

GOOD HEALTH: SALAK FLAVORED COFFEE DRINK VARIANT AS A MEANS OF MENTAL HEALTH EDUCATION FOR THE YOUNGER GENERATION

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ABSTRACT

Sukoharjo is an area in Wonosobo Regency that has the potential as a salak pondoh-producing area. The potential of salak pondoh which is quite good in this area can provide new business opportunities that can improve the economy. A new innovation of processed salak pondoh which can be used as salak powder can be used for aroma and taste to create new variations in processed beverage products, including coffee beverage products. Coffee drinks are a type of drink that is quite in high demand among the younger generation. A variety of coffee drinks combined with salak powder is a new type of coffee drink variant that can provide its own attraction. This reason is the basis for using salak flavored coffee drinks as a means to provide mental health education through the packaging used. This is because mental health education is very necessary among the younger generation to prevent the onset of mental disorders. This salak flavored coffee drink variant product is called *Good Health*. The way to make *Good Health products* is starting from the preparation of tools and materials, the manufacture of salak powder, to the manufacture of beverages, packaging, and product storage. In addition to having advantages in the distinctive taste and aroma of salak fruit, this coffee drink also has advantages in the form of unique packaging with *quotes* in the form of inspirational words that educate mental health.

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1. INTRODUCTION

Mental health is a very important thing to pay attention to, especially in the younger generation. This is because a good mental health condition will allow a person to overcome life pressures, contribute to society, and achieve personal happiness. In accordance with the opinion of Pieper & Uden (2006) who said that mental health is a condition of a person who does not experience feelings of guilt towards himself, has realistic estimates, and can accept his shortcomings, as well as is able to face problems in his life, have satisfaction in his social life, and have happiness.

The purpose of mental health is to try to prevent the onset of mental disorders. According to Fakhriyani (2017), always thinking positively is one of the characteristics of a healthy mentality. Furthermore, Arifin (2011) said that positive thinking is a mental attitude that folds the process of entering thoughts, words, and images that are constructive for the development of the mind. From this explanation, it can be concluded that building a positive mind can be done through words that can construct the development of the mind.

Data from I-NAMHS (Indonesia-National *Adolescent Mental Health Survey*) in 2022 explains that 15.5 million (34.9%) adolescents have experienced mental health problems in the last 12 months. These findings show that mental health is a serious health problem among adolescents. Furthermore, I-NAMHS explained that mental health problems can cause a person to be disturbed in the way he thinks, feels, and behaves.

Because of how valuable mental health is, it is very important to provide mental health education to the younger generation. The young generation is a generation that has a distinctive way of thinking and behaving to live and work together within the scope of family, society, nation, and state (Samani & Hariyanto, 2016). This generation plays an important role in the progress of the nation.

Education about the mental health of the younger generation can start from teenagers. Understanding mental health for adolescents is important because more than half of mental disorders begin in adolescence (*World Health Organization*, 2014). The impact of this mental disorder can have a prolonged and detrimental effect on health, social, and economic (Erskine et al., 2016; Ormel et al., 2017).

Various efforts can be made to provide mental health education, including by providing education through *quotes*. According to *the Oxford Learner's Dictionaries*, a *quote* is a group of words or short writings taken from a book, play, speech, etc. and repeated because it is interesting or useful. These *quotes* can be used as a means that aim to provide motivation, inspiration, and reminders of the importance of mental health.

Quotes can be attached to the packaging of food or beverage products that are in demand by the younger generation. In this way, it is hoped that it can provide education that does not seem patronizing, and will even seem more fun. The existence of *quotes* on the packaging of drinks or food can give its own attraction to the message to be conveyed.

Based on data from the *National Coffee Association* in 2016 (Nurdianah, 2019), in the last eight years daily coffee consumption has increased. Among the 18-24 year old age group has increased from 34% to 48% and the 25-39 year old group has increased from 51% to 60%. With a fairly high interest in coffee drinks, products with this type can potentially attract consumers aged 18 to 39 years so that they can create a fairly good market opportunity.

Sukoharjo District is an area in Wonosobo Regency which is famous as a producer of salak pondoh. Based on data from the Central Statistics Agency of Wonosobo Regency, salak fruit production in Sukoharjo District reached 66,075 tons in 2018. This production is the highest production compared to other sub-districts in the Wonosobo Regency area. The potential of salak pondoh in this area can be used as an ingredient to make salak powder which can be used as a mixed ingredient for making coffee drink products. A new innovation of coffee drinks with salak pondoh flavor variants is expected to provide new business opportunities that can improve the economy. The following is an example of an overview of salak pondoh plantations in Sukoharjo District.



Figure 1. Salak Pondoh Plantation in Sukoharjo District

Based on the description above regarding the importance of mental health education, the attraction of the younger generation to coffee drinks, the high potential of salak pondoh in Sukoharjo District, and the analysis of market opportunities and characteristics of potential consumers, are the reasons underlying the research entitled "*Good Health: Variants of Salak Flavored Coffee Drinks as a Means of Mental Health Education for the Young Generation*".

2. METHOD

In making this *Good Health beverage product*, there are several stages that must be passed, namely the following.

- a. Preparation of Tools, Materials, and Product Design
 - 1) The tools used to make *Good Health products* are blenders, knives, strainers, stoves, pans, spatula, basins, scales, and packaging bottles.
 - 2) The ingredients used to make *Good Health products* are salak fruit, sugar, cold water, hot water, coffee, and *full cream milk*.
 - 3) The product packaging design uses a bottle with a size of 200 ml and is labeled with the product name and a *hand tag* containing *quotes* related to mental health. The product design can be seen in the following figure 2.



