



## Bread-Making And Product Innovation Training To Enhance Community Self-Reliance In Batam Penitentiary Institution

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### **Abstract**

*This community service initiative focuses on providing education and training in bread-making innovations to inmates at the Class IIA Batam Penitentiary (Lapas), as part of its independence development program. The penitentiary has established a bread-making business, Ropastam, managed by the Work Activities Section and involving inmates with culinary experience. This activity serves as a constructive engagement for inmates, helping to alleviate stress during their sentence and equipping them with practical skills for post-release self-reliance, including starting their own business. The focus on bread-making innovations at this time is more on the product variants made or produced and the model/shape of the bread product. By introducing diverse bread fillings and designs, the initiative aims to enhance consumer appeal and boost the entrepreneurial spirit of the participants. In addition, it is also to increase the entrepreneurial spirit of bread makers. Entrepreneurship is considered one of the important keys to improving the economic welfare of the community. Through this program, inmates gain comprehensive knowledge of bread-making techniques, product diversification, and creative business strategies. The training encourages the development of innovative ideas, preparing participants to explore broader entrepreneurial opportunities in the future.*

**Keywords:** bread, entrepreneurship, training, penitentiary institution

### **INTRODUCTION**

Increasing competition in the business environment, makes business actors continue to improvise and innovate products. Furthermore (Baker and Sinkula, 1999, Wahyono, 2002) in (Pattipeilohy, 2018) stated that innovation carried out by companies, through the creation of new and different products from existing products or making improvements to existing products. Innovation can be interpreted as a new change in the form of ideas, concepts, practices or objects/things that are specific in nature, through a planned program and designed to achieve certain goals. While product innovation is creating new products to meet the needs and desires of consumers so that it will generate buying interest in the product. Product innovation is a combination of various processes that influence each other so that they can produce a new product or a creative combination of various existing products (Kotler & Keller, 2016).

The development of business in the culinary field, especially bread, is currently increasingly diverse and extensive. Serving various types and kinds of bread offers various interesting flavors and shapes. In line with this development, with the increasing mobility of urban communities, bread snacks have become an alternative food for breakfast or other snacks, because they are practical and also filling. Not only in big cities, the popularity of bread even reaches rural areas which make it one of the people's favorite foods.





Bread is a carbohydrate source snack that is considered very practical for today's fast and practical community life. By definition, bread is a food made from wheat flour fermented with bread yeast or a raising agent which then goes through a baking process. Bread is one of the bakery products that is very well known to the public. Bakery products are food products whose main ingredient uses flour (especially wheat flour) and in its processing involves a baking process. Cakes themselves are made by baking some are not. Examples of bakery products are bread, pies, bagels, pastries, cakes, and cup cakes, biscuits, cookies, crackers, muffins, rolls, donuts, and other products made by bakers. Bakery products are one of the most widely consumed types of food in the world. Cake is one of the bakery products that is recognized by consumers as a sponge product with the desired organoleptic characteristics (Suardana & Sari, 2021).

Bread according to Koswara (2009) in (Kusnedi, 2021) is defined as food made from wheat flour leavened with bread yeast and baked. Can be added to the dough, namely salt, sugar, milk, fat and flavoring ingredients such as chocolate, cheese, raisins and candied fruit. In the market, bread is generally sold in the form of sweet bread and white bread. Many levels of society have breakfast only with bread and milk or tea. Likewise with dinner. The delicious and varied taste, unique shape without reducing the nutritional content in it are the main reasons why bread is a primary choice in the daily menu (Arwini, 2021). Therefore, the bread business in Indonesia has great potential. One of those who take advantage of the bread business opportunities in Indonesia is MSMEs (Micro, Small and Medium Enterprises).

In a day, Ropastam produces 150 slices of bread and there are 2 (two) types of bread produced, namely Economic Bread and Block Bread. This bread making activity, besides being good for the organization, is also very beneficial for inmates, because it can be a provision to open a small business outside, after completing their sentence. The focus on innovation in bread making at this time is more on the product variants that are made or produced and the model/shape of the bread product. With the addition of types of bread fillings or shapes of bread, it is hoped that it can provide a variety of choices for consumers in buying bread products. In addition, it is also to increase the entrepreneurial spirit of bread makers. Entrepreneurship is considered one of the important keys to improving the economic welfare of the community. Providing understanding and skills about entrepreneurship to inmates, especially for products that have been pioneered, is a very important first step.

