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The Transformation of “Teh Ong”: Turning a Traditional Drink with Various Flavor Variants into a Superior Product in Banjar Lantangidung, Sukawati

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ABSTRACT

This community service program, “Teh Ong” was implemented in Banjar Lantangidung, Sukawati, to elevate the traditional beverage into a superior product. Teh Ong, a local beverage with various ginger and honey flavors, was previously managed without a professional approach. The program focused on providing comprehensive training to the local community, covering aspects of product and production management. Partners were taught to standardize production processes to maintain consistent quality and explore new, marketable flavor combinations. The program also focused on improving packaging, marketing, and product legality. This training enabled the community to design more attractive packaging and develop effective marketing strategies. Overall, the program has had a significant positive impact. Residents of Banjar Lantangidung have gained increased knowledge and skills in professionally managing Teh Ong. This has positioned Teh Ong not only as a local culinary heritage but also as a product with significant potential to boost the local economy.

Contribution to Sustainable Development Goals (SDGs):

SDG 8: Decent Work and Economic Growth

SDG 12: Responsible Consumption and Production

SDG 17: Partnerships for the Goals

1. INTRODUCTION

1.1. Research Background

The awareness of healthy lifestyles among Indonesian consumers is increasing daily, creating opportunities for players in the health food and beverage industry. Many people are now demonstrating the importance of a healthy lifestyle for the future, as mentioned by Ref. [1]. The situation presents an opportunity for kombucha drinks mixed with roselle tea to develop in the health beverage industry, offering them not only as a welcome drink but also for the general public.

Historically, in Bali, or according to local Balinese, especially in the Gianyar region, there is a traditional tea-based beverage product similar to kombucha called “Teh Ong.” Currently, interest in natural products is increasing, along with the growing

public understanding of their potential benefits for health and ageing conditions [2]. Functional food products that support local wisdom are currently popular among the community for consumption and development, particularly probiotic drinks. “Ong” tea is one of the typical Balinese probiotic beverage products that is starting to have a few producers and enthusiasts. However, this product can be an attraction for tourists visiting Bali due to its distinctive taste, which is similar to kombucha tea.

“Ong” tea, or kombucha, is a traditional drink originating from northeastern China during the Tsin Dynasty, around 220 BC [3]. This drink is made from fermented tea, which contains compounds beneficial to health [4], including organic acids, minerals, vitamins, amino acids, and active polyphenol compounds [5]. In addition, “Ong” tea also contains vitamins B1, B2, B6, B12, folic acid, and vitamin C, in addition to several essential amino acids and various important enzymes that have



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many benefits for the body [6]. Several studies have demonstrated that the biological activities of kombucha include antioxidant [7], antimicrobial [8], antidiabetic [9], anticancer [10], and anti-inflammatory [11] properties.

Kombucha "Ong" Tea is a type of probiotic beverage produced from the tea fermentation process [12], as shown in Figure 1. The microorganisms used in the fermentation process are a symbiosis of bacteria and fungi. The bacteria contained in the SCOBY (Symbiotic Consortium of Bacteria and Yeast) are *Acetobacter xylinum* [13]. Meanwhile, the fungi that live alongside these bacteria are fungi from the genera *Saccharomyces*, *Zygosaccharomyces*, *Pichia*, and *Brettanomyces* [14]. Fermentation is a process that converts organic substrates into a suitable starter. Starters in the fermentation process are typically assisted by microorganisms, including yeast, mould, and bacteria [15]. As a functional beverage, the demand for kombucha is increasing due to its superior nutritional content. The global kombucha market is experiencing rapid growth, with a compound annual growth rate (CAGR) of 23% from 2014 to 2018, and is expected to continue this trend in the coming years.

Making kombucha requires attention to several things because it involves a fermentation process. This process requires a starter as a kombucha culture. The use of a starter of more than 30% can increase the acidity level, and the addition of sugar composition affects the results of kombucha. According to Marwati [16], using sugar at a concentration of 20% and a 10-20% kombucha starter can yield the best results in the kombucha fermentation process. The higher the concentration of the kombucha starter, the greater its impact on the pH value; therefore, the optimal concentration is not to exceed 30%, combined with a sugar concentration of 10% [17]. Based on the results of this research, the manufacture of "Ong" Tea traditionally currently in several places in Gianyar Regency, especially in Batuan Village, where there are few producers, and people who consume it are worried that it will become extinct, so it is very necessary to introduce it with process improvements with controlled fermentation technology so that this product is of good quality and has a longer shelf life by implementing good packaging techniques, and the manufacturer can guarantee the safety of the product when consumed.

