

# Assistance in Managing Efficacious Drinks Using Red Ginger Raw Material

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## ABSTRACT

In managing and marketing the production of red ginger into nutritious drinks, there are often obstacles, starting from the process of selecting materials, production, packaging, to the marketing process. The purpose of this activity is to understand the production process to sales. The method used is to provide assistance in managing red ginger production from production to online marketing. From the results of the assistance carried out on the production of red ginger, 80% of the percentage is considered to provide a very good contribution to producers regarding their sales. As for the marketing process, it is done through social media or online digital marketing and the nearest warung. The suggestion in the production of red ginger is that there needs to be an increase in more beautiful packaging models, to get the product's appeal to its customers.

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## 1. Introduction

Ginger is an herbal plant that is often used to treat various health conditions, nausea, cough, joint pain, to cancer therapy[1][2][3]. Consuming processed red ginger will give a warm feeling to the body that drinks it, and provide a sense of pleasure for connoisseurs of red ginger herbal drinks [4]. The red ginger has many benefits that can treat the human body [5][6][7].

Various types of product variants of red ginger powder that are released can be enjoyed by various people, and become a drink that has a characteristic [8][9]. The target market segmentation starts from children to adults. Segmentation of regional origin of consumers: originating from Indonesia and from outside Indonesia (according to the consumption or preferences of each individual)[10]. However, the development of the



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current stage of marketing is still in a small scope [11], marketing must be developed more broadly. Product packaging is also deliberately made with simple packaging, because the initial stage of sales is with a simple, practical model, and also at an affordable price for the surrounding environment [12][13].

The pre-implementation stage carried out by the service team is to provide opportunities for people who want to be assisted in a business[14][15]. Where the assisted businesses will later be evaluated to determine the materials, manufacture, tools used, up to the production results to be sold [16]. This activity was carried out in the Rawa Ilat area, Dayeuh Village, Cileungsi District, in collaboration with MSMEs in the production of red ginger powder, kencur rice, and pletok beer, where all of these products use herbal ingredients [5].

The problem of partners in MSMEs producing herbal drinks is related to the high cost of raw materials [17], how to manufacture it manually, then marketing [18][19]. This is a concern for the team from dedication to formulating the products made.

The purpose of the assistance is to create beverage products that are efficacious as natural remedies, but marketing by starting to the online sales stage[20] [21], many consumers like the benefits of this red ginger powder, which can be felt when drunk to maintain a healthy body. There are also other objectives, including the following: 1). To offer something new in the beverage business, 2). To reduce the number of unemployed, 3). To utilize basic materials from nature in the surrounding environment. To introduce, traditional drinks so as not to be eroded by the times.

## 2. Methods

In general, community service activities are divided into several stages, namely, pre-implementation, implementation, and evaluation. The method that will be applied in PkM activities uses the mentoring method, to facilitate discussions on the production of red ginger and other nutritious drinks that are easily marketed and get their own place in the community.

## 3. Results and Discussion

Red ginger powder is a beverage product made from real red ginger, the red ginger comes from cultivation in rural areas. Currently, according to observations that have been traced, that the existing red ginger cultivation originates in the village of Dayeuh-Cileungsi. We can use it by making drinks that are nutritious for health[22], especially during a pandemic like the current one that can help as a natural drink for endurance[23]. However, nowadays many entrepreneurs forget to use red ginger to produce nutritious drinks made from natural ingredients, especially in the Cileungsi area.

In fact, we can also develop the results of the herbal drink ingredients with a processing process that is quite useful to improve the economy and also the people around, as well as reduce the number of unemployed [24][25]. Moreover, with the conditions of the covid-19 virus pandemic, therefore we must have ideas that can be developed with useful results[26]. The production of red ginger has been going on for about a year, because it is still in the process of developing production, packaging, and marketing methods to attract

public attention [27]. There are still many things that need to be improved, starting from the quality of production, packaging, marketing methods, and other developments [28] [29]. However, during the one year marketing has started to digitalize marketing stage[30], one of them can place an order through the shopee and whatsApp applications. The following is a picture of the process of making red ginger powder:



Figure 1. Ingredients for making red ginger powder.

In Figure 1, is the initial stage of the process of making red ginger powder, namely by preparing ginger that has been washed clean, then sliced into small pieces, and blender the ginger with a little water to make it easy to grind the ginger. After that, put the ginger that has been in the blender.



Figure 2. Ginger juice cooking process.

In Figure 2, is the second stage of the process of making ginger powder, namely cooking complementary spices for ginger powder, including: lemongrass, bay leaf, and sugar. After that, pour the ginger juice that has been deposited.



Figure 3. Ginger juice crystal.

In Figure 3, is the third stage of the process of making ginger powder, namely stirring the ginger and spices that were previously cooked until the dough is completely dry and crystallized. If it's dry, then turn off the stove.



Figure 4. Ginger Extract After Cooking.

In Figure 4, is the fourth stage, namely the ginger mixture and spices that have dried up after the previous stage of cooking.



Figure 5. Proses penghalusan serbuk jahe.

In Figure 5, is the fifth stage, namely the process of blending ginger and spices that have been cooked and dried, so that the powder becomes smoother.



Figure 6. Proses pengayakan sari jahe.

In Figure 6, the sixth stage is the process of sifting ginger juice and spices that have been cooked and dried, in order to produce a finer powder.



Figure 7. Proses pengemasan serbuk jahe.

In Figure 6, is the process of packaging ginger powder with the size of each pack of 600 grams.



Figure 8. Proses pengepakan serbuk jahe.

In Figure 8, is the process of packing red ginger powder after wrapping each package. The size is in accordance with the selling price that has been determined. There is only one type of variant, because the product in picture 8 is the first red ginger powder product to be marketed, so it is very original.

Currently, there are already three variants of the taste of the red ginger powder product, the different types of variants also have different properties. Here are the variants:

1. Red ginger powder,
2. Beer pletok ginger powder,
3. Kencur rice juice

This Community Service (PkM) activity is held every Sunday on 18 July 2021 with 2 people involved in product management. As for the results of the product manufacturing process, here are the product photos.





Figure 9. Produk serbuk jahe merah.

Based on Figure 3 (red ginger powder product) above and also in terms of the results of the red ginger powder production process, we can get the taste and shape of the product that is quite satisfactory and worthy to be marketed, it's just that there is still need for improvement in the form of packaging even more beautiful products, so that they can be marketed widely. This time it can only be marketed on social media or digital marketing online and to the nearest shop. For the next target to continue to expand, good packaging can be carried out for further production processes.

#### 4. Conclusion

Community Service Activities, based on the results of the management of the red ginger powder production process with a percentage of 80%, this assistance can be considered to provide a very good contribution to producers regarding their sales, especially to arouse the enthusiasm of the youth around in improving this simple MSME. The suggestion is that there needs to be an increase in more beautiful packaging models, to get the product's appeal to its customers.

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