

Exploring The World Of Chocolate To Enhance Students' Knowledge Through Industrial Service To Jungle Gold Bali

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Abstract

The National University of Education has launched a flagship initiative to improve the quality of education by organizing industry workshops for students. This is not just an ordinary study activity, but a valuable opportunity for students to broaden their horizons about the world of work and business systems, especially in the chocolate industry. These workshops are held at institutions outside of Undiknas, allowing students to experience first-hand the chocolate production process and utilization strategies. The students are not just observers but are actively involved in every stage of the activity. This gives them an in-depth understanding of the intricacies of the chocolate industry, from production to marketing strategies. By actively participating in the workshop, students were able to hone their industry-relevant skills, enhance their practical skills and expand their professional network. Thus, this activity not only enhances knowledge, but also helps students prepare for the challenges of an increasingly competitive world of work. Thus, this workshop activity to the industry is one of the important steps in supporting the lecture activity program of the National Education University in creating graduates who are ready to compete and contribute to the dynamic world of brown industry.

Keywords : Utilization, Industrial Visits, Jungle Gold, Chocolate Factory

1. Introduction

The role of creativity and interest in learning in student development is significant (Acar et al., 2019). Creativity enables students to devise novel solutions, confront challenges in innovative ways, and expand their comprehension of diverse concepts and materials (E. K. Lee et al., 2019). The capacity for creativity enables students to identify novel approaches to problem-solving, generate novel ideas, and enhance their capacity to adapt to a changing environment (Reis & Renzulli, 2023). Meanwhile, interest in learning provides a robust motivation for students to delve deeply into topics of interest (Woods et al., 2019). When students exhibit a high level of interest in each material, they tend to exhibit greater diligence, enthusiasm, and active involvement in the learning process (Sawyer & Henriksen, 2024). This facilitates superior academic performance, while simultaneously fostering attitudes and skills that will prove beneficial in their future careers and lives (Shafi et al., 2020).

The Jungle Gold Chocolate Factory is one of Bali's leading chocolate manufacturers, established in 2010 (A. Lee et al., 2020). It is renowned for its 100% vegan and gluten-free chocolate products, crafted from natural and premium ingredients. Jungle Gold offers an extensive range of chocolate products, including chocolate bars, pralines, chocolate powder, and various other chocolate items with distinctive and appetizing flavors (Melo et al., 2022).

Jungle Gold's principal strength lies in its commitment to quality and sustainability (Macedo, 2024). The factory works in close collaboration with local farmers to source the finest cocoa beans and employs environmentally friendly production processes (Sibanda & Ramanathan, 2020). Furthermore, Jungle Gold is engaged in a range of social and educational initiatives with the objective of raising public awareness about the importance of healthy and sustainable chocolate consumption (Hafizal et al., 2023). Jungle Gold's reputation is exemplary, both locally and internationally (Ciecierska, 2020). Its products have been the recipients of several prestigious awards, including the Academy of Chocolate Awards and the International Chocolate Awards (Burtch et al., 2024). Furthermore, Jungle Gold has been acknowledged as one of the most exemplary chocolate companies in the world by a number of international media outlets and organisations. The Jungle Gold Chocolate Factory represents an optimal setting for students seeking to gain practical

experience or engage in service learning related to the production of quality and sustainable chocolate (Cadby et al., 2021). Service to this factory can facilitate the fostering of students' creativity and interest in learning in the fields of culinary science and entrepreneurship (Bagnulo et al., 2023). The Service to the Jungle Gold Chocolate Factory was selected as a means of enhancing students' creativity and interest in learning. It is postulated that hands-on experience can stimulate inspiration and curiosity (Baginda et al., 2024).

This service allows students to observe the manufacturing process of chocolate, from the selection of raw materials to the final stage of production. The service at Jungle Gold Chocolate Factory can be considered a form of community service that is beneficial for students, as it encourages creativity and interest in learning. In addition to observing the chocolate production process, students participating in community service have the opportunity to interact directly with professionals and experts in the industry (Duana-Ávila et al., 2023).

Through these interactions, students can gain in-depth insights into the business practices undertaken by companies, including marketing strategies, supply chain management, and commitment to sustainability (Kedem, 2021), (2023). This hands-on experience not only expands students' knowledge, but also stimulates their creativity in generating new or potential ideas in developing future projects or products. Furthermore, an understanding of the production process and responsible business practices of Jungle Gold may also foster greater interest in concepts such as sustainability and corporate social responsibility (Adriana et al., 2022). Consequently, the Service to Jungle Gold Chocolate Factory offers a valuable educational experience that can also contribute to the enhancement of students' creativity and interest in learning in the context of the food industry and beyond (Silva et al., 2021).

The objective of this community service is to provide students with practical experience of business operations, industrial practices, and corporate culture (Kumar, n.d.). Through this service, students can gain a comprehensive understanding of how a company operates, interact with professionals in the field, and observe the application of the theories learned in a real-world context (Poliński et al., 2021) (Beckett, 2019).

