

Empowerment of Innovation Food Processing Cassava at Tegal Rejo Siswo Bangun Village

Jaenullah¹, Nur Laili², Ikhwan Aziz Q³, Dedi Setiawan⁴, Habib Shulton Asnawi⁵
^{1,2,3,4,5} Institut Agama Islam Ma'arif NU (IAIMNU) Metro Lampung, Indonesia

✉ jaenullah@iaimnumetrolampung.ac.id

	Abstract	Article Info
	The natural resources owned by Tegal Rejo Siswo Bangun Village, include cassava, rubber, rice, and cattle breeding. From these natural resources, the community of Tegal Rejo Siswo Bangun Village are used as a source of income, but they are still limited to selling the produce to the market, not being empowered optimally. The article gave an empowerment of community in innovation of food processing based on cassava into cassava pudding, ice tape, and getuk chocolate at Tegal Rejo Siswo Bangun Village, Seputih Banyak Districts. The researchers used ABCD (Asset Based Community Development). The sample was teachers The steps in giving assistance involve <i>Inkulturas</i>, Discovery, Design, and Define. The result showed that the community could give innoavation in adding value of natural resources especially cassava, namely cassava pudding, cassava pudding ice, and Getuk cassava chocolate. The types of products can increase the income of the community of Tegal Rejo Siswo Bangun Village. Through providing training to make product diversification from cassava, this community of Tegal Rejo could help increase family income.	<i>Article History</i> <i>Received:</i> May 20, 2022 <i>Revised:</i> July 17, 2022 <i>Accepted:</i> July 29, 2022 <i>Keywords:</i> Innovation Food Cassava, Empowerment Innovation Community, Innovation Cassava Food
Published by Website This is an open access article under the CC BY SA license	Yayasan Payungi Smart Madani https://journal.payungi.org/index.php/ijcep https://creativecommons.org/licenses/by-sa/4.0/	



INTRODUCTION

Based on geographical boundaries, Tegal Rejo Hamlet, Siswo Bangun Village is located in Seputih Banyak District, Central Lampung Regency, Lampung and is located in a lowland area. The location of the hamlet is not too far from the city. The condition of the entrance to the location can be said to be poor because the road is often passed by vehicles from the tapioca flour processing factory in Siswo Bangun village. In terms of community conditions, the people in the Tegal Rejo hamlet are friendly and open, but are still weak in terms of utilizing resources so that the existing potential is underdeveloped because the residents of the hamlet tend to want practicality and quick results. Regional potential in terms of socio-economic, the population of Dusun Trasih, Giriasih is around 96 families and the average livelihood of the people in the hamlet is cassava farmers, rubber plantations, corn, and livestock. The most widely produced crop is cassava.

Cassava or cassava (*Manihot esculenta* Crantz) is one of Indonesia's local sources of carbohydrates which ranks third largest after rice and corn. This plant is the most

potential raw material to be processed into flour. Fresh cassava has a chemical composition consisting of about 60% water content, 35% starch, 2.5% crude fiber, 1% protein content, 0.5% fat content, 1% ash content (Cahyanto, et al., 2018; Ikhrum, & Chotimah, 2022; Mustafidah, 2017), therefore it is a source of carbohydrates and dietary fiber but contains little nutrients such as protein (Hasbi, 2012; Nursaidha, & Mulyatiningsih, 2021). The people of Tegal Rejo Hamlet, Siswo Bangun Village are inconsistent and unsustainable in processing agricultural products in the form of cassava so that the crops are only of low value. The problem is that there are only five types of processed food made from cassava, lack of knowledge about the nutritional content and processing of food produced from cassava (Rahmanm 2109; Rahmadani, 2022; Yuliantika, 2022). In fact, the cassava can be processed into various kinds of safe and high-value consumer products, such as cassava pudding, cassava iced tape, and chocolate cassava getuk. For agricultural products, it can be processed into rice pests (natural pesticides), organic fertilizers.

The people of Dusun Tegal Rejo, Siswo Bangun Village, who are not able to manage the potential of existing resources, have caused these natural resources not to be utilized properly, so the IAIM NU Metro KKS group 24 (REG B) is moved to distribute ideas and information in processing cassava in the form of making cassava pudding, cassava ice tape, and gettinguk rolls for the community with the aim of increasing the potential of these resources. The urgency of this activity is that the natural resources in the form of cassava are comparable to the old harvesting process, thereby increasing the selling value of cassava.

From these problems, a problem-solving plan was formulated which included socialization on the nutritional content and benefits of cassava, assistance in cooking cassava pudding, cassava iced tape, and chocolate rolls, improvement of production facilities to support increasing the quantity and quality of processed food products from cassava based ingredients, packaging, strategies for initial marketing, and conservation of food resources by modeling (conserving natural resources).

The rationalization of this activity is able to encourage the people of Tegal Rejo Hamlet, Siswo Bangun Village to utilize or cultivate natural resources in the form of cassava into products that are easy to consume and have high selling value and the creation of a more productive resource management system.

METHODS

The researchers used ABCD (asset based community development). It give prioritizes the utilization of potential and assets that already exist in the community (Harrison, et al., 2019; Blickem, et al., 2018). In implementing the community assistance program, the researchers invite multi stake holders in implementing the programs, namely; headman and public figure to support mentoring activities and as objects of assistance. In collecting the data the researchers used observation, documentation and implementing of Forum Group Discussion. The participants in this

activity consisted of 50 people at Tegal Rejo Siswo Bangun Village, Seputih Banyak Districts

RESULT AND DISCUSSION

At this stage, it is explained about the benefits of cassava, the nutritional value found in cassava, varieties of cassava, and various kinds of processed foods made from cassava. Cassava, which is the main producer in Tegal Rejo Hamlet, Siswo Bangun Village, makes this stage the first step to introduce the content of cassava seeds, especially to PKK women who are in Tegal Rejo Hamlet, Siswo Bangun Village. The target of this initial outreach was to the people of Tegal Rejo Hamlet, Siswo Bangun Village, especially PKK women. The way to select respondents/target audience is to gather PKK women in Tegal Rejo Hamlet, Siswo Bangun Village at the Village Hall for guidance and counseling. From this activity, the community, especially PKK mothers, will know about the nutritional value found in cassava, variations in types of cassava, and various kinds of processed foods made from cassava.

