

Cheese Fruit Salad Making Training as an Economic Business Program for Lower-Middle Class Communities

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Abstract

In a marketing, there are many forms and various kinds of food from small to large and from cheap to expensive. Today's society tries to consume healthy food, it must become a habit so that the body's health is maintained. This is done by choosing natural foods and in fresh conditions, without preservatives. One of the healthy foods that are safe for consumption are salads, either vegetable or fruit salads. Fruit salad is a healthy alternative. It can even prevent and treat several types of diseases. Vegetables and fruit in salads are rich in nutrients, nutritional content, contain high fiber, also contain various vitamins and minerals that are very useful for body health. We often do not realize, a small bowl of fruit salad with the right composition, will be very useful for the 'freshness' of our body. Salad provides the body with so much fiber which in turn lowers cholesterol and reduces constipation. In line with the problems found, this service provides more of a teaching on how to use fruits to be processed into salads which can later be developed to increase the economy of the community through sales by utilizing e-commerce, but little knowledge is owned by the lower middle class. The teaching pattern is by providing recipes and field practice of making various kinds of vegetable salads and mixing them with other ingredients such as fruit and seeds, as well as knowing the types of packaging and how to pack them well and then marketing them through e-commerce. It is hoped that the middle and lower people will understand more about how to process salads to be durable and can open up opportunities to pursue the healthy food business.

Keywords:

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INTRODUCTION

In marketing, there are many different types of food, from small to large, from inexpensive to expensive. Every day, people engage in numerous activities. With increasingly busy schedules, many people require additional food intake that is beneficial for their health, one of which is fruit salad.

Fruit salad is a type of food consisting of a mixture of fruit, milk, mayonnaise, cheese, and other ingredients. Fruit salad is categorized as a healthy food because of its composition, which includes fruit. Besides being fresh, fruit also has rich, complete, and sustainable nutritional value throughout the seasons in Indonesia. Besides its health benefits, fruit salad is a healthy food rich in fiber and vitamins. It is relatively inexpensive and highly sought after. Fruit salad is a suitable business for the lower-middle class because it doesn't require a large investment, is not difficult to prepare, and promises a large turnover. Therefore, fruit salad is highly suitable for businesses in the lower-middle class, especially in Medan.

Cheese Fruit Salad (Snow) also offers numerous health benefits. Adults and teenagers often prefer fruit preparations with distinctive flavors, such as fruit salads, rather than simply eating them plain. The ingredients in this fruit salad significantly aid digestion due to its high fiber content from the various fruits. Therefore, the "Salju" business aims to meet the growing demand among teenagers, especially the general public. These fruits were once popular for their ability to promote weight loss in a relatively short time. Therefore, many people consume these fruits in fruit salads, as they are refreshing and rich in benefits. Various innovations in fruit consumption are being developed to encourage people to consume fruit and avoid boredom with traditional fruit consumption. The combination of fruit and sauce in one dish makes this dish a popular dish among all ages.

LITERATURE REVIEW

Community Empowerment and Economic Development

Community empowerment involves enhancing people's capacity to participate in, negotiate with, and influence institutions that affect their well-being (Zimmerman, 2000). In economic terms, empowerment programs often focus on skills training, entrepreneurship development, and microfinance initiatives. According to Suharto (2016), skill-based training programs for low-income groups are most effective when they integrate both technical and business management components.

In Indonesia and similar developing contexts, community-based training has been shown to increase household income and improve self-sufficiency (Kusnadi et al., 2019). Such programs are particularly impactful for women and youth, who often face limited access to formal employment opportunities (Rachmawati, 2020).

Culinary Microenterprises as a Source of Livelihood

The food and beverage sector is one of the most accessible forms of microenterprise for lower-income communities. The production of snacks, beverages, and desserts often requires minimal capital and equipment (Hidayat, 2018). Cheese fruit salad—a mix of fresh fruits, grated cheese, condensed milk, and mayonnaise—is a popular and marketable product in Indonesia and other tropical regions (Pratiwi, 2022). Its wide consumer appeal and simple preparation make it a suitable focus for training programs aimed at small-scale entrepreneurship.

Training as a Means of Skill Development

Training programs play a central role in improving entrepreneurial competencies, such as product innovation, hygiene standards, packaging, and marketing. As noted by Nuryani & Ahmad (2021), vocational training increases participants' confidence, productivity, and business sustainability. Effective training should also emphasize creativity, cost efficiency, and customer-oriented business practices (Setiawan et al., 2020).

In the context of cheese fruit salad production, training may include sessions on ingredient selection, production techniques, food safety, packaging aesthetics, pricing strategies, and digital marketing for local sales.

Entrepreneurship and Small Business Development

Entrepreneurship education for lower-middle-class communities encourages individuals to transition from consumption-based to production-based economic behavior. Studies show that local entrepreneurship initiatives contribute to poverty reduction and community resilience (Fahrudin, 2019). Micro-businesses in the culinary sector also promote local economic circulation, as they source raw materials locally and create informal employment opportunities (Rizky & Utami, 2021).

Relevance of Cheese Fruit Salad Training

Cheese fruit salad training aligns with community empowerment goals because it:

1. Utilizes easily obtainable materials.
2. Promotes self-employment and microenterprise growth.
3. Encourages creativity and value addition to local food products.
4. Appeals to both local and online consumer markets.

When combined with entrepreneurship mentoring, such programs can significantly enhance participants' business acumen and income potential (Wahyuni et al., 2023).

RESEARCH METHOD

According to Julianav[1], fruit salad is a healthy alternative food that can even prevent and treat several diseases. According to Tjiptono & Fandy[2], packaging includes methods related to programming and forming a container or coating for an item.

