NU women, particularly in training for cooking, baking, food service, quality control, and product diversification.
- c) Establish product branding and improve market access through social networks and social media platforms.

Furthermore, analytical activities are conducted to guarantee the long-term viability of the service in alignment with the previously devised road map. Various factors must be examined during the service process, which encompass:

- a) The demand in the market for activities performed by women associated with NU Muslimat.
- b) The potential of culinary and baking talents has not been fully utilized.
- c) Desire to enhance empowerment through the establishment of catering businesses.

The primary emphasis of the community service activity is for students to acquire useful practical experience outside of the campus environment. During this service effort, students can directly utilise their knowledge, namely in the area of entrepreneurship, to offer support and help to the female members of Muslimat NU. Moreover, the participation of instructors in off-campus events is essential. Within this framework, the instructors play a crucial role in providing guidance and mentorship to the Muslimat NU members, enabling them to improve their enterprises by utilising their academic knowledge and skills. The main goal of this community service is to apply the lecturer's efforts in a way that benefits the community, improving its well-being and economic situation.

To collect data for the empowerment-oriented community service initiative described, it is essential to follow a structured approach that aligns with the principles of empowerment research. This approach should focus on examining environmental causes and capacities rather than victim-blaming or risk factors. The specific steps for data collection can be summarized as follows:

- 1) **Combining Skills of Two Groups:** The first step involves collecting data on the skills and expertise of both groups, with a specific focus on cooking and baking. This data was gathered through focus group discussions to understand the baseline capabilities of the participants.
- 2) **Establishing Product Branding and Market Access:** To assess the effectiveness of the branding and market access strategy using social media, data collection encompasses the platforms used, the content created, and metrics like engagement and reach. This can be done through social media analytics and surveys to gather feedback from the target audience.
- 3) **Analytical Activities for Long-Term Viability:** To ensure the long-term viability of the service, data collection involves an analysis of various factors. These include assessing market demand for activities associated with NU Muslimat and understanding the desire to enhance empowerment through catering businesses. This data can be gathered through interviews.
- 4) **Community Well-Being and Economic Impact:** The goal of community service is to benefit the community by improving well-being and economic conditions. Data collection includes indicators such as economic improvements, well-being measures, and feedback from the community on the impact of the service. This data was gathered through qualitative interviews with some participants.

By following this structured approach, the data collected will provide valuable insights into the effectiveness of the service in fostering entrepreneurship and enhancing product branding while aligning with empowerment research principles.

#### **IV. RESULT AND DISCUSSION**

The obstacles faced by Muslim women in establishing a catering business are mainly caused by less than optimal marketing. Therefore, catering business assistance is carried out to stimulate Muslim women to use the internet as a medium to market their products. With the internet, marketing is currently digital based. In the Marketing 4.0 concept, digital marketing does not mean replacing traditional marketing. Digital-based marketing and traditional marketing complement each other to meet current consumer needs. This is in line with the opinions of Purwana et al. (2017), Hapsoro et al. (2019), and Muliadi (2022). The concept of approach to consumers, which was previously known through the AIDA concept, namely awareness (attention), interest (interest), desire (desire), and action (action), has developed into 4A, namely awareness (attention), attitude (attitude), action (action), and act again (act again). The Marketing Concept 4.0 proposed by Kotler has changed again to 5A, namely Aware (attention), Appeal (appearance), Ask (ask), Act (act), and Advocate (assistance). In this new consumer introduction, traditional marketing and digital marketing can exist together (Kotler et al., 2019). Prabandari and Azzuhri (2011) found that the use of e-commerce (the process of buying and selling goods or services in the online world or exchanging information through internet information networks) is very effective in supporting business activities for MSMEs in Malang Raya, but e-commerce is still not an alternative for MSMEs in the area.

They also found that using e-commerce would provide benefits for MSMEs, including finding buyers from other regions and other countries, getting more relationships, cost efficiency, easier explaining products to consumers, facilitating access to communication with relations, and increasing sales turnover. During the mentoring and discussion sessions regarding the formation of this catering business, it was also explained to use WhatsApp as a medium for product promotion and not overthink. Mujiyana et al. (2012) found that advertising programs on the internet and e-mail marketing had a significantly positive effect on information processing and purchasing decisions. The use of online media does not only provide benefits for producers (MSMEs), but if used properly, it will also provide benefits for consumers. This is in accordance with research (Widiyana et al. 2012), which found that the use of technology for online sales can be used to increase the profits that consumers get. (Ardiyanto, 2018) found that the use of social media as a marketing medium by MSMEs will provide benefits, including increasing product sales, being able to interact with consumers, and expanding market networks.

**Fig 1. Women Entrepreneur Mentorship**

The use of online media as a means of promotion and product sales provides significant benefits (Rokhmah, 2015). By utilizing online media, the amount of product sales and income received by UKM Crewek Village has almost tripled compared to before utilizing online media. Utilization of social media (Facebook and Twitter) by SME entrepreneurs in Crewek Village, Kradenan District, and Grobogan Regency has contributed more to increasing sales and increasing market share compared to using government-owned blogs or websites. Thus, increasing the use of online media, especially social media other than Facebook and Twitter, will increase the value of product sales for SMEs in Crewek Village, Kradenan District, and Grobogan Regency.

**Fig 2. Discussion Session**

The use of digital technology in MSMEs will be better if they combine online and offline strategies. Online media marketing must be supported by offline content that has a human-to-human touch (personal approach), so that the relationship with consumers is maintained and the coverage will be even wider, not limited to the area where MSMEs are located. This is in line with Krisnawati (2018), who states that MSMEs need to use digital technology to improve business.

## V. CONCLUSION

The entire series of community service activities that have been carried out has resulted in several conclusions. Firstly, several NU Muslim women already have several micro-scale businesses engaged in the food sector, so this has become capital for NU Muslim women in establishing a joint catering business. Secondly, some of the obstacles faced by Muslimat NU women in forming a catering business include the lack of optimality for Muslimat NU women in utilizing the internet for marketing and promotional media, which are still limited.

Lastly, through the results of several Focus Group Discussions (FGD) implementations, it can be seen that Muslimat NU women have a commitment going forward in establishing a catering business but still need help and direction from experts. Referring to some of the results of the discussion and conclusions obtained, the suggestion put forward for this community service activity is to maintain the commitment of NU Muslim women to establishing a catering business. This can be done by the service team by finding partners or clients who are potential customers (starting with a small scope first). Then, the process of development and empowerment will continue to be carried out over time.

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