

ENHANCING COMMUNITY ECONOMY THROUGH INNOVATION OF PROCESSED CASSAVA PRODUCTS

Siti Sovia Anwar

Universitas Djuanda, soviaanwar1@gmail.com

Abstrak

Sumber Daya Alam yang dihasilkan Desa Padamulya sangat melimpah, akan tetapi sumber daya alam yang dimiliki Desa Padamulya belum sepenuhnya dimanfaatkan oleh masyarakatnya, sehingga perlu adanya bimbingan atau pendampingan kepada masyarakat untuk memanfaatkan potensi yang ada. Salah satunya dengan memanfaatkan produk olahan singkong yang dibuat menjadi sebuah makanan dengan harga nilai jual tinggi. Metode yang dilakukan adalah dengan sosialisasi dan pembuatan inovasi produk olahan singkong. Dalam pengolahan produk olahan singkong ini penulis membuat Churros Singkong yang merupakan makanan cemilan enak dan sehat. Setelah dilaksanakan program ini hasil yang didapatkan adalah pengembangan produk olahan singkong lebih kreatif dan inovatif serta masyarakat sekitar lebih memahami cara memanfaatkan sebuah potensi yang ada di sekitar.

Kata Kunci: Inovasi Produk; Singkong; Pengabdian Masyarakat

Abstract

The natural resources produced by Padamulya Village are very abundant, but the natural resources owned by Padamulya Village have not been fully utilized by the community, so there is a need for guidance or assistance to the community to exploit the existing potential. One of them is by utilizing processed cassava products that are made into food with high selling price. The method used is the socialization and innovation of cassava processed products. In processing this cassava product, the writer makes cassava churros which is a delicious and healthy snack food. After implementing this program the results obtained are the development of cassava processed products more creative and innovative as well as the surrounding community better understanding how to utilize a potential that is around.

Keywords: Product Innovation; Cassava; Community Service

Introduction

The dedication of students to the community is carried out to fulfill one of the tri dharma of higher education, namely community service which is interdisciplinary in nature and as a component of scientific, technological and artistic applications to shape community life, especially in rural areas. This form of service is carried out by applying the knowledge that has been obtained in lectures to the community. Science applied knowledge is knowledge that is needed by the community or which can be a solution for problems that occur in people's lives. This is done as a form of student's concern and responsibility to advance the nation and state in the future. (Lubis, 2004). An increase in the economy is a change in the level or improvement of conditions from a weak economy towards a better economy or experiencing progress from previous. Local economic development needs to be directed to support the development of economic sectors that have the potential to create broad employment opportunities and have good prospects in improving the welfare of the people in an area. Therefore, the existence of a creative economic program is expected to be able to change little by little the economy of the community in Padamulya Village by making new innovations to make the village have a more diverse livelihood by utilizing used goods that can later be valued by art and have a value for sale or economic value (Humaira, et al, 2019).

Innovation in the context of the bureaucracy mandated in the Act is one of the drivers for

accelerating development, this has been proven by the model applied in developed countries. Today, increasing productivity does not only depend on science and technology but on the availability of natural resources they have. Entrepreneurship development occupies a very strategic role increasingly significant. We must encourage and develop entrepreneurial skills, take advantage of business opportunities in the dynamics of global competition (Prasetyo, 2018)

Padamulya Village is a mountain village with fertile soil quality. Most people are a farmer who plants tubers, agricultural products it is very abundant but the community only utilizes these tubers to the extent that they are fried and boiled as usual without innovation. If it can be managed properly and creatively, cassava will become a new innovation that provides economic value to the community.

Lack of community understanding of how to use the product makes cassava whose abundant existence seems to have no economic value because the price is relatively low. Increased productivity towards competitive advantage will be achieved in line with efforts to strengthen the ability of innovation-based human resources (Sakti, 2018). The natural resources produced by Padamulya Village are very abundant, but the natural resources owned by Padamulya Village have not been fully utilized by the community, so there is a need for guidance or assistance to the community to exploit the existing potential. One of them is by utilizing processed cassava products that are made into a food with high selling price. The selection of cassava processed processing programs is carried out because it sees abundant potential of cassava but the selling price of cassava is very low.

Methodology

The author's method of implementation is in the form of community economic assistance by forming business groups that will develop resource potential nature around Padamulya village area by making an innovation of cassava processed products.

The location used as the place of implementation is Padamulya Village, Pasirkuda District, Cianjur Regency, West Java Province. The reason Padamulya was chosen as the village category is that the village is underdeveloped, so it requires a lot of assistance to develop it, especially Human Resources (HR) assistance to develop the potential of the village.

The theoretical study is to support the preparation of work programs in the economic field to overcome economic problems in the village of Sirnagalih Padamulya Village. The following work programs implemented are listed in Table 1.