Packaging includes the activity of placing a product in a container, container, contents, or similar material made of tin, wood, paper, glass, iron, plastic, cloth, or cardboard. Packaging not only provides a service but also acts as a salesperson and conveys trust, where packaging is a trusted end-user perception.

According to Kotler & Keller[3], good packaging can build brand equity and drive sales. According to Majdah Zawawi[4], e-commerce significantly supports marketing in the manufacturing sector to generate revenue because it can transform services. E-commerce provides support for providing information and references about agricultural products, marketing, and the manufacturing industry, especially advertising on social media.

During this community service activity, the team brought vegetable and fruit washing equipment, knives, cutting boards, spoons, and large containers. This community service activity was carried out from April 12 to May 10, 2021. The ingredients used were sweetened condensed milk, mayonnaise, cheese, strawberries, oranges, melon, papaya, dragon fruit, apples, pears, grapes, liquid milk, and jelly. Here's how to make "Snow with Cheese Fruit": 1) Cut all the strawberries, melon, papaya, dragon fruit, apples, and pears. 2) Make a sauce by mixing sweetened condensed milk, yogurt, mayonnaise, and liquid milk, then stir thoroughly. 3) Prepare a container and add the chopped strawberries, melon, papaya, dragon fruit, apples, pears, grapes, and jelly. 4) Pour the prepared yogurt sauce on top. 5) Top with sliced strawberries and oranges and grated cheese. 6) The "Snow" is finished and ready to serve.

The implementation was carried out in two (2) stages. The first stage involved teaching and training using hands-on methods and conducted collectively. The second stage involved providing information prepared in the form of photocopied modules. Providing education to the Medan community, particularly Family Welfare Movement (PKK) members, on how to make a variety of cheese fruit salads. Based on the problems faced by the Medan community, the solutions offered are: 1. Teaching about cheese fruit salad, including storage and freshness of the packaging. 2. Providing knowledge about packaging and labeling for fresh fruit and food. 3. Teaching the use of e-commerce for marketing cheese fruit salads. Teaching appropriate marketing methods using e-commerce involves selecting several participants who are proficient in using electronic communication devices. These participants are then taught collectively, and the selected individuals become mentors to the other participants. 4. Monitoring is conducted four and ten weeks after the training, with the results of the materials provided being used according to the expected results. 5. The community can prepare for the era of digital marketing transformation 4.0.

This community service program focuses on teaching how to process fresh fruit that has been successfully grown into various fruit salad creations and identifying factors that influence consumer purchase.

FINDINGS AND DISCUSSION

The following are the results and discussion from the Cheese Fruit Salad Training:

a. Product Branding

"Salju," or cheese fruit salad, is a healthy and nutritious food, low in calories, and halal. "Salju" can also be a food solution for people who want a different sensation from eating fruit by making it into a salad. "Salju" also contains a lot of fiber and vitamins from the many fruits it contains. Cheese Fruit Salad is the brand name we created for this business. The reason for the name "Cheese Fruit Salad" is because we took it from the product we sell: fruit salad topped with cheese.

Figure 1.

Fruit Salad Logo



Source: Authors work (2025)

The watermelon image in the logo represents freshness, and because the product being sold is a salad and watermelon is one of the ingredients, it is formed on a gradient of light blue and white, reflecting the hope that this product will have equally bright prospects and remain strong and far from failure.

b. Digital Marketing Techniques

Digital marketing techniques are one way to promote products and services using the internet or social media. Their advantages include increasing sales, enhancing branding, and fostering relationships with consumers.

Advances in Information Technology (IT) are unavoidable in today's life, as technological advancements will always go hand in hand with advances in science. The use of Information Technology (IT) in various activities, one of which is purchasing products through online stores such as Lazada, Shopee, Tokopedia, and many others to find the desired product.

Figure 2.

Fruit Social Media



Source: Authors work (2025)

This behavior is certainly normal, considering the benefits in terms of time, effort, and cost savings compared to conventional methods. This situation presents a significant opportunity for economic actors, especially producers, to utilize IT and the internet in the transaction or buying and selling process.

Currently, there are many e-commerce platforms and social media platforms such as Instagram, Facebook, Twitter, Lazada, Shopee, Gojek, and Grab. Gojek and Grab offer food delivery services that make it easier for consumers to purchase products. Therefore, "Salju" aims to promote its business on Instagram and Gojek and Grab's e-commerce platforms. We hope that in the future, we will be able to create a website utilizing Search Engine Marketing (SEM), a feature that helps place a company or business website on search results pages like Google. This aims to further develop "Salju" products and increase their exposure to the public, making it easier for customers to purchase "Salju" without having to visit a store.

c. Product Brand Packaging

In our "Salju" business, we use fruit salad mica to wrap the product, with a "Cheese Fruit Salad" logo sticker affixed to it. Using mica ensures the fruit salad remains clean, protects the food from spoilage, maintains its quality, and is, of course, more practical.

Figure 3.

Cheese Fruit Salad Packaging



Source: Authors work (2025)

CONCLUSIONS

"Snow" or cheese fruit salad is a healthy and nutritious food, low in calories, and halal. "Snow" can also be a solution for people who want a different sensation from eating fruit by making it into a salad. "Snow" also contains lots of fiber and vitamins from the many fruits it contains. "Cheese Fruit Salad" is the brand name we created for this business. The reason for the name "Cheese Fruit Salad" is because we took it from the product we sell: fruit salad topped with cheese.

This business is a medium-sized enterprise; everyone is familiar with this fruit salad product. This business doesn't require many people because it's still small-scale and doesn't require anyone with special skills, but it does require perseverance and patience.

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