POTENTIAL DEVELOPMENT OF SUPERIOR PRODUCTS BUSINESS CENTER BATA PRESS PEJATEN

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ABSTRACT

Bali is known as an art area and a national and international tourist destination, many of the tourist objects in Bali may already know, as well as art in Bali, both painting, carving, and dance, which have kept pace with the development of tourism in recent times. However, in Bali, not all people depend on tourism but also from other industries. One potential industrial sector is the Bata Press business. Tabanan, especially the Pejaten area, is the center for pressing brick making businesses, where most of the people in this area are made of pressed brick. Seeing this potential, it is possible to participate in business development in a more advanced direction. Development and assistance both in terms of quantity and quality, management and marketing aspects. This community service program was carried out at SME Surya Nadi owned by I Nyoman Sudiarsa. The problems found in SMEs are 1) Equipment (matrices) and printing machines in the production process are damaged and cannot be used optimally; 2) Drying racks and printing mats (eled) are damaged and eaten by termites; 3) Furnaces and fuel storage rooms (coconut husk and firewood) which are not suitable for use; 4) Inadequate drying room; 5) The layout of the production room has not been systematic, so that it is not working effectively, and the production room is not well organized and neat; 6) Management and bookkeeping are still very simple; 7) Do not have a signboard and a website for promotional facilities; 8) Not paying attention to health and hygiene at work, 9) Soil processing machines (Molen) are damaged and cannot be used. Solutions offered to partners for 2 years, namely 1) Equipment renovation by purchasing new equipment; 2) Procurement of drying racks and printing mats (eled); 3) Repair and construction of furnaces and fuel storage rooms; 4) Repair Molen machine repair; and 5) Repairing the production room. This activity can help SMEs increase their production capacity and quality, which in turn can increase the profitability of the business.

Keywords: SME, Bata Press, Coaching, Mentoring

Introduction

Bali is known as an art area and a national and international tourist destination, many of the tourist objects in Bali may already know, as well as art in Bali, both painting, carving, and dance, which have kept pace with the development of tourism in recent times. However, in Bali, not all people depend on tourism but also from other industries. The Tabanan government prioritizes development in improving people's welfare and increasing regional competitiveness, by placing industrial sector development, especially small industry, into one of the leading or priority sectors. One of the industrial sectors that has potential is the Bata Press business. Tabanan, especially the Pejaten area, is a business center. brick molding, where most of the people in this area are made of pressed brick. For a long time in the art of architecture and building, society has always needed brick.

Batapun is like an "identity" for Balinese society and culture. Until now pressed brick is in demand as a building material or interior, especially for buildings with traditional Balinese stilts. Press brick is much denser,
hard, and not easily brittle, different from the common brick commonly used for wall pairs of house buildings. Bata Press was created by pressing techniques (pressing) using a special press machine so that the resulting brick is stronger, denser and smoother. The material used is clay that has been filtered beforehand from damaging materials such as gravel, wood chips and others. Therefore this business must receive attention because it is a very supportive business in the construction of houses and buildings, especially for the property business. Seeing this potential, Surya Nadi SME is one of the many pressed brick makers in Pejaten Village. Surya Nadi’s SME located at Br Dukuh, Pejaten, Kediri, Tabanan is owned by I Nyoman Sudiarso and was founded in 2007. Pressed brick products consist of three types namely thick, thin and sticks. The price of pressed brick varies depending on the type, while the price of pressed brick is thick (Rp. 3,000), thin (Rp. 2,000), and stick (Rp. 1,500). Mr. I Nyoman Sudiarso's brick press has only been marketed throughout Bali. The business has experienced various obstacles, namely, from equipment that has begun to break down and is not suitable for use, burning and drying places that are no longer effectively used, places for storing additional raw materials that are still not neatly organized.

Based on the results of observations and interviews conducted by the team, it turns out that the partner has a very promising business continuity and really needs guidance and business assistance and ongoing assistance so that it can increase the profitability of the business, which is a potential superior product for Tabanan in particular and Bali in general. Some of the obstacles faced by SME Surya Nadi in developing the brick press making business are as follows:

1. In the printing process, many of the drying racks after Bata Pres were printed were damaged and eaten by termites. Likewise, the printing mat named Eled was also damaged and unfit for use. This will later affect the quality of Bata Pres.
2. Many of the stovetops for burning pressed brick with a lid were damaged, so that during the rainy season it leaked and the burning process could not run properly.
3. Additional raw materials such as coconut husk and firewood used to burn pressed brick are still scattered and do not have a special place, so that it slows down the burning process and looks untidy and clean.
4. In processing raw materials, we still rent raw material processing machines (molen), this is because the molen machines are damaged.
5. The Press Brick Maker Machine is damaged a lot and cannot be used.
6. Printing tool components are damaged a lot (Matris)
7. The place of business is still dirt and has not been plastered, so that in the rainy season it becomes muddy
8. The Press Brick Maker Machine is damaged a lot and cannot be used.
9. The Press Brick Maker Machine is damaged a lot and cannot be used.
10. It does not have a nameplate, so if it is not a regular consumer, they will not know that this place is a place for ceramic manufacture and sale
11. Surya Nadi SME drying room is still on free land, so when it rains, it experiences problems, namely the drying process does not run effectively and efficiently. In addition, the drying room is still narrow so it cannot be dried in large quantities.
12. Do not have a means of promotion or online marketing, which online marketing can expand the marketing network, and it is easier for consumers to find out the existence of partners and types of products.

