

## DISSEMINATION OF ROSE PRESERVATION TECHNOLOGY AND FINANCIAL RECORDING TO INCREASE COMMUNITY'S INCOME

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### Abstract

The snack business conducted by the residents of Cintamanik Village has struggled to compete with snacks marketed in Garut, resulting in an insignificant increase in their income. In light of these circumstances, the PKM Team conducted training activities to introduce flower preservation technology to produce preserved roses with high market value. Additionally, training sessions focus on financial management, packaging design, and digital marketing via online marketplaces were provided as marketing tools. The research employed a descriptive analysis by processing primary data through pre-test and post-test of 32 entrepreneurs as respondents. The test outcome indicate an improvement from the pre-test results to the post-test results, indicating that the conducted training significantly enhanced the participants' abilities and knowledge. Particularly, the training enhances skills in preserved rose production and product marketing, facilitating income growth for the participants.

**Keywords** : *Preserved Roses Technology, Cost of Production, Marketplace.*

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## 1. INTRODUCTION

Cintamanik Village Vision 2019-2024: "Increasing quality and competitive regional economy" with the achievement indicator "Increasing community income based on local potential". To realize this vision, several missions are implemented, one of which is "Increasing productivity: and community economic competitiveness." This mission signifies that the people of Cintamanik Village, Karangtengah District, and Garut Regency must be able to establish productive home industries or PKK groups to support their livelihoods, consequently raising their income and standard of living.

On July 13 2023 and July 21 2023 a team consisting of 3 lecturers from the Faculty of Economics, Garut University surveyed to collect data on home-based snack business activities that have been undertaken thus far. The issue identified was that processed food products were marketed from house to house, yet the outcomes did not significantly augment their income. Based on these observations, the strategy employed was to introduce methods for preserving cut flowers as raw materials for decorative flowers. Additionally, the entrepreneurs were trained on financial management, packaging design, and marketing the preserved roses through marketplaces as marketing tools.

Shantammaa (1) and (2) stated that preserved flowers are 100% natural products that have undergone a preservation process to maintain their beauty and freshness without requiring water or sunlight. Preserved flowers retain their colours and shape for an extended period, exhibit freshness and texture flexibility

comparable to fresh flowers, and do not induce allergies due to the absence of pollen. In addition, the colours of preserved flowers can be customized, appearing brighter than fresh flowers, making them ideal for bouquets or decoration purposes.

The cut flower preservation method is a technology used to maintain the durability of flowers, ensuring they do not wilt quickly and their freshness can endure for over a year (3). This preservation method utilizes a specific formula comprising. The result is cut flowers that are more aesthetically pleasing and maintain their freshness for an extended period (4,5). It is hoped that these long-lasting cut flowers will be in demand by consumers, particularly florists due to their superior quality and heightened marketability, enabling them to be sold at a premium price compared to unpreserved cut flowers (6,7).

In business operations, Micro, Small, and Medium Enterprises (MSMEs), particularly the PKK Group in Cintamanik Village, necessitate financial reports. Absent financial records, business actors encounter challenges in performing calculations and assessing the success of their ventures. Financial records are a record of a company's financial information in a certain period, facilitating an understanding of the company's performance (8). Essential financial records include calculating the cost of goods products, determining selling prices and assessing profits (9).

Len (10) stated that the total cost of goods products is all costs charged to units produced in a period. Total production costs include raw material costs, labor costs, factory overhead costs, and other costs incurred to produce a product or service. The cost of raw materials is the cost incurred to process the main raw materials into products or finished goods. While labor costs are expenses for labor or employee wages. Furthermore, overhead costs are costs that must be incurred to support the smooth production process (11). The purpose of calculating the cost of goods produced is to (1) determine selling price of the product; (2) monitor of Real Production Costs; (3) assess the inventory value of finished products or products in process at the end of the period; (4) calculate periodic profit and loss (12). After calculating the cost of goods produced, the next step is to set the selling price of the product per unit. It is done by adding the cost per unit with the desired amount of profit per unit (13). Another important factor that business actors must pay attention to is marketing their products to their target consumers in an effective way. One appropriate and effective marketing method is to introduce and display the product using digital technology, commonly known as digital marketing (14). It is the activity of promoting and finding markets through the application of digital technology establishing online channels to the market.

One effective form of digital marketing is through online marketplaces, facilitating global audience engagement and real-time marketing performance tracking (15). Online marketplaces serve as digital platforms where transactions between buyers and sellers are conducted over the Internet, accommodating various products or services. From product selection to customer support, it is all there. Additionally, marketplace owners are constantly coming up with new features and tools to keep sellers and buyers happy (16). Marketing via marketplaces aims to guide marketing strategies, optimize resource allocation, and track progress toward desired outcomes (17).

