

Entrepreneurship Training on Product Manufacturing, Branding, and Marketing of Hand Soap Products for The Community in the Special Region of Yogyakarta

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ABSTRACT

As the COVID-19 pandemic emerged, hand soap demand is increasing compared to previous times. People are expected to wash their hands at offices, shopping centers, hospitals, and other public areas to prevent COVID-19 virus transmission. As the demand grows, there are more opportunities for people in local communities to produce hand soaps contributing to the high-quality hand soap needs fulfillment. The production method is effective, economically beneficial, and does not irritate the skin. Thus, hand soap production training (both online and offline), branding, and marketing were provided to achieve this objective. Several parties participated in the online activity, such as the Department of Chemistry's Chemical Physics Laboratory Employees, the Maxi Consulting Team, and the Head of HIPPI DIY--the event was also published in *Majalah Kagama*. The offline training was conducted in Ganjuran, Sleman, and Kasihan Bantul, as the midwives and women's groups participated. The branding and marketing training program had also been conducted four times (once online and thrice offline), along with monitoring activities to track marketing progress.

Keywords: Entrepreneurship, Hand Soap, Product Branding and Marketing, Product Manufacturing.

1 Introduction

Skin is one of the human body's organs that performs essential functions, such as protecting the body from sun exposure, mechanical stress, toxins, and diseases. The skin also adjusts body temperature, fluid balance and contributes to an individual's physical appearance, aesthetic preferences, race, etc. Hence, the skin condition may be considered an indicator of human health [1].

Soap is one of the simplest tools to eliminate dirt and keep the skin hydrated. Soap products have appeared concurrently with the cosmetics industry expansion, which has resulted in the proliferation of a wide variety of soap products in the market in terms of brand, type, price, and efficacy. This leads to difficulties for consumers in finding the most suitable soap for their skin condition. Fats or oils derived from plant or animal resources and alkalis are the most common ingredients used in soap production. Thus, the soap quality can be determined by the raw materials used for the production process, as using fatty acids contributes to soap's distinctive attributes [2].

Through several considerations, liquid soap is chosen as this research's main product compared to solid soap, which will be explained in detail as follows.

- Stronger formulation. Unlike solid soaps, liquid soap has stronger formulations incorporating essential oils and scents and a broader range of hygienic vitamins and fragrances.
- Unaffected by Contamination. Liquid soap is kept in a closed container, leading to a lower chance of it being contaminated than solid soap, which is frequently put in an accessible spot in the bathroom, resulting in direct contamination from the bathroom air.



Prevent skin disease transmission. Contrary to solid soap usage, liquid soap is uncontaminated even when used close to other individuals as there is no direct contact with the soap that will be used jointly with other people; it differs from solid soap as filths and diseases may stick to the soap and has a higher chance to be transmitted to other users. Texapon (sodium lauryl sulfate, $C_{12}H_{25}SO_4$), a chemical that can remove oil, filth, and other impurities as it contains surfactant qualities, is a raw material for creating liquid soap or different cleaning products.

Several factors must be considered for soaps to perform as intended without harming the skin, including the kind of fatty acid used, its Hydrophilic-lipophilic Balance (HLB) value, and its solubility in water. A good soap is created from a weak acid, medium or short-chained, with an approximate HLB value of 15, making the soap effective in cleaning dirt (polar or non-polar) and killing lipid-encapsulated bacteria or viruses (such as influenza viruses, CMV, HIV, and COVID 19). In addition, soap with an approximate HLB value of 15 is readily soluble in water [3].

This community service activity aims to improve the Yogyakarta Region's local community welfare. To elaborate, this research's objectives are as follows:

- Empowerment through the "Soap Product Entrepreneurship Training" activity, followed by branding, marketing, and entrepreneurship training.
- Using simple methods and affordable costs.
- Using chemistry to produce high-quality soap products.
- Creating new MSMEs with hand-washing soap products of comparable quality to foreign products.
- Facilitating and guiding trainees to become entrepreneurs who are brave, diligent, persistent, and innovative.

