

RAINING OF FRUIT SALAD MAKING AND MARKETING STRATEGIES AS AN EFFORT TO IMPROVE LIFE SKILLS AND COMMUNITY MICROECONOMIC BUSINESS PROGRAM IN TANJUNG PERING VILLAGE

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Abstract

The community empowerment program, through the socialization of Usaha Mikro, Kecil, Menengah (UMKM) in making fruit salad in Tanjung Pering Village, Indralaya District, aims to improve residents' skills and knowledge in creating independent business opportunities. This community service program was carried out to enhance residents' skills. Through socialization and training in making fruit salad, it is hoped that the community can develop high-value processed products that can support the family economy. The implementation method for the activity includes counseling, demonstrations of making fruit salad, and simple social media-based marketing training. The results of this program show an increase in community skills in processing fruit into healthy, attractive food products, while also opening new MSME-based business opportunities in the village. Thus, this program is expected to be the first step in increasing the economic independence of the Tanjung Pering Village Community. The community service activity was held on October 24, 2025, from 9:00 to completion, and was attended by 30 PKK mothers. In this activity, they were taught the benefits of fruit salad, practiced hands-on prayer, and engaged in economic analysis and marketing strategies. The participants' enthusiasm was very high, and the activity was highly beneficial to the community, helping them develop new business opportunities that require little capital but offer high market potential.

Keywords: Microeconomics, Life skills, Fruit salad, Tanjung Pering.

Abstrak

Program pemberdayaan masyarakat melalui sosialisasi Usaha Mikro, Kecil, dan Menengah (UMKM) dalam pembuatan salad buah di Desa Tanjung Pering Kecamatan Indralaya bertujuan untuk meningkatkan keterampilan dan pengetahuan warga dalam menciptakan peluang usaha mandiri. Program pengabdian ini dilakukan sebagai upaya untuk meningkatkan keterampilan warga. Melalui sosialisasi dan pelatihan pembuatan salad buah, diharapkan masyarakat dapat mengembangkan produk olahan bernilai jual tinggi yang dapat mendukung perekonomian keluarga. Metode pelaksanaan kegiatan meliputi penyuluhan, demonstrasi pembuatan salad buah, serta pelatihan pemasaran sederhana berbasis media sosial. Hasil dari program ini menunjukkan adanya peningkatan keterampilan masyarakat dalam mengolah buah menjadi produk makanan sehat dan menarik, sekaligus membuka peluang usaha baru berbasis UMKM di desa. Dengan demikian, program ini diharapkan dapat menjadi langkah awal dalam meningkatkan kemandirian ekonomi Masyarakat Desa Tanjung Pering. Kegiatan pengabdian telah dilaksanakan pada tanggal 24 oktober 2025 pukul 9.00 sampai selesai dan diikuti oleh 30 orang ibu ibu PKK. Pada kegiatan ini diajarkan manfaat salad buah, parkatek langsung cara membuat salad dan analisis ekonomi serta strategi pemasarannya. Antusias peserta sangat tinggi dan kegiatan sangat bermanfaat bagi masyarakat untuk menambah keahlian dalam menciptakan peluang usaha baru yang tidak membutuhkan modal besar tetapi memiliki peluang pasar yang tinggi.

Keywords: Ekonomi mikro, Life skill, Salad buah, Tanjung Pering.

INTRODUCTION

Maintaining health and a healthy lifestyle has become a new trend in modern society, widely followed today. However, many people tend to choose practical methods, such as buying ready-to-eat food, because they are too lazy to cook. This contradictory situation presents a business opportunity for those who can innovate. One innovation that can be developed to create affordable home- or micro-business opportunities feasible for rural communities is the fruit salad business (Qadri et al., 2025). Fruit salad is popular among modern society because it is not only a healthy snack but can also be used to generate profits in business (Kirana et al., 2024; Rohma, 2024). Fruit salad is a type of business suitable for the lower-middle class because it does not require large capital, is easy to make, and yields high profits (Fatmala, 2024; Nazarudin, 2021; Zed EZ et al., 2024). The location of Tanjung Pering village, which is not far from the campus, can be used to market healthy products, such as fruit salad. The UNSRI campus is surrounded by boarding house residents who tend to buy ready-to-eat food and are reluctant to consume fruits and vegetables. Therefore, this activity conducted training on fruit salad making and marketing strategies in Tanjung Pering village. This activity aimed to improve the community's skills and thus create business opportunities that would enhance their economic well-being.