The purpose of implementing the proposed activities in the training to improve the process of making "Ong" Tea with various flavors, through PKM activities, is to help the people of Br. Lantangidung, Batuan, Sukawati, possesses the skills and insight to manage local natural resources and has an entrepreneurial spirit, enabling them to capitalize on business opportunities related to the Batuan Village area. By providing training activities, it is hoped that the community will be able to produce and market their processed products, thereby increasing family income and welfare. To reduce the number of families without permanent jobs, especially among housewives, community service activities are proposed in the form of training in "Ong" tea processing, labelling, packaging, and marketing strategies.

Students involved in community service will gain hands-on experience and practical skills in the field, expanding their knowledge in areas such as food biotechnology, food microbiology, and entrepreneurship. Meanwhile, lecturers participating in the Community Service Program can utilise the research and community service results for the benefit of students, partners, and the broader community.

Significant benefits for the community include increased sales value and product competitiveness. With new flavours like ginger and honey, as well as more attractive packaging, Teh Ong is no longer just a traditional drink. This product will have a higher sales value and be able to compete with other beverage products on the market. Additionally, other benefits include community economic empowerment, which can open up new business opportunities for residents of Banjar Lantangidung, ranging from production and packaging to marketing. This will help increase income and the overall economic well-being of the community. Preservation and Innovation of Local Culture: This service not only preserves the traditional drink Teh Ong but also gives it a modern touch through flavor innovation. This ensures that cultural heritage remains relevant and in demand by various groups, including the younger generation.

This Community Partnership Program (PKM) involved 10 housewives, members of the Family Welfare Movement (PKK), Merta Nadi Br. Lantangidung. Based on field observations, the following issues were identified:

1. Problems in Food Processing (Agriculture):
 - a. To date, partners lack the technology to effectively process tea into "Ong" Tea, which has been passed down from generation to generation. "Ong" tea has not been utilized to its full potential for generating family income.
 - b. Traditionally, "Ong" tea is technologically inefficient and processed with simple tools and unhygienic methods. Consequently, the resulting product cannot be stored for long due to the presence of impurities mixed in the container. It is sold only in plastic or used bottles, making "Ong" tea less durable and unable to compete with other fermented products made with modern technology. Daily production only produces 15 bottles per day, thus failing to meet the market demand for traditional "Ong" tea.
 - c. Currently, "Ong" tea is only sold in traditional markets and stalls because it cannot compete with other fermented beverage products. Furthermore, "Ong" tea is not equipped with P-IRTj, so it cannot enter the modern market.
2. Problems in Management and Entrepreneurship (Economics):
 - a. Partners require mentoring and knowledge in entrepreneurship and business management to effectively support product marketing. Sanitation and hygiene during processing are still poorly understood. The selling price for a bottle is 5,000-7,000 rupiah, so partners' profits are not commensurate with their expenses.
 - b. b) Partners face constraints with capital and very basic equipment, preventing large-scale production.

By understanding the problems faced by partners through this Community Service Program (PKM), the priorities addressed are :

- a. Gaining knowledge about entrepreneurship, sanitation, and hygiene in processing, product packaging and labeling, and broader marketing strategies, including product strategy, pricing, and distribution, as well as business management.

- b. b. Gaining knowledge and technology in processing "Ong" tea drinks hygienically and sterilely without contamination by other bacteria that can degrade their quality, extending their shelf life, and ensuring high-quality products.
- c. c. Gaining knowledge on how to obtain a Production Permit (P-IRT) from the Health Office, thereby expanding the product's market reach and securing legal approval from relevant agencies.
- d. d. Obtaining capital assistance and product processing equipment to enable the production of Balinese "Ong" tea drinks.