Figure 2. Good Health Product Design Sample Design

- b. Product Manufacturing

The stages of making *Good Health products* are as follows.

- 1) Stages of Making Salak Powder
 - a) Prepare the salak fruit, then peel and separate it from the seeds.
 - b) Wash the salak fruit, then drain.
 - c) Blend salak fruit using cold water that has been prepared.
 - d) Strain the blended salak fruit to separate the juice from the pulp.
 - e) Cook the salak fruit blender water over low heat until it shrinks by approximately 30% by continuing to stir it.
 - f) When it has shrunk, add the granulated sugar and continue stirring until the water shrinks until it becomes thick like candy.
 - g) Turn off the stove, continue to stir until the sugar has hardened/dried so that it becomes small grains.
 - h) Turn the stove back on low heat, then roast until the powder is completely dry so that it does not mold easily.
 - i) Let it sit until it cools, then blend the grains until smooth.
 - j) Strain using a strainer.
 - k) Salak powder is ready to use.

- 2) Stages of Making *Good Health Products*
 - a) The finished salak powder is mixed with coffee and hot water is added. Stir until the coffee and powder dissolve.
 - b) Add *full cream* milk with the specified amount.
 - c) Stir until evenly distributed.
- c. *Good Health Product Packaging and Storage Process*
 - 1) Pour *the finished* Good Health product into the prepared bottle packaging. The packaging is in the form of a bottle with a measure of 200 ml that has been labeled with the product name and *educational quotes* about mental health.
 - 2) Close the bottle tightly and store the *Good Health* product in the refrigerator so that the taste and aroma are maintained.
 - 3) Good Health *products* are ready to be enjoyed.

3. RESULTS AND DISCUSSION

The manufacture of *Good Health business products* is carried out in Sampih, Sukoharjo Village, Sukoharjo District, Wonosobo Regency, Central Java. Manufacturing is carried out in accordance with the procedures and methods that have been planned, starting from the preparation of tools and materials, the realization of packaging design, the manufacture of salak powder, to the manufacture, packaging, and storage so that the quality of the product is maintained.

In the process of making salak powder, it is necessary to pay attention to the selection of quality salak fruit. In addition, in the process of cooking powder, it is also necessary to pay attention to the condition of the fire so that the powder does not burn. In this case, foresight and patience are needed because the process of making salak powder takes a long time. The process of making salak powder can be seen in the following figure 3.



Figure 3. Salak Powder Cooking Process

In the process of compounding drinks, it is necessary to pay attention to the right amount between coffee, salak powder, water, and *full cream milk* to get the expected taste. In terms of storage, it must also be appropriate so that the drink remains durable for a certain period of time.

Based on the analysis of activities during the process of making *Good Health products* that have been carried out, the following results were found.

- a. The standard dosage in making salak powder is with the ratio of salak : sugar : water = 1 : 1 : 1. The appearance of the resulting salak powder can be seen in the following figure 4.



Figure 4. Example of Salak Powder Display

- b. The standard dosage in making *Good Health products* in the calculation of 1 liter of *full cream milk* is 24 grams of coffee powder, 240 grams of salak powder, and 400 ml of hot water to dissolve coffee and salak powder.
- c. In order for *Good Health products* to last longer, they need to be stored in a refrigerator.

From the process of making *Good Health products*, several analyses are produced which are described in the analysis of advantages, weaknesses, business opportunities, and threats for further product development. The analysis is stated in the SWOT analysis as follows.

Table 1. SWOT Analysis of *Good Health Products*

<i>Strengths</i>	<i>Weaknesses</i>
a. Raw materials are easy to get.	a. Lack of salak aroma after mixing with coffee.
	b. Lack of typical taste of salak fruit after mixing with coffee.
<i>Opportunities</i>	<i>Threats</i>
a. New product innovation.	a. Many similar products with diverse variations.
b. Adding the types of processed salak fruits.	
c. Encouraging the potential for the creation of a new business world.	

This SWOT analysis is used to find out the advantages and disadvantages of *Good Health products* that have been made, so that it can be used as a basis for product development and further business. The following results of the *Good Health product* that has been made can be seen in figure 5 and figure 6.



Figure 5. *Good Health Products* Front View



Figure 6. *Good Health Products* Rear view

Further analysis of *Good Health products* is expected to be able to compete with other ready-to-drink coffee products based on the following considerations.

1. Attractive packaging with the characteristics of *quotes* related to mental health education.
2. A unique and unprecedented taste. This taste is obtained from a combination of coffee, salak, sugar, and milk flavors.
3. Many of the nutrients needed by the body are contained in coffee and salak.
4. The price of *Good Health products* is quite affordable for teenagers and adults so that it is an added value of attraction for consumers to buy it. Based on the calculation of material spending, transportation, marketing, and profit, it can be determined that the price of *Good Health products* is IDR 15,000.00 per bottle with a net weight of ± 200 ml. This price is still in accordance with the price of the range of money that most people spend to buy coffee, which is from the range of IDR 6,000.00 to IDR 20,000.00 based on data from Musika (2023).

4. CONCLUSION

Good Health is an innovation of salak flavor variant of coffee drink products. The specifications of this beverage product have its own unique taste which is a combination of coffee, salak, sugar, and milk flavors. In addition, this product also has a special aroma of salak fruit. Different from other coffee beverage products, this drink has the advantage of unique packaging with *quotes* in the form of inspirational words that educate mental health.

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