This activity is expected to empower participants with the ability to make hand soap products, allowing them to create jobs for themselves and others or to have the courage to take steps toward becoming productive, independent, and innovative entrepreneurs. Aligned with the green technology that is considered essential in this disruptive era, as critical customers will continuously inquire about the purchased products' safety and environmental aspects, technology transfer from universities to the community is something that researchers and lecturers must do as a part of their academic responsibility to the community. Through collaboration between ABG (Academic-Business-Government) elements, transferring green technology from universities to society becomes faster, more systematic, and more organized.

2 Research Methodology

These community service activities are implemented in three stages, which will be explained in detail as follows.

2.1 The online hand soap production training

All participants and instructors attended this online training stage (The Department of Chemistry's Physical Chemistry Laboratory staff of Universitas Gadjah Mada along with Maxi Consultant) and Himpunan Pengusaha Pribumi Indonesia or HIPPI which is Indonesian Indigenous Entrepreneurs Association.. This training session lasted for 90 minutes, during which participants discussed (1) texapon, EDTA, glycerin, dyes, perfumes, and NaCl as the ingredients used to make hand soap; (2) the purpose of ingredients used for hand soap production; and (3) the proper hand soap production steps.

2.2 The offline hand soap production training

The offline training is held after all participants and instructors are tested negative for COVID-19. The training consists of steps as follows: (1) calculating the required amount of water; (2) dissolving texapon in water; and (3) adding glycerin, EDTA, dye, perfume, and NaCl consecutively afterward.

2.3 Entrepreneurial training, branding, and marketing stages.

This stage also provides a GeNose COVID test to all instructors and participants. This activity includes (1) definitions of the following matters; (2) creating an Instagram account as product promotion in social media; and (3) directing branding practices and Instagram promotion. This training was conducted five times (thrice online and twice offline). Furthermore, monthly monitoring was performed to track marketing progress. HIPPI also explained HIPPI's role in guiding novice MSMEs directly to participants at other events.

2.4 The finalization stage

A series of finalization events are held, including gathering products branded by participants and compiling photos or videos that will be uploaded to YouTube entitled "HOW TO CREATE ENVIRONMENTALLY SAFE HAND SOAP."

2.5 Report compiling stage

This stage includes a complete report entitled "Method of Making Hand Washing Soap," evidence of print media publication, photos or videos during training implementation, and a list of attendees and instructors.

3 Theory and Calculation

3.1 Branding

Branding is developing a product image to attract customers, typically carried out by young businesses with catchy names and taglines. Branding can be seen as a way for businesses to communicate with specific consumer groups. Building a company brand is not an easy task. It takes time and a long process for the company's brand to be recognized by the larger community. Companies that practice good branding will automatically gain consumer loyalty [4].

The primary goal of branding is to introduce the company's brand, as the product's image will also embody the company's reputation. It is also hoped to introduce the products and attract as many customers as possible. Branding efforts may increase consumer trust by simply putting the company's name, logo, and tagline that will stick to the customers' minds. It can be claimed that this process tends to draw customers back to the purchased products. As a result, the company will find it easier to sell things if its brand is strong, resulting in a significant benefit or substantial income.

The role of branding in business companies is very significant, such as:

- As a Differentiator. Consumers will find differentiating each product from different company brands simpler if it has strong branding. Furthermore, branding can provide a product's distinguishing features and traits, resulting in customers continuously thinking about the company's items.
- Attraction and Promotion. Consumers will be drawn to a product if its brand is influential and well-known, resulting in simpler product marketing. In this instance, branding is crucial to the company's success.
- Develop a company's reputation. A company's products will be immediately known to others if it has a positive reputation. A positive image might also demonstrate no room for uncertainty regarding the product's caliber.

- Market Control Instrument. A company's products will have a recognizable name once branding initiatives have been completed. Naturally, this will make it simpler for businesses to dominate the market as the general public is already familiar with and can immediately recall the company's products, resulting in possible market dominance.
- Affecting consumers' psychology. Branding is also done to influence consumer psychology, as they will gain trust and regard a company as professional if it already has a strong brand. This is distinct from products that lack a brand, resulting in a lack of trust.

3.2 Marketing

Marketing, derived from the word "market," is the activity of establishing business and consumer relationships, which can be done through advertising, selling products, or creating products based on market desires. Marketing and branding are distinct concepts (especially regarding implementation timeframes), as branding is more of an activity to introduce a product's brand. In contrast, marketing is concerned with product sales, although both concepts are inextricably linked in a company-run business. The primary goal of marketing is to increase the sales value of a product.