1.2. Literature Review

Br. Lantangidung is also now recognised as a tourist destination, so it has the potential to become a food product market. This situation provides an opportunity for the community to process their agricultural products, one of which is "Ong" tea, which can be marketed as a typical souvenir from Batuan Village. Batuan Village is located in Sukawati District, Gianyar Regency, Bali Province. Of the 410 ha area, land use is divided into several parts, including rice fields (135 ha), residential areas (60 ha), dry fields (113 ha), cemeteries (1.67 ha), and other uses (100.33 ha) [18]. The market potential and the need for processed tea products, especially "Ong" Tea, which offers health benefits, necessitate efforts to master processing technology, enabling it to become a new business and increase community income through various activities [19].

To prioritise empowering the Banjar Lantangidung community, particularly the Merta Nadi Family Welfare Movement (PKK), in the processing and production of "Ong" tea, our target audience this time is housewives who are members of the PKK Merta Nadi branch. Lantangidung, from a community that is not yet economically productive but has a strong desire to become entrepreneurs. Furthermore, it can serve as a supplementary source of income, contributing to increased family earnings.

"Ong" tea is typically made from black tea leaf extract, and a microbial consortium ferments it to convert sugar into organic acids and carbon dioxide over 7 to 20 days, resulting in a slightly sour, slightly carbonated, and refreshing taste [20]. However, many other natural raw materials have been developed as substitutes for kombucha, to utilise them as local raw materials. This is an attractive option for countries with extensive agricultural resources, such as Indonesia, which can utilise a variety of spices or other natural ingredients as substitutes for tea as raw materials for "Ong" tea, including ginger and honey.

Another spice that can be used as a raw material is ginger (*Zingiber officinale*), which has very high antioxidant properties [21]. Additionally, several chemical compounds, including gingerol, shogaol, flavonoids, and zingerone, exhibit pharmacological and physiological effects. These effects can include antioxidant, anti-inflammatory, analgesic, anticarcinogenic, non-toxic, non-mutagenic, and antibacterial properties [22]. In previous research, ginger-based kombucha supplemented with honey exhibited high antioxidant activity, possessing physical and chemical characteristics that were well-received by panellists [23].

Honey is a type of food that can boost the body's immune system. Honey, as a sugar substitute, contains flavonoids, which have been shown to have antioxidant and anti-inflammatory

effects. This can regulate oxidative stress in blood vessels, which has an impact on lowering systolic and diastolic blood pressure, and inhibit cholesterol, as well as regulate LDL receptors to control blood cholesterol levels [24]. Honey contains antimicrobial, anti-inflammatory, and antioxidant properties, making it quite effective in relieving symptoms and speeding recovery for coughs and colds [25].

2. MATERIALS AND METHODS

2.1. Method

The Community Partnership Program will be implemented in collaboration with the Merta Nadi Family Welfare Development Group (PKK) of Banjar Lantangidung, Batuan Village, Sukawati District, Gianyar Regency, Bali Province, and is scheduled to commence upon approval of the PKM proposal.

The implementation method for the Ong Tea Product PKM program, with ginger and honey flavors, is planned to include:

1. Interviews and discussions to identify the problems experienced by partners.
2. Face-to-face meetings and direct counselling will be used to provide partners with knowledge about the processing of Virgin Coconut Oil (VCO), Serundeng (saur), and its by-product, activated charcoal, as well as entrepreneurship and business management.
3. Hands-on practice, guided by competent instructors and university students, will enable partners to produce the products directly.

2.2. Five stages of community service implementation

2.2.1. Preparation and Socialization Stage

At this stage, the community service team will conduct initial coordination and build understanding with the Banjar Lantangidung community. They will identify and analyze needs by collecting data on the existing conditions of Teh Ong production and marketing, including any challenges faced. Furthermore, they will socialize the program by holding meetings with the community and traditional leaders to explain the detailed program plan, obtain input, and build mutual commitment.

2.2.2. Product Quality Improvement and Taste Innovation Stage

- The primary focus of this stage is to improve product quality and create exciting flavour variations.
- Ginger and Honey Flavoring Training: Providing technical training on how to create Teh Ong with new flavors, including ginger and honey, while maintaining the authentic taste.
- Production Process Standardization: Developing standard operating procedures (SOPs) to ensure consistent product quality, hygiene, and safety.
- Product Packaging: Assisting in designing and selecting attractive, modern, and informative packaging, including labels that include the product name, ingredients, and expiration date.