Table 1. Work Programs Done

NO	Done Work Programs	Program Description
1	Cassava Product Processed Production Training	Training makes innovation for processed products cassava can increase the selling value of cassava, while this is what can help increase the potential that exists when boosting the economy

Results and Discussion

Product Results generated from the activities of this Program are the utilization of cassava which is processed and named (Churros Cassava). The manufacture of these products aims to increase the selling value of cassava and has a high economic value for the people of Padamulya Village. The author's implementation method is in the form of the Community Economic Assistance program by forming business groups that will develop the potential of natural resources that exist around the village area of Padamulya, one of which is cassava.

The Churros Cassava product program that utilizes abundant tubers in the countryside is very

effective as a snack and even souvenirs typical of the area. With the implementation of community service activities, the idea to develop a small, medium business by utilizing the number of tubers is then called cassava churros with attractive packaging so that it can attract the attention of consumers and can raise the economic level of Kampung Sirnagalih community. Cassava is one of the leading local plants in West Java. In some areas, cassava is the dominant crop in the yard. In addition, in some rice plants farmers intercropped one of them is cassava (Iskandar et al., 2016).

Making innovation of cassava processed products through the training of the Sirnagalih village community Padmulya Village was carried out based on the observation that the Sirnagalih RT 01 and 02 communities, especially for mothers, 80% were farm laborers and planted tubers in their fields.

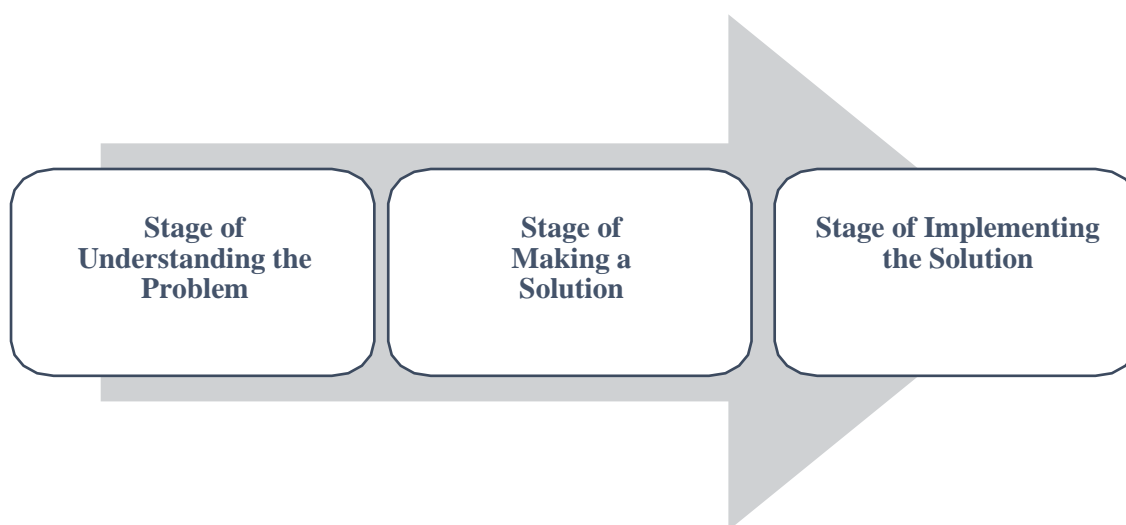
The post-implementation changes that are expected are as follows:

Table 2. Expected Changes

No	Information	Post Implementation	Pre-Implementation
1	The expertise in managing cassava is a product	Don't have skills yet	Having the ability of processing cassava into products
2	Cassava	Processed only as fried foods and chips	Cassava is processed into sweet snacks and has more selling value high
3	Cassava selling value	Low sale value	Increase because there is added value from the product the results refined (new type of processed product)
4	Cassava n supplier	Limited as cassava in general	Marketed more widely because it has high economic value, can be distributed to markets and supermarket

Implementation of Assistance Program and Manufacturing of Cassava Processed Products

The next stage is the implementation of the assistance program and the manufacture of cassava processed products.



1. Stage of Understanding Problems

In this stage the writer understands the problem by conducting a survey to the community around Kp. Sirnagalih Padamulya Village in order to identify problems which exists. So the

author can plan solutions to overcome these problems. After identifying, it was found that the problem in Padamulya Village was the lack of potential utilization of resources so that assistance was needed to increase this potential.

2. Stage of Making a Solution

In the stage of making solutions divided into several stages including:

a. Natural Resource Potential Survey (SDA)

Location survey was conducted in Kp. Sirnagalih RT 02 RW 01 Padamulya Village. The survey was carried out by looking at the potential of abundant cassava plants and being in each land, then finding out the habits of the community in utilizing the cassava. In addition, the authors also conducted a survey by asking people who have cassava at home, most people Sirnagalih has cassava but the processing is just like that.