The implementation timeframe is the most significant distinction between branding and marketing activities. It would take a considerable time to develop a brand recognized by the larger community, as it would be the company's face which is vital for a business. This is distinct from marketing, which can be completed quickly. The distinction is simple: branding is a method of introducing a company. While marketing refers to the various ways businesses use to sell their products.

Suppose branding is a ploy to pique consumer interest; in that case, marketing will follow through with all necessary means, including following the happening trends, using various mediums (social media), or even branding itself. Branding is a component of marketing in a broader sense.

4 Results and Discussion

All participants and instructors attended this online training stage (The Department of Chemistry's Physical Chemistry Laboratory staff of Universitas Gadjah Mada along with Maxi Consultant) and HIPPI. This training session lasted for 90 minutes, during which participants discussed (1) texapon, EDTA, glycerin, dyes, perfumes, and NaCl as the ingredients used to make hand soap; (2) the purpose of ingredients used for hand soap production; and (3) the proper hand soap production steps.

The Department of Chemistry's Chemistry and Physics Laboratory's entire staff, the Maxi Consulting team, and the Head of HIPPI DIY attended the online training via video conference as shown in Figure 1. The training includes hand soap making, branding, and marketing.

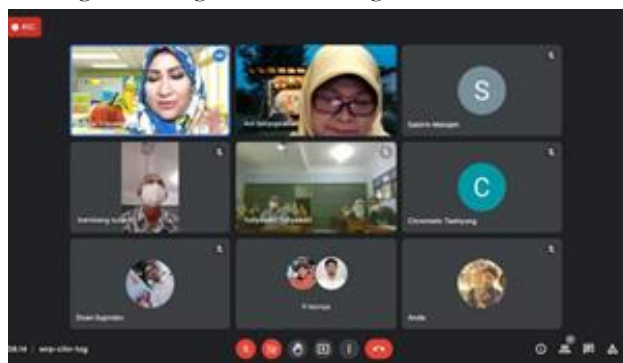


Figure 1: *Online Training*

In addition, offline training on how to make hand-washing soap was provided. Participants were instructed on how to weigh, dissolve, and combine all hand soap ingredients to create hand soap. The offline training

is held after all participants and instructors are tested negative for COVID-19. The training activities shown in Figure 2 consists of steps as follows: (1) calculating the required amount of water; (2) dissolving texapon in water; and (3) adding glycerin, EDTA, dye, perfume, and NaCl consecutively afterward.



Figure 2: Offline Training for handsoap production



Figure 3: Indonesian Maxi Consultant organize the training in branding and marketing

HIPPI allows all participants to join as members of HIPPI, DIY, and so on to be fostered and involved in MSME product exhibitions. This stage also provides a GeNose COVID test to all instructors and participants. This activity includes (1) definitions of the following matters; (2) creating an Instagram account as product promotion in social media; and (3) directing branding practices and Instagram promotion. This training was conducted five times (thrice online and twice offline). In one of the offline meetings, Indonesian Maxi Consultant organized it to train the participant about product branding and marketing as shown in Figure 3. Furthermore, monthly monitoring was performed to track marketing progress. HIPPI

also explained HIPPI's role in guiding novice MSMEs directly to participants at other events which can be seen in Figure 4. In addition, a series of finalization events are held, including gathering products branded by participants and compiling photos or videos that will be uploaded to YouTube entitled "How to Create Environmentally Safe Hand Soap."



Figure 4: HIPPI

A video on making hand soap was created during this training event and will be uploaded to YouTube. This stage includes a complete report entitled "Method of Making Hand Washing Soap," evidence of print media publication, photos or videos during training implementation, and a list of attendees and instructors.

5 Conclusions

Training participants included the Yogyakarta local community from Bantul, Sleman, Gunung Kidul, Kulon Progo, and Yogyakarta City, up to 30 people who could make high-quality hand soap. The trainees are familiarized with "branding" and "marketing" through the training. Furthermore, the Maxi Consulting Indonesia team monitored the implementation of branding and marketing practices. The training participants were automatically recruited as Yogyakarta HIPPI members who could learn marketing through exhibitions and at HIPPI Mart.

6 Publisher's Note

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How to Cite

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