Through this activity, it is hoped that they can gain a better understanding of bread making techniques, variations in the shape and filling of bread and encourage them to develop creative and innovative ideas in running other businesses in the future.

Prior to the implementation of community service activities, several communications were conducted with the Class IIA Batam Correctional Institution (LAPAS) through the Head of Personnel and Finance Affairs, Mr. Oki Beriansyah, S.E., then several topics were obtained that



could be delivered in the implementation of community service based on several factors, including:

1. Quality Improvement: Innovation can help improve the texture, taste, and nutritional value of bread.
2. Production Efficiency: New technology can make the bread-making process faster and more efficient, reducing costs and increasing productivity.
3. Market Needs: Consumer tastes are constantly changing, and innovation helps meet market desires for new and unique products.
4. Sustainability: Innovation can lead to more environmentally friendly production methods, reducing waste and energy consumption.
5. Health: With innovation, producers can create healthier bread by reducing sugar, fat, or by adding nutrient-rich ingredients

## COMMUNITY OVERVIEW

Class IIA Correctional Institution (LAPAS) Batam, formerly known as Class IIB State Detention Center Batam, is a Technical Implementation Unit under the Regional Office of the Ministry of Law and Human Rights of the Riau Islands, which is a place to provide guidance to Correctional Inmates (WBP) based on the system, institutions and guidance patterns which are the final part of the criminal justice system in the Integrated Criminal Justice System.



**Sources:** Appearance of Class IIA Batam Penitentiary from the front, 2024

Class IIA Batam Penitentiary was built in 1988. Based on the Decree of the Minister of Justice of the Republic of Indonesia. Number M.06-PR.07.031989 dated December 15, 1989 and began operating in 1990.

The high crime rate on Batam Island has caused an increase in the number of Correctional Inmates who must be accommodated in the Batam RUTAN from year to year, so that more specific and integrated handling is needed in the correctional process. In line with that, the Minister of Justice and Human Rights of the Republic of Indonesia through the Decree of the



Minister of Justice and Human Rights of the Republic of Indonesia No. M.05.PR.07.03 of 2003 increased the status of the Class IIB Batam State Detention Center to Class IIA Batam Correctional Institution.

On June 27, 2007, the Class IIA Batam Correctional Institution was moved from its old location (Baloi) to the new Correctional Institution building in Tembesi.



**Sources:** Community Service Activity at Class IIA Batam Prison taking a photo together, 2024

The Vision, Mission, Goals and Targets of Class IIA Batam Penitentiary include:

- Vision of Batam Penitentiary.  
Creating the restoration of the unity of the relationship of life, life and livelihood of correctional inmates as individuals, members of society and creatures of God Almighty (Building Independent Humans).
- Mission of Batam Penitentiary.  
Carrying out the care of prisoners and the development of Correctional Inmates (WBP) within the framework of law enforcement, prevention and handling of crime as well as the advancement and protection of human rights.
- Objectives of Batam Penitentiary.  
Forming Correctional Inmates to become whole human beings, aware of mistakes, improve themselves, be independent and not repeat criminal acts so that they can be accepted back by the community, can actively play a role in development and can live normally as good and responsible citizens.
- Targets of Batam Penitentiary.  
Improving the quality of Correctional Inmates (WBP) who were initially partly or wholly in poor condition, namely:
  1. Quality of devotion to God Almighty;
  2. Intellectual quality;



3. Quality of attitude and behavior;
4. Quality of professionalism/skills; and
5. Quality of physical and spiritual health.

## METHODOLOGY

The Community Service Program through this activity provides alternative solutions in creating bread making, both in terms of shape, flavor variations and manufacturing techniques related to bread making innovation. In addition, the expected benefits of this community service activity are that this activity will provide an understanding of the variety of products produced which are very necessary in attracting market share.

Therefore, a mentoring program is needed that not only focuses on the work skills aspect, but also includes digital marketing elements as an integral part of the MSME development strategy (Maak et al., 2023). The method used in order to achieve the objectives of this activity is education through counseling and conducting training. Educational activities aim to provide knowledge about bread making methods and variations in the shape/filling of bread. After that, participants receive training on more effective bread processing techniques.

The instructors and resource persons in this activity are lecturers from the Culinary Management Study Program.