IMPLEMENTATION METHOD

This program was implemented for 3 years, and has been running for 2 years. Based on the description of the priority problems faced, the method of implementation is as follows:

1. Carry out repairs to drying racks and purchase of printing mats called elad.
2. Carry out improvements to the combustion chamber, namely replace the roof of the furnace using spandex so that it is not easily damaged and is heat resistant.
3. Arranging the manufacture of storage for additional raw materials such as coconut husk and firewood which is next to the furnace, so that it looks neat and makes it easier for the production process.
5. Procurement of Printing Machines and Printing Machine Components (Matris)
6. Carry out the procurement of cleaning and health equipment

RESULTS AND DISCUSSION
Some of the activities that have been carried out with partners include:
1. Refurbishment and Repair of Press Brick Dryers.
   In the printing process, many of the drying racks after the press bricks were printed were damaged and eaten by termites because they were made of wood, this would later affect the quality of the Pressed Brick. Based on this, the team provided assistance in repairing production equipment in the form of replacing drying racks, which were originally wooden using aluminum so that they were not easily eaten by termites and were durable, so that the capacity and quality of the products could be improved.

![Picture 1](Figure 1: Wooden Drying Rack Which is already damaged)
Source: Research Documents (2020)

![Figure 2](Figure 2: Aluminum Drying Rack finished)
Source: Research Documents (2020)
2. Repair of Pressed Brick Mold (Eled)

In the printing process, the press brick printing base, which is often called eled, is damaged, this will affect the quality of the Press Brick. Based on this, the team provided assistance in the procurement of printing mats (eled) so that the capacity and product quality could be improved.

![Figure 3](image3.png)

**Figure 3**

*Procurement of Print Base (Eled)*

*Source: Research Documents (2020)*

3. Press Brick Burning Furnace Repair

Many of the stovetops for burning pressed brick with a lid were damaged, so that during the rainy season it leaked and the burning process could not run properly. So far, the roof cover uses tiles and many are damaged and have holes, so that in the rainy season the combustion is not optimal. Based on this, the team repaired the furnace, which was originally replaced with spandex roof. This is done considering that spandex material is durable and is stronger and is good at conducting heat.

![Figure 4](image4.png)

**Figure 4**

*burning furnace with roof cover using tile (before repair)*

*Source: Research Documents (2020)*
4. Repair of Raw Material Processing Machines (Molen)
Before the pressed brick is printed, raw materials that are ready to use are needed. Clay raw materials, before printing, must be processed first using a molen machine. So far, in clay processing partners have rented machines, because the molen machine is damaged, so they spend more money to rent the machine. Therefore, in order to save costs, the team repaired the molen machine so that it could be used to process raw materials.
5. Procurement of Printing Machines and Printing Equipment Components (Matris)
   In the printing process, the printing press is useful for printing pressed bricks after the clay raw materials have been processed. Based on this, the team provided assistance in repairing the press brick molding machine so that the capacity and product quality could be increased.

6. Procurement of Cleaning and Health Equipment
   In the production process, workers have not paid attention to health and hygiene in the production process. In the production process there will be a lot of dust, pungent odor and dirt, but the workers do not wear masks and aprons (aprons). Masks are used to cover the nose, so that dust is not inhaled, while the apron is used so that the clothes used by workers are not dirty.

CONCLUSIONS AND SUGGESTIONS
   Based on the results of the activities that have been carried out, it can be concluded that the activities that have been carried out include 1) Refurbishment and Repair of Press Brick Dryers. The team provided assistance in repairing production equipment in the form of replacing drying racks, which were originally wooden using aluminum so they were not easily eaten by termites and were durable, so that the capacity and product quality could be improved; 2) Repair of Press Brick Printing Base (Eled). The team provided assistance in the procurement of printed mats (eled) so that the capacity and quality of the product could be improved. 3) Press Brick Burning Furnace Repair. The team repaired the stove, which originally covered with roof tiles and replaced with spandex. This was done considering that spandex material is durable and stronger and better at conducting heat. 4) Repair of Raw Material Processing Machinery (Molen). The team provided assistance, namely repairing the raw material processing machine (Molen), so that the Partners no longer rented them when processing clay raw materials. 5) Procurement of Printing Machines and Printing Machine Components (Matris). The team repaired printing machines and procured printing machine components (Matris). 6) Procurement of Cleaning Equipment and Masks. The team provided masks and aprons (aprons), where masks are used to cover the nose, so that dust is not inhaled, while the apron is used so that the clothes used by workers are not dirty.
The implementation of service activities has a big impact on product quality and work productivity for business partners and provides benefits that have a direct impact, namely the high motivation and enthusiasm of partner managers in advancing their business so that later partners are able to produce quality products and ultimately contribute to increasing the quantity of production and partner turnover.

THANK-YOU NOTE

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