

Potato-Based Product Diversification: Developing Enterprises Based on Local Potential

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ABSTRACT

This community service activity aimed to empower housewives in Kembangan Utara, West Jakarta, through training in the diversification of potato-based food products. The activity was motivated by the low level of education and skills among residents, limited economic opportunities, and high dependency on external assistance. Conducted on May 3, 2025, at RPTRA Kembangan, the program involved 40 participants. The methods included direct training, technology introduction, and practical sessions on processing potatoes into economic products such as potato chips, frozen potato donuts, and sticks. The results showed increased knowledge and motivation among participants to develop household-scale businesses. Evaluation feedback revealed a high level of satisfaction and interest in follow-up training related to marketing and packaging. This initiative is expected to reduce poverty by promoting local potential-based economic empowerment

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1. INTRODUCTION

The strategic role of women, particularly housewives, in strengthening household economic resilience has been widely recognized (Wicaksono & Soelistyo, 2022). This role becomes even more critical in the context of food security and diversification, where women serve as key agents in managing family nutrition and developing home-based food innovations (Ihsan et al., 2021; Nurmala et al., 2023; Rini et al., 2021). In urban areas such as Kembangan Utara, a village located in the West Jakarta Administrative City, DKI Jakarta Province, this issue takes on greater urgency. Kembangan Utara spans approximately 364.675 hectares and comprises 11 community units (RW) and 117 neighborhood units (RT), covering a socioeconomically diverse population. While some areas, such as RW 09 and RW 11, are considered affluent, others – such as RW 06 – are densely populated and inhabited by low-income urban households (<https://barat.jakarta.go.id/>).

A significant proportion of these households are led by women with low educational attainment, limiting their access to information, vocational training, and economic opportunities. As a result, many families face persistent income insecurity and a lack of sustainable livelihoods (Huriani et al., 2021). Furthermore, the absence of structured support systems such as community cooperatives or business groups hinders collective efforts among housewives to initiate or scale up community-based enterprises. These challenges underscore the need for integrated interventions that combine capacity-building and economic empowerment at the household level (Listyaningsih et al., 2025).

Despite these limitations, the housewives of Kembangan Utara possess untapped potential, particularly in the realm of food processing and home industry. The availability of local food resources such as potatoes presents an opportunity to introduce income-generating activities through product diversification. Potatoes are not only affordable and nutrient-rich, but also offer flexibility in processing into value-added products. However, the lack of knowledge and technical skills related to potato-based food innovation remains a barrier for most residents.



Picture 1. the housewives of Kembangan Utara

Developing diversified potato-based food products – such as chips, donuts, croquettes, and frozen snacks – offers a strategic opportunity to foster creativity, preserve local wisdom, and stimulate microenterprise growth (Taufiq et al., 2021). Through targeted training and community engagement, residents can be equipped to transform this agricultural commodity into marketable products that improve family income and enhance community resilience.

This community service initiative adopts a practical approach through hands-on training and direct counseling aimed at empowering women in Kembangan Utara. The overarching objective is to strengthen household economies, reduce reliance on government assistance, and increase participation in local economic development. The training program is designed not only to enhance individual competencies but also to create a ripple effect in the broader community through knowledge dissemination and product-based entrepreneurship.

Key problems identified in Kembangan Utara include low levels of education, high unemployment, limited economic opportunities, dependency on external aid, and low community participation in local development. These interconnected issues call for a holistic solution. Thus, the focus of this program is to deliver entrepreneurship training that empowers women to build self-reliant home-based businesses, thereby contributing to poverty reduction and sustainable urban development.

2. METHODS

To achieve the objectives of this community service program, a structured and participatory method was employed, emphasizing hands-on practice. The implementation steps are as follows:

1. Participant Identification and Selection

Initial surveys and Focus Group Discussions (FGDs) were conducted to identify and engage housewives interested in potato-based food diversification.

2. Module and SOP Preparation

Training modules covering theoretical and practical guides for processing

potatoes into chips, donuts, croquettes, and sticks were prepared, along with Standard Operating Procedures (SOPs) for each product.

3. Food Product Diversification Training

Short theoretical sessions on food diversification and market opportunities were delivered, followed by practical group-based training to ensure participant engagement and understanding.

4. Application of Appropriate Technology

Participants were introduced to relevant equipment such as potato slicers and oil dryers, along with demonstrations, hands-on usage, and basic maintenance instructions.

5. Monitoring and Evaluation

Training was accompanied by periodic evaluations to assess participant skills and gather feedback. A final report was compiled covering outcomes, challenges, and recommendations for future activities.

This method ensures participants gain both theoretical knowledge and practical skills applicable to developing local, home-based enterprises.

The training program—tailored to market-relevant skills—also supports broader themes such as entrepreneurship, environmental awareness, and health education. The event is scheduled for **Saturday, April 25, 2025**, at **RPTRA Kembangan, West Jakarta**, involving **40 participants**.

3. RESULTS AND DISCUSSION

The community service activity was conducted on Saturday, May 3, 2025, at the Child-Friendly Integrated Public Space (RPTRA) in Kembangan, West Jakarta, with the participation of 40 housewives from Kembangan Utara. The theme of the activity focused on empowering and developing potato chips-based home enterprises to improve household economic conditions.

The program began with a counseling session discussing the challenges and opportunities in developing potato-based food businesses. The speaker highlighted common obstacles faced by residents, including limited knowledge, skills, capital, and access to technology. These barriers were reframed as opportunities, considering the area's strategic location and growing infrastructure that support small-scale entrepreneurship.



Picture 2. session discussing

Potatoes were selected as the main ingredient due to their nutritional value, affordability, and availability. With rising consumer demand for practical and healthy snacks, potato-based product diversification was presented as a viable business alternative.

The second session introduced various commercially viable potato-based products, such as frozen potato donuts, frozen sticks, potato ice cream, kebab wrappers, and functional beverages. Participants were actively engaged in hands-on practice, particularly in making potato chips.



Picture 3. Making potato chips

The activity is designed for long-term impact, aiming to equip participants with practical skills that can be applied at home to generate additional income. Follow-up plans include training on marketing techniques and product packaging innovation to enhance competitiveness.



Picture 4. Packaging potato chips

Post-activity evaluation was conducted through an open-ended questionnaire addressing program relevance, problem-solution alignment, speaker competence, method effectiveness, and implementation potential. The results indicated that the program met the participants' needs, with the proposed solutions deemed appropriate and applicable. The delivery methods—combining presentations, discussions, and practical exercises—were considered effective. Participants expressed interest in continued training, mentoring, and interdisciplinary collaboration, and suggested longer session durations for more in-depth discussions and solution development.



Picture 5. Participants and speakers

4. CONCLUSION

This community service program effectively provided knowledge and practical skills to housewives in Kembangan Utara, enabling them to process potatoes into value-added food products. The training contributed to participants' economic empowerment and laid the foundation for microenterprise development. Sustainable impact requires follow-up activities such as mentoring and equipment support to ensure product quality and market readiness.

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