Sources: Bread Making Training in the Production Kitchen,2024

The method of implementing the activities carried out in this socialization is to use face-to-face socialization, where the servant provides material and training on bread making methods along with variations in the shape and contents of bread that can be used as input for making bread in the future. Basically, this socialization activity provides knowledge to inmates and incharge employees about making various types of bread along with several variations in shape and processing. This socialization is also accompanied by giving a demonstration in front of an audience of inmates and incharge employees regarding making one type of bread and its



variations. Throughout the demonstration, the servant lecturer gave participants the opportunity to ask questions according to the material about bread. This activity was carried out for one day, namely on Friday, September 6, 2024 from 08.00-12.00 WIB. Taking place in the bread production room at the Class IIA Correctional Institution Complex, Batam City.

## SUSTAINABLE RESULT AND POTENSIAL



Sources: Implementation of Bread Making Training at Class IIA Prison in Batam,2024

Based on the evaluation of the implementation and results of the activities, supporting and inhibiting factors can be identified in implementing this community service program. In general, the supporting and inhibiting factors are as follows:

### 1. Supporting Factors

- a. The enthusiasm and interest of the inmates who work in the bread production kitchen are quite high and the commitment of time and active involvement throughout the implementation of the activities where there is additional training on hygiene, sanitation and product packaging for inmates in the Class IIA Batam LAPAS environment
- b. The commitment of the LAPAS, support and assistance for the implementation of activities and enthusiasm to follow up on the continuation of activities to further explore special material on making and packaging food products through training and training organized by the Riau Kemenkumham Regional Office and other training agencies/institutions.

### 2. Inhibiting Factors

- a. Limited time for the implementation of the activities so that the scope of the bread making material cannot be delivered in detail and comprehensively
- b. The participants' varying comprehension, some are fast but some are slow so that the time used is not optimal, especially because of this

Community service is one form of the Tri Dharma of Higher Education which is the obligation of lecturers, in addition to teaching and research. This community service activity aims to provide



understanding and skills to inmates in the Class IIA LAPAS environment in Batam regarding methods and techniques for making bread along with variations in shape and taste. This activity was carried out for one day, namely on Friday, September 6, 2024 from 08.00-12.00 WIB. The implementation of this PKM activity was carried out by a 4 (four) person service team from the Batam Tourism Polytechnic, Culinary Management study program and support from PUSLITABMAS, Batam Tourism Polytechnic.

The implementation of this PKM activity was carried out by a 4 (four) person service team from the Batam Tourism Polytechnic with the main topics presented regarding:

1. Bread making ingredients
2. Bread making methods and techniques
3. Variations in shape and taste in making bread products
4. Questions and answers

In this activity, it refers more to innovation or development of processes, technologies, materials, or techniques in making bread. The focus is on how bread is made, including the development of new methods to improve the efficiency, quality, taste, texture, or nutrition of bread.

## CONCLUSION

The bread-making training carried out in this community service program was quite successful in providing participants with understanding and practical skills regarding the bread-making process and bread variations. Participants also showed enthusiasm and a strong desire to develop these skills into small businesses that can support the family economy. However, the equipment to support production is still insufficient and inadequate. The number of tools such as: scrapers, rolling pins and scales is still considered insufficient.

The participants, consisting of Batam inmates and employees in the IIA Batam LAPAS environment, were able to understand and practice basic bread-making techniques such as processing dough, forming dough and filling it, to baking techniques. Overall, this training succeeded in improving participants' skills and increasing business opportunities in the culinary field, especially bread products for MSMEs. Based on the results of the implementation of PKM activities in the Class IIA Batam LAPAS regarding the manufacture of bread products as one of the independent businesses of inmates, it must indeed be a concern. Regarding the production site, in the author's opinion it is quite adequate. With an area of approximately 24 m<sup>2</sup>, it is sufficient to facilitate the manufacture of 150 packs of bread every day. However, this is not supported by production equipment which is still inadequate and simple. so that continuous education and socialization can be carried out not only to inmates but also to prison employees who work in the production environment.



## SUGGESTION

1. Sustainable Development: Similar training needs to be conducted periodically so that the skills gained can continue to be developed and adjusted to market trends and demands. It is hoped that in the future, participants can also learn new innovations in bread making, such as bread with healthy or special ingredients (gluten-free bread, whole wheat bread, etc.).
2. Mentoring and Evaluation: Further mentoring for participants who are interested in starting a small business in the bread making sector can be done through a mentoring program. In addition, regular evaluation of the skills and success of the business built is also important to ensure that the knowledge received is applied properly.
3. Collaboration with Related Parties: It is recommended that there be collaboration with local governments, cooperatives, or other institutions engaged in economic empowerment to provide capital assistance or access to a wider market for participants who are serious about developing a bread making business.

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