The results of a survey that has been done is, the amount of cassava that is in the village, but not utilized properly. People use cassava only by steaming, frying or making chips but not for sale or processed into products that have high selling value. The price of cassava was not too high, reaching a price range of 1 kg Rp. 5,000.- only, so that the community does not really utilize cassava even cassava is only distributed to other residents to be given away for free. Then came the idea of making cassava churros with the aim to increase the selling price of cassava through product innovation.

b. Product Innovation Development

Based on the results of a survey conducted by the implementation team, many tubers exist in the Padamulya area. To minimize the occurrence of failures in making products, the authors conducted an experiment and the development of cassava products. Cassava churros making experiments were carried out twice to find the perfect results and in accordance with what is desired.

During the trial period, making the right composition for making cassava churros products, namely 50g cassava, 10 tablespoons of wheat flour, 2 tablespoons of sugar, 1 tablespoon of butter, and one egg. With the right composition, the resulting product has a soft texture with a sweet taste.

c. Making Logo Design and Packaging

When making a trial the product is successful, the next step is to create a logo and packaging design done by the author. The packaging design is made as attractive as possible in order to attract the attention of consumers. In product marketing, making an attractive name is very important for products to be disseminated in the range of small, medium and large. The steps to make a product design include:

- 1) The author uses the canva application to create a product logo design
- 2) Looking for interesting churros images by browsing.
- 3) Determine the writing format, font, size and color.
- 4) Include group logos and faculty logos.
- 5) Following Churros Cassava product packaging Logo

d. Purchasing Material Product Supplies

The author provides packaging the product that has been made then prepares ingredients for making cassava churros. The ingredients include cassava, flour, sugar, butter, eggs, water, cooking oil, and chocolate bars.

e. Providing Information to the Community

After conducting a location survey, trial or product development and making packaging designs, the authors coordinate with local community leaders that there are new innovation products that will be disseminated to the public at large. Then ask for permission to hold a

demo or outreach related to products that have been prepared. Licensing was given to Mrs. Lilis Ahmad as the owner of group 1 post where the place was used as a place for training demonstrations. Announcement to the public is made a day before the product manufacturing demonstration after licensing.

3. Stage of Implementing the Solution

In implementing the solution, the Churros product training was carried out on 28 August 2019 and 29 August 2019. The training on the production of this product was attended by ladies around Kp. Sirnagalih. Before the production of churros products is carried out, the authors convey to mothers what the cassava will be made.

Cassava churros production is carried out in several stages, such as stripping, washing, cutting, steaming, processing, forming to packaging. Following the processing of cassava:

1. The first stage, the process of peeling the skin and washing cassava. After the cassava peel is removed, the cassava is washed to remove any impurities from the cassava.
2. The second stage, the process of steaming cassava. After the cassava is clean, then cassava is steamed in pansu using medium heat. Aiming that cassava can be destroyed more easily and easier when processing.
3. The third stage, the process of making churros dough. First heat the water, sugar, and butter, after boiling and bubbling turn off the stove and let stand for a while until the steam disappears, after the steam panans disappear input cassava that has been crushed and flour
4. The flour is stirred until smooth so that it forms a dough that is easily formed, let it sit for a while until it is cold then the last step is to insert the egg into the mixture and stir well and ready to be fried. Then fry until golden color. The next step is to decorate the churros with melted chocolate to make it look more dancing and taste better.

Following the processing of cassava into Churros Cassava:

1. Ingredients :

- 300 gr of cassava
- 250 gr Wheat Flour
- 150 gr granulated sugar A pinch of salt
- 2 Butter Spoons
- 2 eggs
- 2 glasses of water
- Cooking oil
- Brown stems of various colors
- Fine granulated sugar

2. Ways of making

- a. Clean and cut into small pieces of cassava.
- b. Steam cassava 10-15 minutes until cooked.
- c. Then crush singong with a fork so that it is smooth and soft.
- d. Heat the water then add the butter, sugar and salt wait until it boils.
- e. After boiling turn off the stove, let stand a moment and then add the mashed cassava and flour.
- f. Mix well and let stand until the hot steam disappears.
- g. After it is cold enter the egg and stir well
- h. Put the mixture into the heated oil. Fry until browned.
- i. Then put the chocolate topping and cassava churros ready to serve.

Conclusion

Padamulya Village community economy still needs to be improved. Although the economy of the Padamulya Village community can still be said to be standard, but the economic level of the Padamulya Village can be improved through creative economic activities through product innovation. It can be seen in terms of geographical Sirnagalih village Padamulya village located in a strategic area surrounded by several family amusement parks such as Curamb Citambur, and Pine Tree Tours. This can be used to increase the potential of the community in the economic field and with the existence of this innovation training activities for cassava processed products is expected to be a place for the community to be able to market it as a souvenir or a typical souvenir of Padamulya Village.

From this implementation of innovation of singkong processed products, author suggest that after participating in training activities for making cassava product innovations, the housewives of Padamulya Village are expected to be able to look for existing business openings and can develop it yourself in each home.

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