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Article

Enhancing Food-Entrepreneurship Skills of University Students Through Training in Burger Production And Its Entrepreneurial Experience

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Abstract

Burgers are processed foods that are interesting to develop as one of the entrepreneurs' products. Training in burger making and providing entrepreneurial experience to the participants as a form of community service were conducted. Implementation of this activity includes preparation, participant admission, production training, and product selling. Patty formulation, patty molding, contact grilling, burger plating, packaging, and selling were conducted during practice. From this activity, enhancing the knowledge and skill of participants during production in the processing room and selling in campus areas are significant to creating the essential entrepreneur ability. The development of character and spirit of entrepreneurship and profit gaining during selling represents the enlarged passion of the participant toward the real entrepreneurship environment. Further guidance is required to encourage the participant to transform into a start-up business.

INTRODUCTION

The food industry has increased considerably because of the increasing human population, changes in food style, income, and awareness of food quality and safety. The Industrial Revolution, characterized by advanced digital technology applications, played an essential role in the food industry's acceleration. To support market demand that enlarged over time and to be competitive in the food market, the type of processed food should be provided in more varieties, not only local food but also some western food that expanded the local market.

Burgers are a type of meat product that consists of meat patties, and various vegetables with the addition of sauce and mayonnaise, and then sandwiched between two pieces of bread, even sometimes added with a cheese slice (Rahmadanisa et al., 2019). Burger is a popular Western food that expanded to Indonesia, particularly through various franchise food courts. Nevertheless, food industry competition also challenges local food producers to produce similar products to being kept competitive with those franchise food courts, including burgers, nuggets, pizza, etc.

Entrepreneurship plays a vital role in economic growth in many countries by creating more job opportunities (Smith & Chimucheka, 2014). In recent times, thus, the increasing phenomenon of providing entrepreneur education as the effort to provide required knowledge and skills for the student could be seen considerably (Holzmann et al., 2018). When finding a job is difficult due to an imbalance of graduated students versus job availability, being an entrepreneur could be the correct option.

Among various types of entrepreneurship, food entrepreneurship might be considered a promising segment of the daily market. By looking at the potency of the processed food business with its diversity in food types and consumers, entrepreneurship focused on burgers could be one alternative to its limited production compared to other food products that are no longer established and popularized. However, meat patties production, plating, and packaging skills are required. Besides, ability in the selling process is the further stage that also should be managed to make the products get the customers.

Bachelor students are the prospective generation to be directed and involved in entrepreneurship. Related to this, the direct practice of students as the participants is required to make them embedded in the real entrepreneur atmosphere. Thus, training in the context of processing and marketing burgers directly provided experiences created entrepreneurial skills, and encouraged the development of start-up businesses from inside the campus. As noted by Marchand and Hermens (2015), sufficient entrepreneurship skills provide more job preference for the young generation after graduation, and thus, entrepreneurship learning becomes more popular among students. Accordingly, entrepreneurship might be encouraged on campus. One simple initiative is encouraging the student to take entrepreneurship courses (Bergmann et al., 2016).

As an important element built up in formal entrepreneur education, cognitive strategy is the gateway for the students to find their success in business. The outcome obtained in class and after graduation is not always linear (Welsh et al., 2016). According to a report, not many students have a chance to be involved in entrepreneurship courses or competitions. However, they are aware of the significant effects of those activities (Fini et al., 2016). Interdisciplinary sciences are significant to upsurge the entrepreneurship ability. This is because entrepreneurship is not an independent practice in one or two separate sciences but is more related to a combination of various disciplines to the profitable target. Thus, training and involving the student in a real business will provide the experiences and challenges for them to expand in an authentic entrepreneurship atmosphere.

METHODS

Location and participant

The briefing and processing activities were conducted in the Food Processing room, Faculty of Animal Science, Universitas Andalas, while selling of the product was carried out in the campus surroundings. Participants in this activity were selected from bachelor students of the Faculty of Animal Science, Universitas Andalas.

Material and Equipment

Some ingredients such as chicken meat, flour, seasoning, lettuce, garlic, shallot, onion, taro, vegetable oil, butter, margarine, patty paper, burger paper, and others were provided. The training was conducted in the processing room, where equipment were also provided, including working tables, patty maker, cooking ware, refrigerator, freezer, containers, and other supporting instruments.

Implementation activity

The practice of this community service activity is divided into some stages, i.e., training, production, and selling. Training is applied to produce the best meat patties quality, burger plating ability, and burger wrapping skills. Burger production that will be used during marketing is applied when the best formulation and processed meat patties are produced. Selling is applied to provide a direct experience and challenge the participant to make the products get the consumers. During the activities, supervision, and assistance for participants were also conducted.

RESULTS AND DISCUSSION

After the admission process was opened, participants were obtained to be part of the team for training, production, and products selling. For the first stage, a briefing related to the concept would be applied was conducted. During this stage, the process to be passed, the program's aim, and the activity's target were also explained. Besides, the background and viewpoints of participants were screened. The participants generally have limited knowledge and skills to produce burgers and have

no/less entrepreneurship experience. Enhancing motivation was also conducted to increase participants' interest and passion for being a real entrepreneur. The activities conducted during the training in burger making can be seen in Figure 1.

Training.

Ingredient formulation, molding, and cooking of meat patty.