2.2.3. *Marketing and Branding Improvement Stage*

This stage aims to expand market reach and build a strong brand image.

- Digital Marketing Training: Guides how to utilize social media and e-commerce platforms for promotion and sales.
- Brand Identity Development: Collaborate with the community to craft a distinctive brand name, logo, and slogan, creating a memorable brand identity.
- Partnership Facilitation: Helps connect Teh Ong producers with souvenir shops, cafes, or hotels around Banjar Lantangidung to open new distribution opportunities.

2.2.4. *Implementation and Mentoring Stage*

At this stage, the community service team will assist the community in implementing all training outcomes.

- Production and Sales Simulation: Conducting mass production trials and initial sales to identify potential challenges.
- Field Assistance: Providing on-site guidance at production and marketing locations to ensure each stage is running according to plan.
- Monitoring and Evaluation (M&E): Regularly monitoring program progress and gathering feedback from the community for improvement.

2.2.5. *Evaluation and Sustainability Stage*

This final stage aims to measure the program's success and design a sustainability strategy.

- Program Impact Measurement: Measure the increase in sales, product variety, and community understanding of marketing following the program's implementation.
- Sustainability Plan Development: In collaboration with the working group, develop an independent action plan to ensure the program can continue without reliance on the community service team.
- Final Report Development: Document the entire community service process and results as a form of accountability and reference material.

3. RESULT AND DISCUSSION

3.1. *Preparation and Socialization Stage*

At this stage, the community service team conducted an initial survey and literature review to understand the potential of "Teh Ong" and the challenges faced by the community in Banjar Lantangidung. The results achieved included:

1. Identification of Local Potential: It was discovered that "Teh Ong" holds strong historical and social value in the community, but has not been professionally managed as a commercial product. The main raw materials are ginger and honey, which are readily available in the surrounding area.
2. Raising Awareness: PKK (Family Welfare Movement) women demonstrated high enthusiasm for the idea of developing the "Teh Ong" product. They recognized that this traditional beverage has significant economic potential.

3. Business Group: The "Teh Ong" business group, comprising 10 active PKK members, serves as the primary driving force behind production and marketing.
4. Determination of Flavor Variants: Through group discussions, it was agreed to develop three initial flavor variants: Original Teh Ong, Ginger Teh Ong, and Honey Teh Ong.

3.2. *Training and Mentoring Stage*

This is the core stage at which knowledge and skills are transferred. Various training and mentoring sessions are conducted intensively. The results are:

1. Increased Production Capacity: Participants receive training in raw material processing techniques, recipe standardisation, and production hygiene. They can produce "Teh Ong" variants with consistent quality.
2. Packaging and Branding Development: The community service team assisted in designing an attractive logo, packaging, and label. The packaging, created using modern glass bottles and informative labels, includes the product name "Teh Ong Lantangidung" and contact information.
3. Digital Marketing Training: Participants are taught how to utilise social media platforms (Instagram, Facebook) and local e-commerce platforms to effectively market their products. A dedicated social media account for "Teh Ong" was created.
4. Preparation of Simple Financial Reports: Group members are trained to record production costs, sales, and profits, enabling them to manage their business finances independently.

3.3. *Evaluation Stage*

At this stage, an evaluation was conducted to measure the program's success and identify areas for improvement. The evaluation results showed:

1. Indicator Achievement: A 30% increase in business group revenue was recorded in the first three months. The "Teh Ong" products began to gain recognition at the village and sub-district levels.
2. Consumer Response: Based on a small survey, consumers responded positively to the product's taste and packaging. The ginger variant was a favorite.
3. Challenges Faced: Challenges were identified regarding the availability of seasonal raw materials and limited promotion outside Banjar Lantangidung. These issues will be noted for further program development.



Figure 1. Documentation of Community Service Activities: Making The Ong with Honey and Ginger Flavor Variants

3.4. Implementation Time

As an initial step, on Sunday, June 8, 2025, an approach and coordination meeting was conducted with PKK partners from Merta Nadi, Banjar Lantangidung, Batuan, Sukawati, and the Banjar Adat Kelihan to finalise the training activity plan that had been agreed upon during the exploration. At the meeting, it was agreed that 10 PKK representatives from Merta Nadi and Banjar Lantangidung would participate in the Ong Tea Making Training, which would feature ginger and honey flavours.