Prior research on flower preservation technology conducted by (18,19) posited that preserved fresh flowers exhibit superior color quality and flexibility compared to dried flowers, presenting promising prospects for preservation technology development. Furthermore, determining the appropriate mixture composition for preserving fresh flowers using technology yields high-quality preserved flowers capable of competing with dried flowers, consequently commanding a high selling value (20).

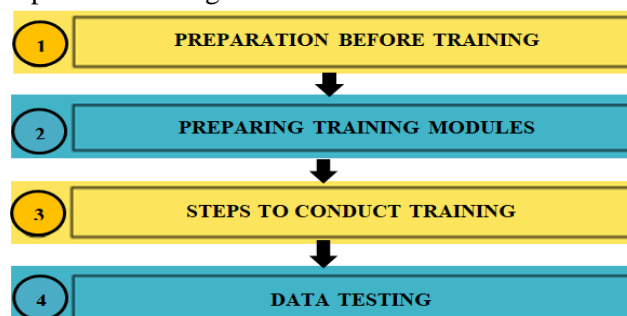
Previous research on financial recording presented by (21,22) stated that financial recording including calculating the cost of production, determining selling prices, and calculating profit and loss is meaningful and important as a tool for controlling business operations and assessing business performance. Furthermore, research conducted by (23) emphasized the utility of promotion and marketing through marketplaces in executing marketing strategies, offering benefits such as broad audience access, increased sales, reduced operational costs, enhanced consumer trust, streamlined transaction and logistics management, comprehensive data analysis, partnerships, collaborative opportunities, bolstered competitive capabilities, and facilitated international expansion. Moreover, promoting and marketing products and services through marketplaces enables easy customer retention and acquisition, presenting a cost-effective and efficient means of sustaining business continuity amidst competition (24).

Mentoring and empowerment are carried out through training. Training and mentoring methods encompass technology for producing preserved roses, financial recording, and registration at marketplaces, providing PKM partners valuable insights into effective marketing methods to enhance sales volume. Previous training regarding preserved flower technology for several florists concluded that participants could produce quality preserved flowers, thereby elevating the marketability of decorative flowers (25,26). Furthermore, (27,28) emphasized the significance of financial management training in business operations, enabling business actors to effectively manage finances. Training for MSMEs in Barangay Isidro, Philippines explained that with training, MSMEs can manage their businesses effectively, pay attention to their products and sales locations, and separate their finances from household expenses through financial bookkeeping. Optimal financial management enables control over production costs, product pricing, and fund/cash flow management, facilitating seamless profit planning and control (29).

Following marketing training conducted for SMEs through online-based platforms in Tangerang, Indonesia, SMEs experienced increased sales volumes compared to pre-training levels (30). Digital marketing initiatives or online-based marketing employed as a market expansion strategy for Small Enterprises necessitate focusing on brand and product uniqueness. A comprehensive marketing plan is imperative for online marketing to be efficient and effective.

## 2. RESEARCH METHODS

Community Service Activities (PKM), the 2023 Community Partnership Empowerment Program was carried out directly with the target audience located in Cintamanik village. The research method used was descriptive analysis by the stages presented in Figure 1.



**Figure 1.** Stages of Activities  
Source: Data analysis, 2023

### A. Preparation before training

The activities carried out at this stage are collecting information about the current conditions of the snack business activities and the possible opportunities to be done by the PKM Team, including:

- a) Conducting surveys and meeting with snack entrepreneurs who are also the members of the PKK group to get information about their businesses and the contribution to their economy.
- b) Conveying the proposed program: an alternative business of a unique product that has not been produced in Garut Regency, namely preserving cut flowers which has great prospects for development as using cheap flower raw materials can produce preserved flower products at high selling prices.
- c) Forming groups of trainees
- d) Determining the training schedule
- e) Preparing and conducting Pre test

### B. Preparing training modules

Preparing training modules before the implementation of training, the PKM Team prepares the following training modules.

- a) Training module about methods and technology of preserving roses
- b) Training module about the calculation of cost of goods produced and determination selling price
- c) Training module about product marketing through the marketplace

### C. Steps to conduct training

Training and mentoring were carried out in the following stages.

