

Comprehensive Training (Finance, Market Digitalization, Sanitation and Product Innovation) for Sustainable Culinary Business in Regol District, Indonesia

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Abstract

The culinary and fashion sectors are the main drivers of Indonesia's creative economy, making a significant contribution to the added value of the national economy. Fashion was recorded as the subsector with the largest contribution, followed by culinary, which indicates that these two fields are vital for creating entrepreneurial opportunities. Although strategic, entrepreneurship development in this sector faces three main obstacles: limited access to technology, capital constraints, and market competitiveness. In this context, it is necessary to strengthen capacity through digital entrepreneurship training that focuses on management, marketing and innovation. This increase in digital literacy is a determining factor in strengthening the position of local business actors.

Thematically, the culinary subsector, which is driven by dynamic lifestyle trends, promises high business sustainability potential. Nevertheless, regulatory issues (licensing), capital and physical limitations of business space are still crucial issues that must be overcome through government support. On the other hand, the fashion sector, which competes with established brands, can survive and thrive by adopting adaptive strategies. Implementing digital marketing strategies, design innovation and focusing on customer engagement are the keys for local brands to increase competitiveness and consumer loyalty.

Keywords: Culinary business; food hygiene; product innovation

1. INTRODUCTION

RW 09 Regol District is one of the densely populated areas in Bandung which has quite significant economic potential based on culinary micro, small and medium enterprises (MSMEs). The types of MSMEs that dominate include traditional snacks, packaged snacks, and home catering services. Even though they have great potential, MSMEs in this region face classic challenges that hinder business acceleration, namely:

1. Limited Management Knowledge: Most MSMEs still mix personal finances with business capital, which results in the inability to calculate COGS (Cost of Goods Sold) and profitability accurately.
2. Digital Gap: Marketing still relies heavily on popular product and offline sales, resulting in limited market reach, especially to the digitally active young consumer segment.

3. Hygiene and Legality: Lack of understanding of strict sanitation and hygiene standards, which are prerequisites for obtaining a distribution permit (PIRT) and Halal certification. This limits business scale and access to the modern retail market.
4. Stagnation of Innovation: MSMEs tend to sell the same products for a long time, making the products less attractive and difficult to compete with new, innovative products.

2. METHOD

The application of science and technology in this program is designed through several main stages that ensure the solutions provided are appropriate, adaptive to the conditions of MSMEs in RW 09, Regol District, and sustainable.

Step 1: Identification of Community Needs (Preliminary Diagnosis). This stage is the foundation for determining problem priorities. We use simple qualitative and quantitative approaches.

Initial Survey and Baseline Data: Distributed an initial questionnaire (pre-test) to 20 potential MSMEs to measure their literacy level in four pillars (ability to record finances, use of social media, hygiene practices, and frequency of product innovation).

Focus Group Discussion (FGD) and In-depth Interviews: Conduct FGDs with 15 selected MSMEs and representatives of community leaders (RW/RT Chairs) to validate survey results and identify specific S&T tools or applications that are most relevant and easily accessible (for example, spreadsheet applications vs. paid cashier applications).

Stage 2: Designing Science and Technology Solutions (Curriculum Design). At this stage, the materials and tools to be used are designed to be practice-based and applicable.

Hands-on Module Development: Create practice-oriented training modules, such as: "Guide to Product Photography with Smartphones and Free Editing Apps" (for Digitalization) and "Simple Digital Cash Report Template" (for Finance).

Selection of Science and Technology Tools: Determine the specific science and technology tools that will be taught. Examples: Google Sheets for financial recording, Canva for packaging/content design, and WhatsApp Business/Google Business Profile for marketing.

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Stage 4: Science and Technology Operation Test (Simulation and Initial Application). After the workshop, partners must test the S&T tools they just learned in a real environment.

3. RESULTS AND DISCUSSION

Digital Transaction Simulation: Partners are asked to simulate recording 10 buying and selling transactions into the spreadsheet template provided.

Innovation Product Trial: Partners are required to produce and sell their new innovation product in limited quantities, using new packaging and photos, then upload it to social media.

Independent Hygiene Audit: Partners use a digital checklist (in the form of Google Form) to assess the level of hygiene of their own kitchen, as a first step before assistance

This structured method ensures that all knowledge and technology applied is not only completed as a workshop, but is internalized and becomes part of the daily operational culture of MSMEs in RW 09.

In this workshop, it is explained that discipline and hard work is priority for success .If companies pay more attention to the level of work, stress discipline of their employees, companie get optimal performance, which employees work and carry out their activities .Increasing work stress will disrupt employee performance (Riyandi *et al*, 2024). According to Cooper 1992 in Riyandi, 2024 work stress is the inability to understand or deal with pressure, where each individual's stress level is different and reacts according to changes in the environment and pressure. If work stress is not managed well, then an employee's performance will be disrupted. Research on work stress on performance was conducted by Husein,2016 in Riyandi, 2024. He suggested that companies must maintain job satisfaction in the workplace, because of the negative impact between work stress and employee performance (Sen, 1987 in Riyandi 2024).

The definition of discipline according to Singodimenjo 2014 in Riyandi, 2024 "Discipline is an attitude of a person's readiness and willingness to obey and comply with the regulatory norms that apply around him".