The next stage is the practice of cooking cassava pudding, cassava ice tape, and chocolate roll getuk. Based on the analysis of the data obtained, the people of Tegal Rejo Hamlet, Siswo Bangun Village only have 4 types of processed foods with cassava as basic ingredients, namely in the form of lemet, cassava chips, cassava flour, and cassava tape. These processed foods are not to be traded but only to be eaten for themselves or for certain events. At this stage, it is explained about the manufacture of processed foods in the form of cassava pudding, cassava ice tape, and chocolate roll getuk. cassava pudding, cassava ice tape, and chocolate roll getuk are ideas to make processed foods more varied and easier to process. The output of this stage is knowing the materials and tools and the composition of their manufacture and being able to practice their manufacture.

The next stage is the improvement of product marketing. Product marketing is an important thing in selling processed food products. Based on the results of data analysis using interview techniques, various activities in processing agricultural products have only been constrained by marketing. Based on the data obtained, PKK women in Siswo Bangun Village market their processed products only to markets and some areas in Seputih Banyak. This proves that the community is not ready to bring the processed food products into the market. At this stage, knowledge about entrepreneurship and basic marketing will be provided.

The final stage is the socialization related to Law No. 18 of 2012 concerning food security, sovereignty, and self-reliance, which has already regulated the prioritization of production in accordance with local wisdom. One example is the use of natural resources (SDA) through the diversification of processed foods made from cassava in the hamlet of cassava. This is aimed at meeting food needs at the individual level and creating jobs so that the welfare of the people in rural areas is more evenly distributed. The respondents or the target audience reached were community at Siswo Bangun Village.

ACKNOWLEDGMENTS

This community service activity was funded by Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) Institut Agama Islam Ma'arif NU (IAIMNU) Metro.

REFERENCES

- Anonymous. 2012. Communication Within Organizations. General Organization Theory. 1 (1), 1 – 12.
- Cahyanto, T., Supriyatna, A., Julita, U., Kusumorini, A., Hafsari, A. R., Suryani, Y., ... & Salim, M. A. (2018). Pelatihan Inovasi Produk Pangan Berbahan Baku Singkong di Kecamatan Lembang Kabupaten Bandung Barat. *JURNAL BAGIMU NEGERI*, 2(1).
- Hasbi, M., 2012. Business of Cassava Skin Chips. Scientific Works of Amikom D3 Student of Informatics Management Study Program. Retrieved from <http://www.amikom.ac.id/research/index.php/DMI/article/view/7657>
- Ikhram, A., & Chotimah, I. (2022). Pemberdayaan masyarakat diversifikasi pangan masyarakat melalui inovasi pangan lokal dari singkong. *Abdi Dosen: Jurnal Pengabdian Pada Masyarakat*, 6(1), 271-278.
- Mustafidah, A. (2017). Pelatihan Pengolahan Makanan Tradisional Untuk Meningkatkan Potensi Kreasi Olahan Basah Singkong di Desa Gayamharjo Prambanan Sleman. *Jurnal Bakti Saintek: Jurnal Pengabdian Masyarakat Bidang Sains dan Teknologi*, 1(2), 79-83.
- Nursaidha, I., & Mulyatiningsih, E. (2021). Inovasi pengolahan produk pangsit singkong berisi sambal krecek daging cincang. *Prosiding Pendidikan Teknik Boga Busana*, 16(1).
- Rahman, F., Kurniawaty, E., Dwianggoro, P., & Rachmi, T. N. (2022). Inovasi pengolahan singkong untuk meningkatkan pendapatan dan diversifikasi pangan di sentra produksi kripik anak singkong, pengasinan, gunung sindur, bogoR. *Pro Bono Jurnal Pengabdian Kepada Masyarakat*, 2(02).
- Rahmadani, L. S., Alviansah, N. R., Sururi, B. K., Maghfiroh, I. L., Gusti, N. S., Nurjannah, S., ... & Wardani, A. K. (2019). Inovasi serta Pelatihan Pengolahan Singkong sebagai Upaya Menumbuhkan Jiwa Kewirausahaan Masyarakat Dusun Sumber Desa Planjan Kecamatan Saptosari Kabupaten Gunung Kidul. *Prosiding Konferensi Pengabdian Masyarakat*, 1, 401-404.
- Syaputri R. 2014. The Effect of Brand Packaging and Price on Consumer Loyalty in Sulis Cassava Chips SMEs in Samarinda. *Igarss* 2014, 3(1), 1-5. <http://doi.org/10.1007/s13398-014-0173-7.2>
- Yuliantika, E. L. (2022). Pengembangan Ekonomi Masyarakat Kelurahan Pamoyanan Kecamatan Bogor Selatan Kota Bogor Provinsi Melalui Inovasi Produk Baru Berbahan Dasar Singkong. *ALMUJTAMAE: Jurnal Pengabdian Masyarakat*, 2(1), 86-94.

Copyright holder:

© Jaenullah, et al., (2022)

First Publication Right:

International Journal of Community Engagement Payungi

This article is licensed under:

CC-BY-SA