- 1) Conducting a pre-test first before starting the training to examine the ability and knowledge of participants regarding all training materials.
- 2) Presenting a theoretical presentation on rose preservation technology and carrying out direct practice of the preservation process. All participants practiced independently accompanied by the PKM Team
- 3) Presenting a theoretical explanation of the steps to calculate the cost of products and determine the selling price of the product. Next, the trainees directly calculated the cost of preserved roses to determine the selling price per unit of preserved roses. All participants carried out this activity independently and were accompanied directly by the PKM Team.
- 4) Presenting information on how to market the rose products through the marketplace. The PKM team guided and accompanied the participants to market preserved roses products through Tokopedia.
- 5) Conducting post-test after the trainees' completion training activities
- 6) Collecting data for pre-test and post-test results

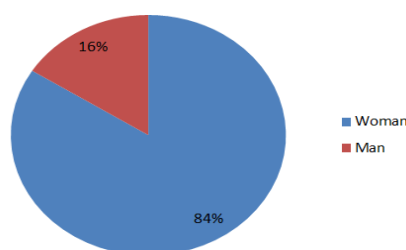
### D. Data Testing

After completing all training activities, the PKM Team processed data on the pre-test and post-test results. The research data used was in the form of primary data from the results of pre-test and post-test collections of PKK groups who were training participants. This test was performed using the mean difference test - Paired Sample t-Test with a significant value of 5%. This test was conducted to determine whether or not the effect of the training program on increasing the proficiency and knowledge of trainees regarding rose preservation, calculation of cost of goods produced and determination of selling prices, and product marketing through the marketplace before and after the training.

## 3. RESULT AND DISCUSSION

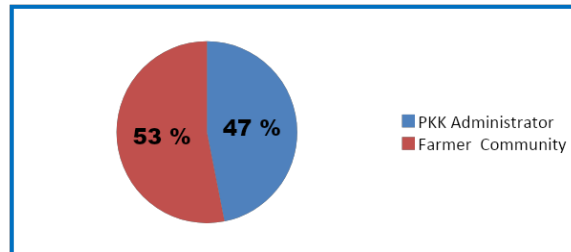
### Participant Characteristics

This training was attended by 32 snack entrepreneurs, all of whom are members of the PKK from Cintamanik village. Regarding gender distribution, out of the 32 participants, the majority, comprising 27 individuals or 84%, were women, with the remaining 5 individuals or 16% being men. This distribution is illustrated in Figure 2.



**Figure 2.** Participants by Gender  
Source: Data analysis, 2023

The training activities organized by the PKM Team in Cintamanik village were attended by several snack entrepreneurs under the coordination of the PKK group. In addition to their roles as entrepreneurs, many participants, precisely 53% (17 people) are also farmers who are members of the Farmer Group. Furthermore, 47% (15 people) are actively engaged as PKK administrators.



**Figure 3.** Participants by Jobs  
Source: Data analysis, 2023

**Description and Discussion of Training Target**

**Table 1.** Training Target Results and Discussion

Activities	Target Results and Discussion
<p>Conducting a pre-test before starting the training to examine the ability and knowledge of participants regarding all training materials.</p>	<p>Before conducting the training, the PKM Team conducted the pre-test. These tests include process materials and production of rose preservation, calculation of cost of goods produced, determination of selling price, and marketing products through the marketplace.</p> <p><b>Results:</b> Based on pre-test results, it was found that the majority, 90% of participants:</p> <ul style="list-style-type: none"> <li>a. Are unaware of preserved roses that can remain fresh for over a year.</li> <li>b. Lack of the knowledge and skills necessary to carry out the rose preservation process.</li> <li>c. Lack of proficiency in financial record-keeping, including calculating the cost of goods produced and determining product selling prices. This observation is supported by initial survey findings, indicating that business owners have not conducted cost of goods produced calculations for their products, resulting in suboptimal profit margins.</li> </ul> <p>Lack of comprehension and application of effective and efficient marketing strategies, such as limited marketing efforts confined to door-to-door approaches.</p>
<p>The PKM team delivered a theoretical presentation on rose preservation technology and a practical demonstration of the preservation process. Subsequently, all participants engaged in independent practice with direct guidance from the PKM team</p>	<p>Roses preservation training is divided into three stages, namely:</p> <ul style="list-style-type: none"> <li>a. Theoretical Presentation Stage: This stage involves the theoretical presentation regarding methods and technologies for preserving. The PKM Team provides detailed explanations on the application of preserved rose technology, including processing and using raw materials with the correct composition.</li> </ul> <p><b>Result:</b> Through discussions and question-and-answer sessions between the trainees and the PKM Team, participants understand the steps required to carry out the preservation process and how to use raw materials with the appropriate composition.</p> <p>Preservation Process Stage</p>

