

The Influence of Human Resource Quality, Social Media Use, and Business Capital on the Creation of A Bath Soap Business Based on Business Sustainability and the Empowerment Environment in the Southern Meruya Area

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Abstract

Nowadays, people are increasingly concerned about personal hygiene because many diseases are caused by bacteria and germs. One of the means to clean yourself is soap. The form of soap that is currently in demand by the public is paper soap because it is practical and easy to use. Usually, soap added active substances such as triclosan to kill bacteria, but triclosan has a negative impact on the body. Judging from the many negative impacts that triclosan can cause, it is necessary to think of other alternative ingredients that can replace triclosan as an antimicrobial. By utilizing aloe vera as an ingredient in soap making, it is not only able to kill bacteria, but can also soften the skin. This is due to the presence of lignin which is useful for maintaining skin moisture and retaining water in the skin so that excessive evaporation does not occur. Aloe vera contains saponins that function as natural antibacterials. By utilizing aloe vera as an ingredient in soap making, not only can it kill bacteria, but it can also soften the skin. And through this community service activity, it is hoped that it can contribute in the form of data and information related to the influence of the quality of human resources, the use of social media, and business capital in the creation of a bath soap business in the sustainability of the business and the empowerment environment of the community, especially in the South Meruya area.

Keywords: Influence of Human Resources Quality, Use of Social Media, Business Capital, Bath Soap Creation

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Introduction

Bath soap is one of the tools for bathing, and most people have bath soap to clean their bodies. This soap serves to clean the skin from all dirt and bacteria that stick to the body. There are two types of soap: solid soap, and Liquid Soap. The ingredients are easy to obtain, and soap is generally made from three types of oil, namely palm, coconut, and olive, each of which contains elements or ingredients that work. Foam maker, stabilizer, skin moisturizer.

Soap is made by saponification reaction as follows: The saponification reaction using alkali is the reaction of triglycerides with alkali (NaOH or KOH) which produces soap and glycerin. The saponification reaction can be written as follows: $C_3H_5(OOCR)_3 + 3 NaOH \rightarrow C_3H_5(OH)_3 + 3 NaOOCR$. Using this aloe vera body wash is safer for the skin than soaps that use many chemicals. According to a dermatologist, Srie Prihianti, Ph.D., SpKK, bath soaps containing surfactant chemicals or SLS can give a greasy effect on the skin that can harm skin health. The content of surfactant chemicals has a high level of irritation. Therefore, we created an aloe vera bath soap whose manufacturer does not use surfactant chemicals so as not to cause irritation to human skin when using the soap. Aloe vera is classified as a treatment such as an antibiotic, antiseptic and antibacterial. With the manufacture of this aloe vera soap, we hope to reduce the level of human allergy to soap made from too many chemicals that cause irritation to the skin.

Target: Through this socialization, it is hoped that participants will apply strategies as a good empowerment to support activities, and creativity in the community in managing soap made from Aloe Vera naturally. And it is expected to increase the influence of the quality of human resources, the use of social media, and business capital in the creation of a bath soap business in the sustainability of the business and the empowerment environment of the community, especially in the South Meruya area.

Outputs: After attending the training, participants have more knowledge and understanding related to community empowerment strategies in the influence of the quality of human resources, the use of social media, and business capital in the creation of a bath soap business in business sustainability and the empowerment environment of the community, especially in the South Meruya area.

Based on the current Situation Analysis, this PKM is carried out as an influence on the quality of human resources, the use of social media, and business capital in the creation of a bath soap business in the sustainability of the business and the empowerment environment of the community, especially in the South Meruya area. So that this PKM activity will be socialized, and the PKM Team will provide training to create activities or activity programs that will be able to increase the entrepreneurial spirit for them. The hope of this

PKM activity is to foster social awareness for the community and be able to improve the quality of human resources, the use of social media, and business capital in the creation of a bath soap business in the sustainability of the business and the empowerment environment of the community, especially in the South Meruya area.

