

# Training on Making "Anchovy Potato Chips" to Encourage Entrepreneurship Mindset of Local Housewife in Silalas Village Medan

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## **Abstract.**

*The training activity of making chips for housewives of Silalas village in West Medan conducted at IBBI University is one of the activities of the partnership-based UMKM development program. This training activity was carried out from the presentation and strengthening of material on entrepreneurship and also finance and sanitation for housewives. Activities other than transferring entrepreneurial knowledge and also direct practice of making chips are also a place for friendship and have a positive impact on broadening the horizons of academics. The results of the training activities carried out are expected to increase entrepreneurial interest among housewives and also improve skills to create small businesses and increase family income.*

**Keywords:** *Potato Chips Training, Housewife, and Entrepreneurial Interest.*

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## **I. INTRODUCTION**

The potential of mothers in the development of home industry is of great concern in the world of business in the household. Empowerment of housewives must be done so that they are able to produce a product that has economic value so that it can help the family economy. Housewives can engage and develop UMKM businesses that can be done at home with simple methods. Silalas Village, West Medan is one of the villages in the IBBI University neighborhood. Many housewives have free time and spend their time unproductively so that their time is wasted. Therefore, IBBI University through a partnership-based UMKM development program makes activities by inviting housewives in Silalas Village, West Medan to be given training in making potato chips with the aim of increasing entrepreneurial interest and motivating housewives to want to open small home-based businesses and also provide knowledge and skills in managing home businesses. *Entrepreneurship* is a creative business that is built on innovation to produce something new, has added value, provides benefits, creates jobs and the results are useful for others [1].

Meanwhile, entrepreneurial interest is a representation of the tendency of interest to start or create a business as an entrepreneurial career [2]. Entrepreneurs are individuals who start and run a business with the courage to take risks and have a fighting spirit to run a business until it succeeds [3]. As well as considering that potatoes are raw materials that are easily available in the market and seeing people's habits cannot be separated from food / snacks in every circle. One of the snacks that is in great demand at this time is chips, chips are practical food that is easy to carry everywhere, such as when traveling, gathering with friends, as a watching snack, even used as food when staying up late [4]. Looking at the nutritional content, potatoes have the main source of carbohydrates. Protein substances in the human body are beneficial for building body tissues, such as muscles and meat. as a source of fat, potatoes can increase Therefore, IBBI University provides a chip training program to housewives in the Silalas sub-district of West Medan with the aim of providing knowledge about entrepreneurship to increase entrepreneurial interest and from the creativity of housewives can help the household economy and motivate to improve the quality of housewives.

## **II. METHODS**

The method of training activities for housewives was carried out on Friday, November 18, 2023 at IBBI University which lasted  $\pm$  5 hours in the Silalas sub-district, West Medan, which was attended by 30 participants using lecture, tutorial and discussion methods with the following program:

Some preparations before the implementation of the activity were carried out to support the smooth running of the activity as follows:

1. Send a letter to Silalas Medan village to invite housewives in Silalas village.
2. Received an enthusiastic response from the willingness of the Silalas sub-district of West Medan in the implementation to housewives in the Silalas sub-district of West Medan held on Saturday, November 18, 2023.
3. Prepare training material modules and equipment.
4. On November 18, 2023, the training activities started from 09.00 to 14.00 with the program schedule:
  - a. Participants occupy the room.
  - b. Opening of the training by the Head of the Partnership-Based UMKM Development Team
  - c. Submission of material by the IBBI University PkM team
    - Mrs. Dr. Lusiah, S.E., M.M.
    - Mr. Dr. Edison Parulian S.E., M.Si
    - Dr. Lenny Menara Sari Saragih, S.E., M.M.
    - Mrs. Tarwiyah, M.Pd.
    - Ms. Corinna Wongsosudono, S.E., M.M.
  - d. Q&A Session.
  - e. Tutorial on Tempe making process by Tutor : oleh Ibu Latifah Group photo with training participants

### III. RESULTS AND DISCUSSION

#### Results

The results of the material presentation and training carried out on Friday, November 18, 2023 at IBBI University which lasted  $\pm$  5 hours in the Silalas sub-district of West Medan starting from 09.00 to 14.00 which was attended by 30 participants running smoothly and on time. This activity was opened with remarks by the head of the Partnership-Based MSME *coaching* team, followed by exposure to entrepreneurial material to foster entrepreneurial interest by resource persons and question and answer sessions from participants to resource persons.



**Fig 3.1.** Socialization

In this activity, partnership-based MSMEs became resource persons as well as mentors for community members, especially housewives in the IBBI University environment. Mentors provide training in the process of making potato chips which aims to increase the interest of Silalas housewives in entrepreneurship which can help the family economy and improve the quality of life of housewives.

**Fig 3.2. Training**

On this occasion, the participants of the potato chip making training were also given complete materials to practice directly making potato chips such as potatoes, cooking oil and chili peppers other supporting materials for home practice. After that, a photo session with the potato chip training participants with the resource person, mpeh UMKM and the head of the West Medan silalas village neighborhood.

**Fig 3.3. Group Photo with Local Housewife in Kelurahan Silalas Medan**

### **Discussion**

In this activity, partnership-based fostered MSMEs became resource persons as well as mentors for community members, especially housewives in the IBBI University environment to foster entrepreneurial interest, as well as provide ideas for building home-based businesses and were given direct training by bringing in MSME mentors fostered by IBBI University for the process of making delicious and long-lasting chips. The resource person can also share his experiences and ups and downs of making a business and successful tips for running a home business. The success of this community training activity was achieved thanks to the support of the Village and Housewives of Silalas Village, West Medan and IBBI University which facilitated the location, facilities and infrastructure as well as MSME partners assisted by IBBI University. The mothers of Silalas Village, West Medan were very enthusiastic about listening to the presentation of potato chip training material to increase understanding of entrepreneurship and also added training in the field of inventory management and product marketing as well as sanitation for making tempeh and following the training practice of making tempeh to improve the skills of making potato chips for the mothers of Silalas Village Medan.

### **IV. CONCLUSIONS**

This potato chip training activity is carried out as one of the solutions to increase entrepreneurial interest and courage to start a business among housewives from the smallest social sphere, namely the household. At this time, entrepreneurship is not only for husbands who are the head of the family, but the entrepreneurial spirit must also be owned by housewives who serve as managers and financial support in the

family. This can encourage women's independence and empower the potential of housewives who still have a lot of free time in the West Medan Silalalas village but cannot utilize it properly. This activity consists of exposure to resource persons who emphasize motivation for entrepreneurship with the aim of increasing entrepreneurial interest in housewives. Training on the skills of making potato chips and direct practice by housewives as well as the presentation of material on entrepreneurship to housewives in Silalalas Medan village. With the training and exposure of this material is expected to increase the understanding and spirit of entrepreneurship for housewives and from the practice of making potato chips that is done can increase the skills of housewives. The response from the housewives was very enthusiastic during the training. This can be seen from the many questions and discussions during the training. This shows that the interest and desire of housewives in Silalalas village to start following the practice is very large.

## V. ACKNOWLEDGMENTS

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