	<p>This stage involves soaking fresh roses in glycerin and burying roses in Zanzibar sand and silica gel. All participants carry out this activity independently, soaking and burying roses individually. The PKM Team directly accompanies and monitors the participants during this activity.</p> <p><b>Result:</b> Through this process, trainees learn to carry out these activities according to predetermined rules and standards. However, some participants may encounter difficulties during the burying process, necessitating repetitions to ensure proficiency.</p> <p>Roses Removal Stage. This stage marks the final step of preserving roses, wherein participants lift their roses from the sand heaps. The success of the preservation process can be determined based on this stage, as it indicates whether the preserved roses meet the desired quality standards.</p> <p><b>Result:</b> Not all participants could produce preserved roses of the desired quality. This outcome may be attributed to a lack of skills in executing each stage of the preservation process.</p> <p>Based on the overall results of the three stages of the rose preservation process, success is determined by producing good-quality preserved roses. Of all participants, 82% successfully preserved roses with satisfactory quality.</p>
<p>The next step provides a theoretical explanation of the steps to calculate the product costs and determine the selling price. Subsequently, trainees calculated the cost of preserved roses to determine the unit selling price. Each participant independently undertook this task under the direct guidance of the PKM Team.</p>	<p>Training to calculate the product cost of preserved roses and determine the selling price is divided into the following two stages.</p> <p>a. Theoretical Presentation Stage: Methods of calculating production costs and determining selling prices. At this stage, the PKM Team provides a theoretical explanation related to the calculation of the cost of producing preserved roses. Furthermore, it explains how to determine the selling price of preserved roses based on the calculation of production costs</p> <p><b>Result:</b> After detailed discussions and question-and-answer sessions between the participants and the PKM Team, it was found that 90% of the participants could understand the theoretical calculation of the cost of goods produced by preserved roses, along with the cost items that must be considered. Additionally, participants understand how to determine the selling price of preserved roses based on production costs. For the remaining 10% of participants who do not understand, additional guidance will be provided until they achieve proficiency.</p>

	<p>Implementation Stage: Calculating the cost of production and determining the selling price of preserved roses. Under the direct guidance of the PKM Team, participants are allowed to implement the calculation of production costs for preserved roses, including all cost components, such as raw material costs, labor costs, and overhead costs. Furthermore, participants are guided to determine the selling price of preserved roses based on the production cost.</p> <p><b>Result:</b> After completing the direct implementation of calculating the cost of production and determining the selling price of preserved roses, 95% of the participants understand and can immediately calculate the production cost of their preserved roses and subsequently determine the selling price per unit. For the remaining 5% of participants who do not understand, additional guidance is provided to ensure they achieve the desired level of proficiency.</p>
<p>The last training is providing information on how to market the rose products through the marketplace. The PKM team guided and accompanied the participants to market preserved roses products through Tokopedia</p>	<p>Training to market preserved roses online through marketplace</p> <p>At this stage of training, the PKM Team directly guided the participants to market their preserved roses through the marketplace, namely TOKOPEDIA. They are guided directly to carry out the following stages.</p> <p>a. Registration Phase The participants were guided to directly implement the registration of preserved process to TOKOPEDIA by following the steps required such as: preparing and filling in personal data and create an e-mail account.</p> <p><b>Result:</b> All participants follow the directions step by step and they are able to implement the steps smoothly. The registration implementation has been successful and verified.</p> <p>b. The process stage of creating a product catalog and displaying products on TOKOPEDIA During this training stage, participants were guided by the PKM Team in preparing preserved roses with attractive packaging. Subsequently, they were instructed to capture the roses as appealing as possible for display on the TOKOPEDIA website. The aim was to attract consumer interest in the preserved roses available for sale. Following this, participants were tasked with providing comprehensive information on TOKOPEDIA regarding ordering and payment procedures.</p> <p><b>Result:</b></p>