Initially, the participants were provided with some formulations to let them notice differences in the quality of meat patties produced. Such formulation was then mixed according to the procedure, molded using a patty maker, and then frozen. Then, the training continued with the cooking process using contact heating with or without initial steaming. Afterward, the participant improvised the formulation and cooking procedure to obtain the best-selected formulation. During cooking, grilling of bread was also carried out.

Continued training was conducted by involving the participants in buying some raw materials for burger making, while some others were already provided. It is essential to have the participants' ability to select raw materials used for further processing stages. As Gawlik and Trafialek (2019) explain, raw material is an integral part of the food production series that determines the quality of the final product. Thus, this affects both producers and consumers.

This stage was important to produce standardized products for further continued production in actual entrepreneur activity. Each ingredient has a role in making the product fit the consumer's quality expectations. From this, the participants could evaluate the products whether the formulation of meat patties achieved the minimal quality standard for consumers or not. In simple concept, this could be applied by providing the internal evaluation among the participants and comparing the product manufactured with the experience in evaluating commercial products. This is in line with Brunsø et al. (2002), who highlighted that hedonic attributes, including taste, appearance, and flavor, are essential elements to give quality perception by consumers. This is commonly associated with the experience of consumers with similar products.



Figure 1. The activities conducted during burger-making training (a) patties preparation, (b) patties cooking, (c) burger plating

Plating and packaging.

Plating skill refers to combining and arranging all burger components, including meat patties, onion, lettuce, tomato sauce, chili sauce, black pepper sauce, and sliced bread. Cheese slices are sometimes also combined. This ability is more important for burger selling in the food stands in outdoor areas. While directly observing the product's plating process, consumers will obtain an impression of how it is made. Thus, speed, cleanliness, and neatness in burger preparation are important points that lead to the evaluation in the consumer's mind.

As emphasized in a reference, appearance during food serving, including neatness, led to higher consumer acceptance. Thus, food aesthetics is important to attract consumers (Campo et al., 2017). Besides, color and portion size are two other attributes that could be obtained from visual preferences (Kildegaard et al., 2011). Even though burgers prepared will continue to use direct paper packaging, the importance of plating skills in burgers is comparable to the neatness liked in food plating, as explained by Zellner et al. (2011).

The ability of the participants to use packaging paper for burger wrapping is further stage after plating. Similar to the plating, speed, cleanliness, and neatness are also important and should be managed. Those points are significant quality indicators to create consumer perception in the case of burgers as a take-away food. As noted by Sadilek (2019), purchase decisions and dietary patterns are determined by the consumers' quality perception. In this case, selling the burger outdoors was similar to the concept of an open kitchen restaurant explained by Chow et al. (2010), who highlighting positive influence of costumer scrutiny on employee behavior, cleanliness, and an entertaining atmosphere.

Production

After the best formulation of the burger patty and cooking procedure was obtained, real production of meat patties for the selling process was then conducted. Other materials were also prepared to be used during selling. Time management, sanitation and hygiene, and teamwork are important points for participants in producing standardized meat patties for further production days.

Food quality management is required due to its contribution to supplying safe and quality burgers for consumers. The product should be standardized to obtain what the consumer needs. As Paiva (2013) explained, product characteristics should meet consumer requirements without failure. To achieve it, a significant psychological effect related to teamwork must be developed. Related to this, Guchait et al. (2015) noted that the participants' positive behavior is essential to connecting knowledge and outcomes among teammates.

Selling

Marketing experience was provided to the participants by involving them in selling the product. Product introduction via WhatsApp and Instagram by giving the burger images, exciting ads, and notification words conducted by the participant play roles in finding consumers during the current semester. It drew attention to the importance of food images in influencing the neurophysiological changes of consumers (Spence et al., 2016). The selling was also conducted during the edutourism event, graduation day, and expo on the campus sites. In this case, the cooking wave, table, and other equipment, as well as the choice of the selling area, were also coordinated by teammates.

During this process, discipline as a primary character to be an entrepreneur is required to fit the consumer's order and product availability. In the context of cooking, plating, and packaging of burgers in which consumers could understand the process visually, such processes could be some of the attractions for consumers when waiting for an ordered burger.

Communication skills to find the buyers, ways of thinking and actions to get buyers, and cooperation among team members are decisive factors in the sales process. This is concurrent with the concept explained by Lerch et al. (2015), which noted that creativity enhances the direction and performance of entrepreneurship. In line with that, Habib-ur-Rahman (2014) also explained that skills in communication and selling, and also product knowledge determine success in

entrepreneurship.

From the activity carried out, the transformation of participants as personal and small groups into start-up businesses could be the natural concept to run the burger and make it profitable. However, as noted by Kusmintarti et al. (2018), the creativity and networking of entrepreneurs are significant in enlarging businesses.

CONCLUSION

Training in burger production and providing entrepreneurial experience developed the participants' entrepreneurial skills, as represented by their ability in patty formulation, molding, and cooking processes, which continued with burger selling. Knowledge and skills related to the products, teamwork, and communication ability were significant points to enhance the requirement to be an entrepreneur. From the activity conducted, some participants have prominent entrepreneurial characteristics. After this activity, supervision is necessary to direct the participants to become an independent team and then encourage them to be a start-up business.

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