Method

The method of carrying out activities is divided into several parts, and the research used qualitative methods, based on surveys and using online media to provide an understanding of the research material to participants. The data used uses information directly from the presenter to the participants involved, then there is an interaction on the questionnaire, and the question and answer take place as follows:

1. Preparation of activity plans

- Coordination with related parties
- Make an activity plan

2. Activity Preparation

- a. Implementation of activities carried out offline at South Meruya Area
 - Socialization and presentation of materials
 - Discussion and Q&A
- b. Monitoring and Evaluation of the implementation of activities

And 2 technique activities will be carried out especially on:

- a. First stage : Socialization of community empowerment in managing natural-based soap using cultural tongue as the basic ingredient.
- b. Second stage : Providing education and hands-on practice regarding the steps that need to be taken in increasing the influence of the quality of human resources, the use of social media, and business capital in the creation of a bath soap business in the sustainability of the business and the environment.

Result And Discussion

We are a large-scale manufacturer specializing in producing various mining machines including different types of sand and gravel equipment, milling equipment, mineral processing equipment and building materials equipment. The existence of these competitors will actually be a motivation for us to be able to produce the best quality products for consumers.

With the Community Culture Aspect in the running of this LIBUSOAP (Cultural Tongue Soap) making business, we hope that our business can provide benefits for us and the wider community who will become our consumers later. We hope that this business can have its own added value. Every new business opportunity will create new employment opportunities so that this business can reduce Indonesia's unemployment rate. We will continue to do our best to run our business and continue to innovate and creativity in making this product so that it can continue to satisfy consumers.

Planning for the manufacture of natural bath soap is by, The initial stage carried out during the planning stage is to find a strategic business place, then conduct a market survey. The purpose of conducting a survey is to determine market conditions, consumer interest, and further innovation planning. In the second stage, make preparations. Including preparation in the selection and provision of premises and facilities and infrastructure to support the production process. Then, prepare and procure raw materials and other additional materials for the first step in starting a business. Complete preparation of raw materials will facilitate the production process of a business. The third stage that needs to be done is to conduct a feasibility and safety study of the business to be run. This activity is carried out to find out whether this activity has profitable prospects and has long-term prospects.

Natural Soap Process or production is the core activity of entrepreneurial activities, production activities have several stages, these stages include processing and manufacturing products, packaging, and also marketing. Making samples of goods is needed to determine the quality of a product before it is marketed in large quantities. In making a tester, things that need to be done to determine the quality of the product.

Materials and Tools:

Soap ingredients:

1. Coconut oil (150 gr)
2. Olive oil (235 g)
3. Palm oil (100 g)
4. Aloe vera (3 sticks)
5. Sodium hydroxide (NaOH) (can be purchased at chemical stores) (74 g and diluted in 210 g of water)
6. Water (bottled drinking water is recommended)

7. Fragrance oil (10 cc)
8. Food coloring (10 cc)
9. Starch/maizena flour

Soap-making tools:

1. Scales
2. Stainless steel container (for NaOH storage)
3. Glass
4. Stainless steel spoon
5. Basin (to hold ingredients)
6. Knife
7. Blender
8. Fabric
9. Soap mold

The working method of soap making:

1. Sodium hydroxide (NaOH) as much as 74 grams is dissolved into 210 grams of cold/cool water and put into a container made of stainless steel, pyrex glass, or polyplene plastic (not made of aluminum). NaOH powder is poured into the water little by little. The mixture is stirred until it dissolves. At first, the solution will be hot and whitish in color. After dissolving everything, the mixture is stored in a safe place to cool to room temperature. A clear solution with a pH of 5.5 will be obtained.
2. Aloe vera used as an antibacterial is then prepared.
3. Coconut oil, palm oil, and olive oil according to the above-mentioned measurements were weighed first.
4. All the ingredients that have been prepared earlier are then put into a blender.
5. NaOH that had been prepared was poured into the blender. Be careful in pouring the NaOH.
6. Cover the blender first with a cloth to prevent splashing during the blender process. Then, attach the cover to the blender.
7. The blender is stopped when the texture of the soap is formed. The sign is when the soap mixture begins to thicken. If touched with a spoon, then a few seconds of spoon marks are still imprinted.
8. The fragrance, colorant, and starch are added to the soap mixture and blended again briefly.
9. Stop the blender and pour the soap mixture into the mold. For insulation, the mixture was covered using a cloth. The soap is kept in the mold for one to two days. Then remove from the mold, cut to taste. Store for at least 3 weeks before use.