Economic problems, limited employment, and capital are major issues faced by today's communities, including in Tanjung Pering village. Low levels of education and limited skills lead many residents to work as

farm laborers, earning low incomes. As the nearest higher education institution, UNSRI strives to address the problems faced by rural communities, especially those in assisted villages such as Tanjung Pering. Economic challenges are fundamental and require creativity, expertise, and perseverance to resolve. Large capital is not always necessary; small capital combined with innovation and creativity can be an alternative solution to economic challenges.

In this community service activity, the solution offered is community empowerment to improve the economy through outreach and skills-based training to develop the creative economy. Villagers, especially women, are provided with life skills and abilities they can use for self-development and entrepreneurship. One innovation that can be developed to create home-based or micro-business opportunities that do not require large capital is making fruit salad. Fruit salad is a popular dish because of its attractive appearance and delicious taste, and it is considered a healthy meal because it consists of fresh fruit, mayonnaise, and milk. Furthermore, fruit salad is enjoyed by everyone, making it a business opportunity with a broad market share. Tanjung Pering village's proximity to the campus provides additional opportunities to market the product. Therefore, this activity taught the community how to make fruit salad, understand its nutritional content, package it healthily and attractively, and market it through social media and the creative economy.

METHODS

Based on the existing problems, the activity method was designed using

hands-on training. The mayonnaise and fruit salad making training activities were conducted in the following stages:

1. Obtaining permits from the Tanjung Pering village head.
2. Designing a system and schedule for implementation, as well as preparing leaflets and training materials.
3. Teaching about salad dishes, storage, and freshness of packaging.
4. Teaching about the opportunities and challenges in the fruit salad business.
5. Training using hands-on methods and conducted collaboratively, providing prepared information regarding nutritional content, economic potential, production methods, and marketing tips.
6. Guiding participants on branding, preparing packaging that is safe from a health perspective, and attractive labeling.
7. Providing an overview of the production costs and profits of the fruit salad business and

providing guidance on fruit salad business management.

8. Teaching the use of social media in salad product marketing strategies.
9. Evaluation of the activity and discussion of future activity plans.

RESULTS AND DISCUSSION

The fruit salad training in Tanjung Pering village was conducted in several stages. The first stage was a discussion with the village head on Monday, October 13, 2025. The main activity took place on Thursday, October 24, 2025, from 9:00 a.m. to completion. This activity aimed to educate the Tanjung Pering Village community on how to make healthy, high-value food products, specifically fruit salad. Furthermore, this activity covered economic aspects, including calculating capital, sales value, and profits, as well as effective marketing strategies to ensure the product's competitiveness in the market. This activity was attended by 30 participants, consisting of housewives (Figure 1).



Figure 1. Joint implementation team with village head (left) and lecture activity (right)

The activity began with an opening remark from the Tanjung Pering village head, followed by a presentation of the fruit salad activity. The community was very enthusiastic

about the material, as evidenced by the numerous questions asked throughout the activity. This activity is expected to encourage community interest in starting their own businesses, given Tanjung Pering's potential fruit and

vegetable resources and its strategic location near the campus. Furthermore, this activity encourages the community to become more independent in creating and managing their own businesses and improving their family's economic well-being. Following the educational presentation, the activity continued with

a demonstration of how to make fruit salad. This demonstration was intended to provide participants with a hands-on experience, enabling them to understand better and taste the resulting dish (Figure 2).



Figure 2. Demonstration of making fruit salad.



