

# **Sales Volume Improvement Strategy with Point of Sale Innovation Model at Bubur Sumsum Rejo Jati SMEs in Gunung Anyar, Surabaya**

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## **Abstract**

Bubur Sumsum Rejo Jati SME was established by Mr. Anis Tantowi in 2021. This SME is located at Jalan Gunung Anyar Tengah, Gg 6A No. 10, RT 02, RW 02, Surabaya. The product sold is Rice Flour Pudding. Mr. Anis Tantowi is a pioneer of rice flour pudding in Surabaya, which has since been widely imitated by other vendors. The problem is that limited capital has prevented the owner from upgrading the sales equipment, specifically the cart and adding a single-burner stove, to increase production capacity from 70 small cups per day to 140 small cups per day, selling at Rp. 5,000 per cup. The hope for rice flour pudding Rejo Jati SME is that with suitable sales equipment (a new cart) and a larger space, production capacity can be doubled.

Keywords: Rice Flour Pudding, Production Capacity, Sales Stall, Single-Burner Stove

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## **Introduction**

The small business "Bubur Sumsum Rejo Jati" was established by Mr. Ani Tantowi in 2021. This business is located at Jalan Gunung Anyar Tengah, Gg 6a No. 10, RT 02, RW 02, Surabaya. The product sold is Bubur Sumsum (rice flour pudding). Mr. Ani Tantowi is a pioneer of Bubur Sumsum in Surabaya, and his recipe has been widely imitated by other vendors.

From Monday to Saturday, the production of Bubur Sumsum can reach up to 70 small cups, while on Sundays, production can double to 140 cups. The raw materials used by Mr. Ani Tantowi for one cooking session include 3 kg of rice flour for 1 pot, 4 coconuts for coconut milk,  $\frac{3}{4}$  gallon of mineral water, 5–10 pandan leaves,  $\frac{3}{4}$  glass (200 ml) of salt, and 2 kg of brown sugar. To make Bubur Sumsum, rice flour is mixed with coconut milk and water and left to sit for 5–10 minutes. During this time,  $\frac{3}{4}$  gallon of water is heated for 40 minutes. After 40 minutes, the rice flour mixture with coconut milk and water, along with pandan and salt, is

added and stirred until thickened for about 30 minutes. For the liquid sugar used as a sweetener, 2 kg of brown sugar is mixed with water and heated until it melts.

The Bubur Sumsum produced is sold at a price of Rp 5,000.00 per small cup. Currently, Mr. Ani Tantowi does not have a sales stall. The marketing of Bubur Sumsum is limited to this stall, and he has never advertised his product online for special orders.

The hope for the small business "Bubur Sumsum Rejo Jati" is that with appropriate sales equipment and a larger space, the volume of Bubur Sumsum sales will increase. Currently, the sales capacity is 70 small cups at Rp 5,000 per cup. By replacing the existing sales stall with a new one, it is expected to sell twice the current production capacity, which would be 140 small cups, by adding one single-burner stove.

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## **Methodology**

The implementation method of this PKM (Community Service Program) is carried out by providing new woks, stoves, and food carts. In terms of marketing, training is provided on marketing through online social media platforms like Instagram and Facebook. During the training, the partners actively participated and directly practiced the methods taught in the training. Monitoring and evaluation of sustainability are conducted by regularly maintaining communication with the partners, visiting their locations, and actively monitoring their Instagram and Facebook accounts. The realization of the PKM program for the Lumpia Village Home Industry can be explained as follows:

1. Coordination between the implementation team members and the partners on the agreement of the activity plan and the form of partner participation.
2. Procurement of woks, stoves, and knock-down food carts.
3. Providing guidance on online marketing through Instagram and Facebook.
4. The partners have the ability to market their products online.
5. Providing bookkeeping training, and the partners have the ability to calculate the cost of production.

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## **Results and Discussion**

The first activity carried out to assist the Bubur Sumsum SME was the procurement of stoves to increase production capacity. These stoves will be used for boiling water and cooking the porridge, enabling the production of more products. Additionally, two pots were also procured. These pots will be used for cooking Bubur Sumsum, as the old pots owned by the SME operator were damaged and no longer suitable for use.

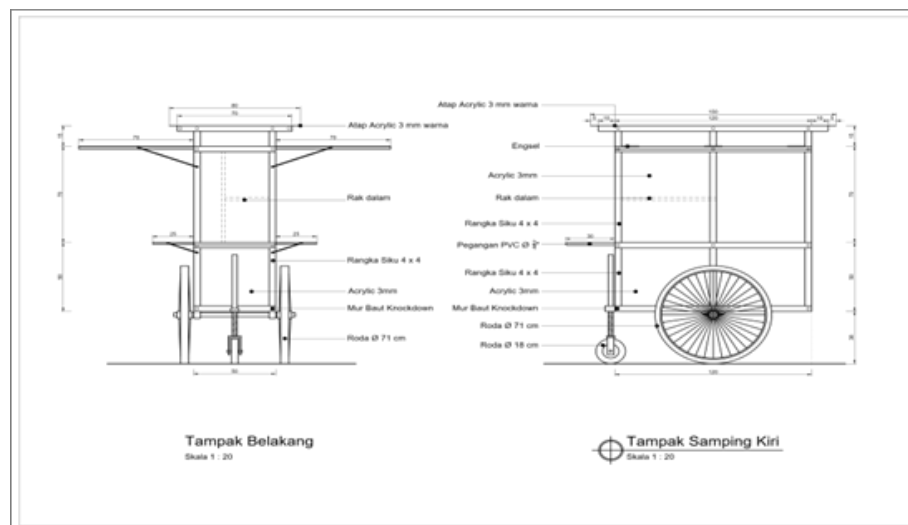
Below is the documentation of the equipment handover:"

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Picture 1. Equipment improvements

In addition to providing equipment assistance, a food cart will also be provided to help increase sales. Below is the design of the food cart that will be given.



Picture 2. knockdown cart design



Picture 3. Knockdown cart manufacturing process

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## **Conclusion**

The conclusion of the implementation of the community partnership program at the Rejo Jati Bubur Sumsum SME in Surabaya is that stoves, pots, and a knockdown food cart were successfully purchased to increase the production of bubur sumsum. The recommendations we propose are as follows:

1. Seeing the beneficial results of this activity for the SME, we hope that the University Grant Fund program will continue to be carried out by Untag Surabaya.
2. For the next community service program, it is suggested to propose opening a branch in another location.

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