	<p>After completing this training stage, participants have established accounts on TOKOPEDIA and have access to a platform that enables online transactions. This facilitates effective and efficient marketing efforts. Moreover, the participants' proficiency in marketing preserved roses through TOKOPEDIA can also be applied to the snack products they have produced thus far.</p>
<p>After completion training activities, post-test was conducted to examine to assess their abilities and knowledge acquired from the training materials</p>	<p>The final stage of this PKM activity was concluded by administering a post-test to ascertain the extent to which the training had impacted participants' skills and knowledge regarding the preservation process of roses, calculation of the cost of goods, determination of selling prices of preserved roses, and online marketing through TOKOPEDIA.</p> <p><b>Results:</b></p> <p>a. Following the training, participants demonstrated an increased awareness and understanding of preserved roses. Initially, they were unaware of the longevity of preserved roses, but after the training, they exhibited a heightened awareness of their existence.</p> <p>b. After participating in the rose preservation processing training, participants' skills and knowledge markedly improved. They acquired the ability to process roses effectively, resulting in the production of high-quality preserved roses.</p> <p>c. Following the financial recording training, which encompassed calculating the cost of goods for preserved rose products and determining their selling prices, participants' skills and knowledge saw significant enhancement. This was evidenced by their proficiency in directly calculating the production costs of the preserved roses they manufactured. Moreover, they demonstrated proficiency in setting the selling price of preserved roses per unit.</p> <p>d. Due to the training, participants acquired the capability and proficiency to sell preserved roses on TOKOPEDIA, even establishing accounts dedicated to marketing their preserved roses.</p>

**Pre-test and post-test results**

**Table 2.** Descriptive Statistics  
Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre-Test	10.6364	32	.78954	.16833
	Post-Test	20.4091	32	.59033	.12586

Source : Data analysis, 2023



Table 2 illustrates that the average pre-test score is 10.64, while the average post-test score is 20.41, indicating an increase of 9.77. This suggests that after undergoing training, the participants' skills and knowledge notably improved, especially in rose preservation, cost calculation of goods produced, determining product selling prices, and marketing through marketplaces.

**Table 3.** Pair samples test results

		Paired Differences					Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	PRE TEST - POST TEST	-9.77273	.68534	.14612	-10.07659	-9.46886	-66.883	21	<.001	<.001

Source : Data analysis, 2023

Table 3 reveals that a significant different between the pre-training and post-training conditions, as indicated by significant increase in post-test results ( $p < 0.01$ ). This finding indicates an enhancement in participants' skills and knowledge regarding preserved roses, cost calculation, pricing strategies, and marketing post-training. This is further underscored by the increase in the average score of 9.77, representing a significant improvement of 91.25%. These findings underscore the impactful influence of the provided training.

**Training Activities Documentation**

The following figures describe the training activities carried out by the PKM Team on snack food entrepreneurs in Cintamanik Village from July 18, 2023 to July 21, 2023. This program was in collaboration with the PKK.



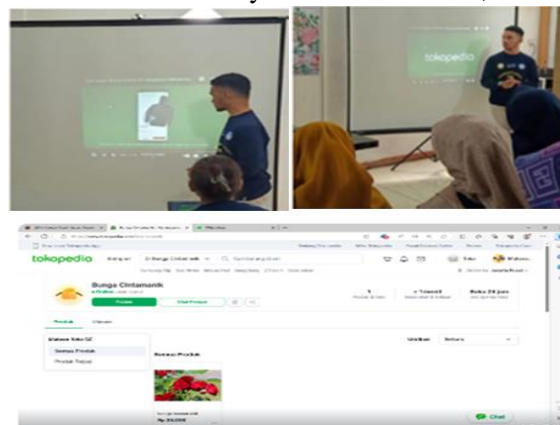
**Figure 3.** Rose Preservation Training  
Source: Community Service Activities, 2023.



**Figure 4.** The result of preserved roses  
Source: Community Service Activities, 2023



**Figure 5.** Training on Calculation of Product Cost and Determination of Selling Price  
Source: Community Service Activities, 2023



**Figure 6.** Product Marketing Training  
Source: Community Service Activities, 2023



**Figure 6.** PKM team with the training participants  
Source: Community Service Activities, 2023

## 5. CONCLUSION

Based on the survey results, it is evident that snack businesses in Cintamanik Village face challenges. These include the practice of marketing snack products door-to-door and the lack of accurate pricing strategies, leading to insignificant income growth. To address these issues, the PKM Team initiated interventions, such as introducing a new product with higher market value—preserved roses. To achieve this objective, various training sessions were conducted, covering instruction on the preservation process of roses, guidance on establishing simple financial records encompassing cost analysis, basic pricing principles, and strategies for determining selling prices, and training on product marketing through online marketplaces.

The PKM activities, organized by the Management Study Program of the Faculty of Economics, Garut University, have proven beneficial for participating entrepreneurs by fostering skill enhancement and business development. The outcomes of conducted assessments indicate a significant positive impact of the training sessions. Participants exhibited improved skills and knowledge related to preserved rose production, cost

analysis, pricing strategies, and online marketing. This progress was substantiated by achieving a maximum training result increase of 91.25%. Consequently, with enhanced proficiency in business operations, participants are expected to increase their sales, thereby positively affecting their income.

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