In the method of making natural soap above, also uses a Marketing strategy on the Application of Social Media Application of Digital Marketing on social media for Micro, Small, and Medium Enterprises The Indonesian consumer market has utilized technology for marketing strategies, as many as 48% of internet users in Indonesia search for goods or services online, 46% of users visit online stores, 41% of users transact products or serve services online, 34% of users conduct online transactions via computers or laptops, and 33% of users conduct online transactions via mobile phone devices The use of digital marketing strategies can actually be more beneficial because the costs are much cheaper, but can effectively reach the target market and its wide reach. However, it should be noted that the use of social media must be tailored to the needs and resources needed to manage the content.

Conclusions

Results of Community Service Activities on Training for Bath Soap Business Creation based on Business and Environmental Sustainability. And held offline in Meruya Selatan Village. On February 28, 2023, are as follows: The implementation of this service was carried out by face-to-face meetings and the participants were very enthusiastic about conducting training related to the Creation of a Business Soap based on Business and Environmental Sustainability.

The material presented is interesting and in accordance with the required topic, which is chosen because the Creation of a Business Soap based on Business and Environmental Sustainability, is one of the factors that ensure the establishment of a sustainable business system. The purpose of this PKM is to be able to assist in encouraging community economic growth and can create new business opportunities and jobs in the future.

Not only training in making organic soap, but the activity also invited lecturers of the FEB UMB Management study program for the development and implementation of organic soap marketing. Among them, Firman Fauzi, ST, MM, Agung Hudaya, SE, MM, Viciwati, ST, M.Si, Yennida Parmariza, S.Sos, MM. Then, Nurul Komara Fajrin, SE, MM, Ade Permata Surya, S.Gz, MM, Lisnatiawati Saragih, SE, MM, Merdiyanti Rika Kusumah, SH, MM, Alvita Sari, SE, MM, Renno Reymond Okto ST, MM, and Sri Anah, SE, MM.

This organic soap training activity also received great enthusiasm and enthusiasm by the training participants. Participants listened to the exposure of the resource persons and training instructors. Head of KKRPM FEB UMB, Ririn Wulandari hopes that this PKM program will not stop here. However, it can be sustainable to become a Micro, Small, and Medium Enterprises (MSME) business unit for the community.

This activity carries the theme "Training for Bath Soap Business Creation based on Business and Environmental Sustainability". This training is one form of implementation of Community Service (PKM) activities at Universitas Mercu Buana. Overall this event was a success and the majority of participants wanted this event to be held again with other topics that were more interesting and in accordance with innovations based on Green Innovation. This organic soap training activity also received great enthusiasm and enthusiasm by the trainees. Participants listened to the exposure of the resource persons and training instructors.

From the results of the discussion, the implementation of the event went well, the speakers in delivering the material were quite clear and easy to understand. From the results of the discussions carried out, it is hoped that this service and training can provide knowledge to the community regarding the importance of creating a Bath Soap Business based on Business and Environmental Sustainability. This training is one form of implementation of Community Service (PKM) activities at Universitas Mercu Buana. In addition, this training is also a form of implementation and responsibility of the Tri Dharma of Higher Education carried out by Lecturers of the Management Study Program, Faculty of Economics and Business, Universitas Mercu Buana (FEB UMB).

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