2. Method

The implementation of this activity commences with the planning and coordination between the educational institution and Jungle Gold to determine the schedule of the service (Perkiss et al., 2021). Subsequently, students will travel to the factory location on a predetermined date, namely 16 March 2024. The location of Jungle Gold is situated at Jalan Denpasar-Singaraja No.29, Mengwi, Bali.

Upon arrival at Jungle Gold, students will be greeted with a brief introduction to the company's history and its vision (Barišić et al., 2019). Following this, students will be divided into small groups for a factory tour, which will be conducted by Jungle Gold's expert staff. During the tour, students will be introduced to each stage of chocolate production, from cocoa cultivation to processing and manufacturing of the finished product. During the dedication, students will be afforded the opportunity to pose questions and engage in discourse with experts in the field (Figueroa et al., 2020). Upon completion of the tour, a reflection session will be held, during which students will be invited to share their experiences, new understandings, and ideas gained during the Service. This method is designed to provide students with in-depth practical experience and stimulate their creativity and interest in learning in the context of the chocolate industry.

During the service, students will be introduced to each stage of chocolate production, from cocoa cultivation to the processing and manufacturing of the finished product (Urbańska et al., 2019). During the tour, students will be given the opportunity to ask questions and discuss with experts in the field (Mantzios et al., 2020). Once the tour is complete, there will be a reflection session where students can share their experiences, new understandings, and ideas gained during the service. The objective of this method is to provide students with

a comprehensive practical experience and to stimulate their creativity and interest in learning within the context of the chocolate industry.

3. Results and Discussion

Pod Chocolate is a brand that produces chocolate. The brand was founded in 2010 by Tobias Garritt. The name Pod Chocolate is derived from the word 'pod', which is derived from the Latin word 'cocoa pod'. The brand's objective is to educate the public about the real process of making chocolate from the tree to the chocolate bar (Pavlović et al., 2020). After a decade of manufacturing chocolate, it was deemed necessary to reconnect because the flavour was no longer appropriate for expressing the brand. Cocoa beans are harvested from the jungle in South America. They were so valuable that the Aztecs used chocolate as a medium of exchange for gold. The new name of Podchocolate, 'Junglegold', means jungle gold, which is inspired by the origin of cacao (Tan et al., 2019).



Figure 1: Jungle Gold Chocolate Factory

Source: Data Processing

Junglegold's ultimate objective is to become the inaugural sustainable premium global chocolate brand originating from a cocoa-producing country. In an endeavour to fortify the brand's strength, Junglegold pods introduced a novel methodology for consumers to savor the delights of chocolate through the Junglegold Franchise. Additionally, a cocoa processing plant was constructed in Bali with the objective of transforming local cocoa beans into high-quality chocolate. In 2015, Jungle Gold underwent a name change, becoming "Junglegold Bali," in alignment with the company's new vision of becoming a sustainable and responsible premium chocolate brand. Along with this development, Jungle Gold has been recognized with numerous international awards, establishing itself as one of the world's leading chocolate brands (Rojo-Poveda et al., 2019).

The company Jungle Gold is dedicated to the ongoing enhancement of the quality of its products, the advancement of the livelihoods of local cocoa farmers, and the conservation of the environment. Additionally, it engages in a multitude of educational initiatives with the objective of fostering public awareness regarding the significance of consuming chocolate in a manner that is both healthy and sustainable.

Industrial Service Experience

During the Industrial Service experience to Jungle Gold Chocolate Factory, students engage in a series of activities that provide an in-depth insight into the chocolate making process as well as direct interaction with factory employees. The activity began with a brief introduction to the company's history and its vision, followed by a factory tour guided by expert staff. During the tour, students were invited to see every stage of chocolate production, from cocoa cultivation to processing and manufacturing the finished product. The students were able to observe first-hand the techniques employed in the chocolate

manufacturing process, including fermentation, grinding, conching and casting. During their interactions with the factory employees, the students were afforded the opportunity to pose questions regarding the production process, the technologies utilised, and the challenges encountered within the chocolate industry. The employees responded to the students' queries in a positive and enthusiastic manner, sharing their experiences and knowledge.

Following the dedication ceremony, students engaged in a reflective session, during which they shared their thoughts and messages. Many students expressed admiration for the high level of detail and quality of the products produced by Jungle Gold Chocolate Factory. They also commended the company's dedication to socially and environmentally responsible business practices. Overall, this industrial service experience provided students with a deeper understanding of the chocolate industry, sparked their interest in learning more, and offered inspiration for potential future careers.



Figure 2. Tour Activity at Jungle Gold Chocolate Factory

Source: Data Processing

Furthermore, the students were inspired by the innovation and creativity they encountered during the service. This included the advanced processing techniques and the unique chocolate products produced by the factory. As a result, they felt encouraged to explore more about the world of the food industry and its potential in creating innovative new products. Additionally, the students gained valuable insights into the importance of teamwork, dedication to quality, and commitment to sustainability in the world of work, through direct interaction with factory employees. This opportunity to learn from experienced industry practitioners helps to shape students' new outlook on the career they wish to pursue after graduation.