Figure 1. Workshop “Finance Management”



Figure 2. Workshop participants



Figure 3. Workshop regarding Food Product Innovation

Severe food and kitchen hygiene standards are invaluable to the safety of society. In addition to preventing foodborne diseases, strict hygiene prevents food product degradation and loss of integrity. The research proves that long-term and efficient hygiene measures reduce the risk of contamination, protect consumers against health risks, and increase trust in the food supply chain. The results found that continuous education and continuous adherence to set hygiene protocols are crucial to maintaining food safety. Food handlers and locations are required to be vigilant and proactive in taking and following hygiene regulations. Food and kitchen hygiene practices are strengthened through ongoing training, adherence to food safety regulations, and the application of comprehensive management systems such as Hazard Analysis and Critical Control Points (HACCP). These efforts help maintain consistent standards and minimize potential hazards during food preparation and handling. Therefore, proper hygiene management should never be ignored in safeguarding public health and food safety. By developing a culture that prioritizes hygiene and hygiene, all stakeholders can improve the safety, quality, and dependability of the food environment (Anieto, O, 2025).

Food and kitchen hygiene are important components of public health because they involve a range of practices intended to maintain the safety and quality of food during its preparation and consumption. Food hygiene encompasses the rules and procedures related to preparing, handling, and storing food properly in order to reduce the risk of contamination and microbial foodborne disease. Chakma et al (2026) cited in Anieto, (2025) explained that food hygiene ensures hygiene across all stages of the food supply chain, including farming, storage, transportation, and distribution to consumers, therefore food remains safe from pathogenic microorganisms, chemicals, and physical contaminants. In contrast, kitchen hygiene highlighted specifically on maintaining hygiene and sanitation within the kitchen environment, including the proper cleaning of equipment, utensils, and surfaces to prevent cross-contamination (Ongkasuwan et al., 2022, cited in Anieto, 2025). Combined, these two aspects help establish a safe and healthy food environment that protects consumers and maintains food quality.

The significance of cuisine and kitchen hygiene is undeniable. Lack of hygiene standards may trigger food-borne illnesses, which is a significant health issue globally, for example Cholera, typhoid, and

gastroenteritis are some of the common foodborne illnesses in Nigeria, and inadequate food handling and substandard kitchen environments often act as major causes (Afifi et al, 2023 in Anieto, 2025)). Food hygiene is essential in preventing the spread of pathogens like *Salmonella*, *Escherichia coli* and *Listeria* that may trigger serious health consequences, including hospitalization and death (Mantovam et al, in Anieto 2025).

Financial knowledge, attitude, and behaviour related to access to credit among street food vendors. There is no statistically significant relationships between these variables and access to credit. The observed lack of significant influence of financial knowledge, attitude, and behaviour on credit access may be partly attributed to the educational background of food vendors. The sample's prevalence of lower education levels underscores the importance of addressing educational disparities in understanding credit access. Efforts to address these disparities and enhance financial education initiatives tailored with lower levels of formal education could help mitigate barriers and facilitate greater access to credit and financial services within the food vendors.

The findings suggest that the factors influencing access to credit may be more complex than initially presumed. While there may be general trends, the study indicates that other variables beyond financial knowledge, attitude, and behaviour may significantly impact credit access for this group. Possible factors affecting credit access could include the informal nature of street vending, fluctuations in income, and limited access to formal financial services. The relationships between street vendors and lenders may rely heavily on informal networks and personal connections, which may not align with the variables analyzed in this study.

As a result, while initiatives to improve financial literacy and cultivate positive financial habits among street vendors may be beneficial, addressing the challenges of credit access requires a comprehensive approach (Morshidi U.N. et al, 2024).

The significance of cuisine and kitchen sanitation is very important. Lack of hygiene standards may trigger food-borne illnesses, which is a significant health issue. Cholera, typhoid, and gastroenteritis are some of the common microbial foodborne disease, and wrong food handling and substandard kitchen environments often act as major causes (Afifi et al, 2023 in Anieto 2025). Food hygiene is essential in preventing the spread of pathogens like *Salmonella*, *Escherichia coli* and *Listeria* that may trigger serious health consequences, including hospitalization and death (Mantovam et al, 2025 in Anieto 2025).

Kitchen hygiene is also imperative since it directly affects food safety. It has been shown that a hygienic and clean kitchen reduces the chances microbial foodborne disease (Kashyap et al in Anieto 2025).

Regular handwashing and conforming sanitation of food preparation tools, surfaces and storage areas reduce cross-contamination risks and maintain a hygienic food preparation area (Chauhan et al, in Anieto 2025) . Moreover, maintenance of high personal hygiene by food handlers, such as effective hand washing and wearing of protective attires, can be critical in minimising the risk of foodborne infections.

4. CONCLUSIONS

This Community Service Program focuses on the transformation and acceleration of MSME (Culinary micro, small and medium enterprises) businesses operating in RW 09, Regol sub-district, Bandung city. This program aims to increase the competitiveness of MSMEs through the implementation of four integrated training pillars, namely: simple financial management, digital marketing, hygiene and sanitation standards (food safety), and product innovation training. The results of the questionnaire showed that after

the training, there was an increase in participants' understanding and insight, namely from an average of 76.8 point to 88.1 point.

Food hygiene is also discussed in this workshop. Food and kitchen hygiene are critical factors of food safety and health of people. This paper looked at various aspects of hygiene practice in food handling and kitchen management, which are critical in preventing foodborne illnesses and protecting the overall safety of food commodities. Areas that are paramount in maintaining high hygienic standards were identified. This study began by providing a general description of the core hygiene practices, including the detection and management of biological, chemical and physical contaminants. The basic tenets of food safety, such as environmental purity, proper separation between raw and cooked food, adherence to the suggested cooking temperatures, and food storage, were presented as the background practices that prevent contamination and support food safety. Personal hygiene was also highlighted with an explanation of how effective handwashing, proper clothing, health and training of food handlers are essential barriers to the spread of foodborne pathogens. Kitchen hygiene practices such as cleaning and sanitizing surfaces, proper equipment care, good waste management, and extensive pest control were all brought out as being essential towards creating a safe and hygienic food preparation setting.

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