Figure 3. Packaged fruit salad

Packaging includes the activity of placing a product into a container, container contents, or a similar container made of various materials, such as paper or plastic. Packaging is not just the act of placing food, but the

art of making food look attractive and appetizing, shaping the final impression on a trusted consumer. According to Kotler & Keller (Rohmadi, 2024; Desriani, 2023), good packaging can build brand equity and drive sales. E-commerce greatly supports marketing in

the manufacturing sector by enabling service delivery. E-commerce is a support action that provides information and references on agricultural products, marketing, and the manufacturing industry, especially through social media advertising (Ilham Nazarudin, 2021). To overcome problems in increasingly fierce business competition, one of which is the Micro, Small, and Medium Enterprises (MSMEs), this can be achieved through branding strategies to establish brand identity, build competitiveness, and build a business image (Saputri, 2023).

Previous research has suggested that the use of fruit salad as a health product in the modern market can be increased by developing attractive, diverse variants and by marketing it online through e-commerce. This study found that developing attractive, diverse fruit salad variants and marketing fruit salad as a health product online through e-commerce can help facilitate its sales in the modern market. This is due to the variety and accessibility of online offerings, which allow consumers to browse and purchase products (Desriani, 2024). The marketing of fruit salad as a health product in the modern market can be enhanced by developing a business strategy that encompasses economic, ecological, and social factors, along with an efficient, environmentally friendly distribution system. This study found that developing a business strategy that encompasses economic, ecological, and social aspects, along with an efficient, environmentally friendly distribution system, can help facilitate the sale of fruit salad as a health product in the modern market. This is due to economic, ecological, and social factors, distribution efficiency, and environmental friendliness, enabling

them to implement their business strategy optimally (Desriani, 2024).

Tanjung Pering Village is a village supported by UNSRI with growth potential. However, many residents still struggle to develop their small businesses due to a lack of knowledge and skills in managing them. One effort to improve the community's economy is through empowering them to produce high-value snack products, such as fruit salad. Fruit salad is a healthy food that is increasingly popular among various groups due to its high nutritional content, its relatively easy preparation, and its low capital requirements.

The main benefits gained from this activity are as follows (Al-Qadri, 2025; Nani Lestariningsih, 2024):

1. Improving community skills and knowledge about how to make fruit salad.
2. Creating new business opportunities and increasing community income through the fruit salad business.
3. Increasing public awareness of a healthy lifestyle by eating nutritious food makes making homemade salad and mayonnaise an appealing practice.
4. Strengthening solidarity and cooperation.
5. Access to Wider Market Opportunities Using Social Media.

To determine participants' understanding of the material, monitoring was conducted at the end of the activity through a Q&A session and a questionnaire. The evaluation results showed an increase in public knowledge about how to make salad and its marketing prospects. Furthermore, residents' knowledge of new business

opportunities with low capital requirements and large market opportunities was evident. Previously, they thought food was very expensive and required substantial capital. With this education, they became more aware that making salad does not require much capital, as many fruits can be used as salad alternatives, depending on their capital and desired selling price. The results of the activity evaluation are shown in Figure 4.

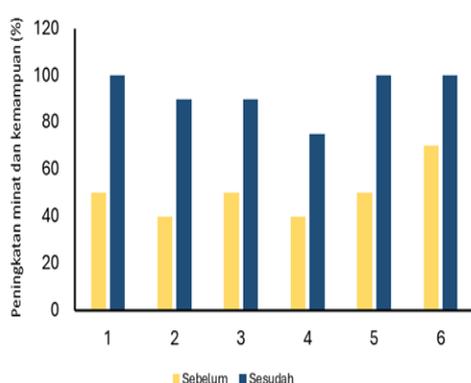


Figure 4. Results of the activity questionnaire.

Description:

1. Increased knowledge of the nutritional value and benefits of fruit salad.
2. Increased understanding of how to make salad.
3. Increased knowledge of the economic aspects of the fruit salad business.
4. Interested in trying a salad business.
5. Experienced the benefits of the knowledge and practice provided.
6. Agree that similar activities need to be continued.

CONCLUSION

Based on the series of activities conducted, the following conclusions can be drawn:

1. The salad-making training activity was highly sought after and beneficial for the community in improving skills and creating business opportunities.

2. The Tanjung Pering village community needs ongoing development to develop the potential of its resources in an effort to improve the quality of life.

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