The first meeting (1) of the community service team was held on Saturday, August 2, 2025, with all training participants. Representatives from the PKK, Merta Nadi, Banjar Lantangidung attended the training. The activities included:

1. An opening ceremony by the PKM Team Leader, who provided remarks and guidance for the smooth running of the event.
2. A welcome and explanation from the PKK Merta Nadi Chairperson, Banjar Lantangidung, regarding the planned training activities to ensure that all participants and instructors accompanying them during the event share a common understanding and that the event runs smoothly.
3. A handover of training and production equipment was held, which will be donated to PKK Merta Nadi partners, Banjar Lantangidung, to support product creation during the training and enable production after the training is completed.
4. A planned activity schedule was prepared and discussed with PKK Merta Nadi partners, Banjar Lantangidung, who will be participating in the training, to ensure that the activity schedule can be managed efficiently and in accordance with the participants' activities.
5. Discussion and Q&A sessions regarding the issues faced by partners, so that this activity can be well-planned and solutions to the problems encountered can be identified.
6. Distribution of learning modules so that training participants can learn and participate more smoothly.

For this lecture, the committee provided a training module that contained the lecture material. This method is expected to provide partners of the Merta Nadi Family Welfare Program (PKK) in Banjar Lantangidung with a comprehensive understanding of the lecture material related to entrepreneurship and provide files that can be accessed at any time if they forget the theory and materials from the training. The material was

presented in a way that encouraged participants to be broad-minded and enthusiastic about participating.

The second meeting provided participants with training on making Ong Tea with ginger and honey flavours, as well as using more hygienic and safe storage techniques. Participants were guided by instructors from the Food and Agricultural Product Technology Study Program, Faculty of Agriculture, Science, and Technology, Warmadewa University. Partners participated effectively in the training. Each meeting included activity evaluations and monitoring, ensuring that any shortcomings and errors could be promptly addressed in subsequent meetings.

Furthermore, for the 3rd meeting, mentoring in the form of monitoring and evaluation was carried out to maintain continuity and achievement of the output targets to be achieved from this Community Partnership Program activity, and the service team continued to motivate partners so that they remained enthusiastic and maintained the cohesiveness of the PKK Merta Nadi partners, Banjar Lantangidung. The results of this monitoring and mentoring were then evaluated and reviewed to make overall improvements to the PKM activities.



Figure 2. The Ong product with honey and ginger flavor variants

6.5. Solution

The solutions provided to resolve the problems faced by partners, according to the partner's problems (Table 1),

Table 1. Solution Plan Based on Partner Problem

PARTNER PROBLEMS	SOLUTION PLAN	SOLUTION ACHIEVEMENTS
Problems in the Field of Food Technology		
1. Lack of understanding of technology in processing tea into "Ong" Tea products, and the resulting processed products have not been utilized optimally to increase family income.	Training Program for the transfer of efficient, appropriate technology innovation in processing tea into a high-quality Balinese "Ong" Tea drink that is popular with consumers.	100% of PKK members of Br. Lantangidung understands and is skilled at making the Balinese specialty "Ong" tea drink.

2. The traditional process of making “Ong” tea needs to be improved to conserve energy, extend its shelf life, and ensure high quality.	Knowledge outreach program regarding good processing methods, sanitation, and hygiene Kirim masukan Panel sampling Histori Tersimpan Hasil terjemahan tersedia Simak	100% of PKK Br. Lantangidung members understand and are skilled in implementing effective processing methods, sanitation, and hygiene practices, as well as product packaging and labelling.
3. Lacking understanding of product packaging and labelling techniques, there is no clear information on how to obtain a production permit from the Health Service in the form of a P-IRT.	Providing knowledge on how to obtain a Production Permit from the Health Department or P-IRT.	90% of Br. Lantangidung's PKK members were able to obtain Production Permits from the Health Department or P-IRT.
Problems in the Economic Sector		
1. There is still a lack of knowledge regarding entrepreneurship and business management to support product marketing.	Knowledge enhancement program on entrepreneurship, bookkeeping, business management, and marketing.	100% of the PKK members of Br. Lantangidung understands and can manage business and bookkeeping.
2. Lack of capital and straightforward equipment.	Providing equipment assistance to enable production at adequate capacity and business capital for further production.	90% of tool needs are met.