The Effect of Industrial Service on Students' Creativity and Interest in Learning

The results of data analysis show that industrial service has a significant positive impact on student creativity. While serving at the Jungle Gold Chocolate Factory, students were exposed to a variety of innovative chocolate-making techniques and processes. They saw firsthand the creative practices used to produce high-quality chocolate products. As a result, the students were inspired to think outside the box and develop new ideas related to the food industry. They began to consider new ways to create innovative and appealing food products for consumers. This experience stimulates students' creativity and opens the door for further exploration in the field.

The results of the data analysis also show that the industrial service has a significant positive impact on the students' interest in learning. Prior to the field trip, most students showed low or moderate interest in the food industry, particularly chocolate production. However, after participating in the service project at the Jungle Gold Chocolate Factory, their interest in learning about the industry increased significantly. The students became more enthusiastic and interested in learning more about the chocolate production process, the

technology used, and the challenges and opportunities in the food industry. The hands-on experience they gained during the service provided a deeper understanding and sparked their curiosity about the field. In addition, the interaction with experienced factory workers provided additional inspiration and motivation for the students to pursue a deeper understanding of the food industry and career opportunities within it.



Figure 3. Exploring the Jungle Gold Chocolate Factory Area

Source: Data Processing

The following examples illustrate how industrial service can enhance students' creativity and interest in learning:

a) During a field trip to the Jungle Gold Chocolate Factory, students observe first-hand the various techniques and processes of creative chocolate making. They can observe how the factory uses high-quality ingredients and modern technology to produce unique and attractive chocolate products. This experience stimulates students' creativity, prompting them to consider new ideas in food product development or even in setting up their own business in the future.

b) During the service, students engage in direct interaction with factory employees who possess extensive experience in the food industry. This interaction provides an opportunity for students to inquire about the production process, challenges faced, and the latest innovations in the industry. This interaction stimulates students' interest in learning more about the food industry and broadens their knowledge about various aspects of the industry.

c) Following the service, students may engage in discussion sessions or group projects to develop new ideas based on the knowledge gained during the service. They may combine the practical knowledge gained with the theoretical concepts learned in class to create innovative solutions or products. This process not only enhances students' creativity but also deepens their interest in related fields.

Table 1. Differences in student conditions before and after industrial service to Jungle Gold Chocolate Factory

Aspects	Before	After
Creativity	A lack of interest and a lack of understanding of the production process are evident among students with regard to the chocolate industry.	Following the dedication ceremony, students demonstrated heightened interest and creativity in conceptualizing novel ideas pertaining to the food industry, with a particular focus on chocolate.
Learning Interest	The interest of students in learning about the food industry, with a	Students showed a higher interest in learning about the food industry after

	particular focus on chocolate, is limited and tends to be low.	the dedication. They are more enthusiastic to learn more about the production process, technology used, and career opportunities within the industry.
Knowledge	The interest of students in learning about the food industry, with a particular focus on chocolate, is limited and tends to be low. Their knowledge of the chocolate industry is limited to general knowledge and a lack of understanding of the production process.	Following the service, students demonstrated a notable enhancement in their comprehension of the chocolate industry. They exhibited a more profound grasp of the production process, the technological tools employed, and the obstacles encountered within the food industry.

Source: *Data Processing*

Table 1 above presents a significant difference between the condition of students before and after an industrial service to Jungle Gold Chocolate Factory. Prior to the service, students exhibited low interest in learning and limited knowledge about the chocolate industry. However, following the field trip, they demonstrated a notable increase in learning interest, creativity, and knowledge of the industry. This illustrates the beneficial effect of the industrial service in broadening students' horizons and motivating them to learn more about the food industry.

4. Conclusions and Suggestions

The Jungle Gold Chocolate Factory was originally established in 2010 in Bali under the name "Pod Chocolate." At its inception, the company's objective was to assist local cocoa farmers and enhance the quality of cocoa in Bali, in response to the challenging circumstances facing the cocoa industry in the region. Through collaboration with farmers and the construction of a cocoa processing facility, Jungle Gold has evolved into a sustainable and responsible premium chocolate brand, changing its name to "Junglegold Bali" in 2015.

During the Industrial Service to the Jungle Gold Chocolate Factory, students engaged in a series of immersive and interactive activities. These included an introduction to the history of the company, factory tours, and direct interaction with factory employees. Through this experience, students gained a better understanding of the chocolate-making process and the company's commitment to socially and environmentally responsible business practices.

The industrial service had a significant impact on students. Prior to the service, students exhibited low interest in learning and limited knowledge of the chocolate industry. However, following the service, there was a discernible increase in their interest in learning, creativity, and knowledge of the food industry, particularly chocolate production.

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