3.5. *Delivery of Technology and Innovation Products to the Community*

In this community service program, the main focus is on the application of technology and innovative products to increase the sales value of Teh Ong, a traditional beverage from Banjar

Lantangidung. We not only introduced the concept of flavor variations but also implemented simple technology that the local community could adopt.

Teh Ong is known primarily for its warm ginger and honey flavour. Through this program, we transformed the product by developing several exciting new flavours, including ginger and honey. This innovation was supported by the introduction of more hygienic and efficient processing techniques.

Next, we educated the community about the importance of attractive and informative packaging. We introduced modern label designs that include product information, ingredients, and expiration dates. We also facilitated the use of simple packaging tools (sealing machines) to ensure a longer and more hygienic product.

Finally, we assisted the community in digital marketing strategies through social media. This training aimed to increase Teh Ong's product recognition not only locally but also to reach a wider market. Thus, this community service program focused not only on product development but also on increasing the community's capacity to innovate and adapt to modern market demands.

3.6. *Technology and Innovation Products (Hard and Soft)*

Technology Products (Hardware)

The developed hard technology products aim to improve the efficiency, quality, and safety of Ong Tea production.

- **Packaging and Sealing Equipment:** Semi-automatic packaging machines and sealers are used to package Ong Tea in attractive and hygienic packaging. This ensures the product is protected from contamination and has a longer shelf life.
- **Ong Tea Storage Equipment:** Glass bottles and large gallon-sized containers, ensuring a more hygienic product.
- **Quality Measurement Equipment:** pH meters and digital scales are used to measure the composition of raw materials and the final product. These tools play a crucial role in maintaining product quality standards, ensuring the consistency of each variant's flavor.

Innovation (Software)

Software innovations are implemented to support production management, marketing, and product branding.

1. **Digitizing the Production Process:**
 - **Digital Standard Operating Procedures (SOPs):** Developing SOPs that can be accessed via digital devices, such as tablets or smartphones, making it easier for group members to follow production steps accurately.
 - **Production Recording:** A simple application to record the amount of raw materials used, the number of products produced, and inventory data. With this digital record-keeping, the team can accurately track production.
2. **Digital Marketing Strategy:**
 - **Social Media:** Conduct promotional campaigns through social media platforms such as Instagram and Facebook. Promotional materials include attractive

product photos, production process videos, and customer testimonials.

- E-commerce: Utilize local and national e-commerce platforms (e.g., Tokopedia, Shopee) to expand market reach.
- Brand and Packaging Design: Create professional logo, label, and packaging designs to enhance product image. These designs are created digitally and can be printed as needed.

3. Financial and Inventory Management:

- Simple Financial Recording System: Use a spreadsheet or simple app to record income, expenses, and profits.
- Inventory Management: A digital inventory system to monitor the availability of raw materials and finished products, allowing for better production planning.
- This combination of technology and innovation is expected to transform Teh Ong from a traditional beverage into a modern, competitive, and superior product, not only in Banjar Lantangidung but also in the wider market.

3.7. Application of Technology and Innovation to the Community (Relevance and Community Participation)

This community service program focuses on applying technology and innovation to increase the sales value of traditional beverage products in Banjar Lantangidung. Through this program, we introduce simple, relevant technologies and innovations that can be adopted by the local community, ensuring their active participation.

i. Relevance and Community Participation

This program began with an in-depth analysis of the potential and challenges faced by the Banjar Lantangidung community. We discovered that the traditional beverage "Teh Ong" (Teh Ong) had great potential but was still produced conventionally and had limited marketing. The program's relevance lies in the solutions offered, namely:

- Product Quality Improvement: The PKM team introduced more hygienic and modern processing techniques, including the use of standardised raw materials, improved equipment, and safe packaging procedures. This was achieved through a series of interactive workshops and training sessions that directly involved local producers.
- Flavour Variant Development: The primary innovation was the development of new flavour variants, specifically ginger and honey. This innovation is relevant because ginger and honey are local commodities that are readily available and have well-known health benefits. Community participation was realized through focus group discussions to select and trial the most preferred flavor variants.
- Marketing and Sales Value Enhancement: Simple technologies such as product label design, social media content creation, and e-commerce usage were introduced. We provided direct assistance to enable the community to apply these technologies and expand their market reach.

- Through this approach, the community becomes not only the recipient but also an active subject throughout the process. They are involved in decision-making, hands-on practice, and outcome evaluation, fostering a sense of ownership of the program. This active participation is key to the program's sustainability, as the innovations and technologies introduced can continue to be independently developed by the Banjar Lantangidung community.

3.8. Impact (Usefulness and Productivity)

1. Benefits for the Community

a. Increasing Economic Value and Welfare

The transformation of Teh Ong from a traditional beverage into a superior product has opened up new economic opportunities for the community. By creating ginger and honey flavors and improving packaging and branding, the product has increased its marketability. The people of Banjar Lantangidung, especially local artisans and MSMEs, can increase their income through the sale of this product. This directly contributes to improving the economic well-being of their families.

b. Empowerment of Local MSMEs

This program offers training and mentoring to communities, enabling them to professionally manage their products, from production and packaging to marketing strategies. This training empowers local MSMEs to compete in a broader market, both locally and regionally. Communities become more independent and acquire relevant skills to develop their own businesses.

c. Cultural Preservation and Innovation

Although this product is innovative, the essence of Ong Tea as a traditional drink remains intact. The ginger and honey flavour innovation not only enhances the product's appeal but also reintroduces traditional drinks with a modern twist to the younger generation. This is an effective way to preserve local culinary heritage while adapting to changing market tastes.

2. Product Productivity

a. Improving Product Quality and Safety Standards

Through this program, the public is educated about hygienic and safe production standards. This ensures that Teh Ong products are not only delicious but also safe for consumption. This quality improvement will build consumer trust and expand market share.

b. Production Efficiency

This community service program also focuses on improving production process efficiency. By introducing more modern and effective tools and production methods, production time and costs can be reduced. This allows businesses to produce Teh Ong in larger quantities with consistent quality, thereby increasing overall productivity.

c. Product Diversification

Diversifying ginger and honey flavors opens up opportunities for creating other derivative products in the future. Communities can develop other products based on the same or related ingredients, such as ginger and honey candy. This creates a more dynamic and sustainable business ecosystem.

3.9. Next Stage Plan

1. Improving Product Quality and Standardization

This stage focuses on refining the recipe and production process. We will conduct research to determine the ginger and honey formulations that consumers prefer, ensuring consistent taste and quality in each production batch. Furthermore, we will process product permits and certifications, such as P-IRT (Home Industry Food) and halal certification. This is crucial for increasing consumer trust and expanding market reach.

2. Marketing and Branding Development

Next, we will develop a broader marketing strategy. This includes:

- Creating attractive and informative packaging that reflects traditional values but with a modern twist.
- Utilizing social media (Instagram, Facebook) for promotion, as well as collaborating with local influencers or culinary communities.
- Participating in local product and MSME events or exhibitions to introduce "Teh Ong" to a wider audience.

3. Community Empowerment and Business Sustainability

The final step is to ensure the sustainability of this business for the Banjar Lantangidung community. We will provide advanced training on financial management, digital marketing, and product innovation. We will also form an independent business group to manage production and distribution. In this way, we hope that "Teh Ong" will not only become a source of pride but also a sustainable income for the Banjar Lantangidung community.

4. CONCLUSION

4.1. Conclusion

This program also focuses on improving packaging, marketing, and product legality. The training provided has helped the community design more attractive packaging, develop effective marketing strategies, and understand the importance of product licensing for larger scale. Overall, this community service has had a significant positive impact. The people of Banjar Lantangidung now have a better understanding and the skills to manage Teh Ong products professionally. Thus, Teh Ong is not only a local culinary heritage but also has great potential to become a superior product that can boost the local economy.

4.2. Suggestions

This is a community service program. To strengthen "Teh Ong"'s position as a superior product, further diversification is needed, not only in ginger and honey flavors but also in exploring other potential local flavors. Furthermore, it is essential to conduct ongoing training regularly for the community in Banjar Lantangidung, Sukawati. This training could focus on digital marketing techniques, financial management, and product innovation to ensure "Teh Ong" can compete in a wider market. Through these efforts, it is hoped that "Teh Ong" will not only become a product of local pride but also a source of sustainable income that can improve community welfare.

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