

# Community Service Program Assistance in Packaging Production, Production Improvement, and Marketing Expansion of Cassava Chips in Kemuningsari Kidul Village, Jenggawah

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## ABSTRACT

Cassava is a major food commodity in Indonesia with significant potential as a raw material for micro-businesses. Processing cassava into chips with various flavors can enhance its marketability and attract consumer interest. However, many farmers face difficulties in marketing their cassava, which often risks going to waste. Thus, developing cassava chip businesses presents a solution to increase product value. This program aims to strengthen cassava chip SMEs in Kemuningsari Kidul Village, Jember, by assisting business owners in product innovation, marketing, and feasibility analysis. The community service method involves observation, interviews, and documentation, resulting in recommendations for product development, the introduction of new technologies, and maximizing the use of digital media for marketing. The outcomes indicate an improvement in product quality and management knowledge among SMEs. This program is expected to enhance community income and welfare, create jobs, and encourage business owners to innovate and manage their operations more independently. Through strategic actions, such as flavor diversification and attractive packaging, cassava chip businesses have the potential to expand in a broader market and enhance their competitiveness in the snack food industry.

**Keywords:** Cassava, Micro-businesses, Product innovation, Marketing strategy, Community development

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## 1. INTRODUCTION

Cassava is one of the primary food commodities in Indonesia after rice and corn. This plant can grow all year round and easily adapts to various types of soil. Cassava is commonly planted as intercrops, meaning it is grown among other plants, or as a transitional crop waiting for a specific season. The development of processed cassava products into innovative culinary items using local raw materials has the potential to be developed into micro-businesses within the community. Cassava is very flexible and can be processed into food products, either directly, such as various types of cassava chips, or as intermediate food products in the form of flour that can be used to make cakes (Saputra et al., 2021; Pratami et al., 2021; Terttiaavini & Saputra, 2022).

Cassava chips are a snack familiar to most Indonesians and have become an iconic Indonesian food loved by all layers of society. This can be seen in the increasing number of small and medium enterprises (SMEs) producing cassava chips. Economically, the production of cassava chips has promising prospects, as consumers can enjoy crispy, savory,

and delicious cassava chips at very affordable prices, aligning with their growing popularity (Hertati, 2022; Hartati et al., 2021; Adriansah & Yustita, 2022; Ilyas & Hertati, 2022).

Many farmers face difficulties in selling their cassava, risking spoilage if not marketed or further processed promptly. Therefore, processing cassava into value-added products, such as cassava chips, becomes a solution to enhance its marketability. Additionally, the dietary habits of Indonesians, who enjoy snacking, create a significant opportunity for the snack food industry based on cassava. However, most cassava chip products on the market remain monotonous in taste and packaging, making them less appealing to consumers. With innovative flavors and more attractive packaging, this product has the potential to be more competitive in the market. Thus, diversifying cassava chip products, such as offering spicy flavor variants, can be a strategic step to enhance consumer interest.

We see great potential in developing cassava chip businesses in this area. Many farmers still struggle to market their harvest because cassava is not a staple food in this region. By assisting in the development of cassava chip SMEs, we hope to provide solutions for farmers so that their harvest can be processed into higher-value products. Furthermore, the existence of these SMEs can create job opportunities for the surrounding community, helping to reduce unemployment rates. Through community service activities focused on cassava chip SMEs, by providing assistance in product innovation, marketing strategies, and feasibility analyses of business units in this area, we can provide a business model that can serve as an example for other enterprises in the same field. With this approach, we hope that the cassava chip business will not only assist the local economy but also have opportunities to expand further into the market. Consistency in maintaining product quality is the main factor that will determine the long-term success of this enterprise.



Figure 1. Process of frying cassava chips



Figure 2. Cassava chips packaging process

## 2. METHODS

In the activities conducted, there are three methods employed in the research: observation, interviews, and documentation studies. Observation is conducted to review, understand, and comprehend the social situation occurring in the community and the events taking place within that environment. According to Alkin (2011), observational methods will yield detailed information regarding trends, relevant stakeholders, social situations and

conditions, as well as existing activities. This research performed observations three times in the Dusun Gumukraseh area, Kemuningsari Kidul Village, Jenggawah District, and followed up with stakeholders in the Anisha cassava chip industry. In this research observation, we noted activities starting from the process of preparing raw materials, followed by peeling and cleaning the cassava, slicing it thinly to ensure it is not hard when eaten and results in a crispy texture, and then moving to the packing process, ultimately preparing it for sale.

The data collection technique used is interviews. Interviews were conducted with the owners of the cassava chip business, Mrs. Yuyun and Mr. Hakim. According to Neuman (2016), one technique for collecting research data is to conduct interviews, which aim to gather and analyze empirical data. This interview structure allows the obtained data to answer the research questions, with this study creating a guideline of questions directed at the business owners.

According to Sugiyono (2009), this research also conducted a search for written data and analyzed documents related to the research object, such as images, news articles, photos, and others. This was done in order to obtain comprehensive data and complement the results gathered from observations and in-depth interviews.

To address the issues faced by business partners, the approach used in this Community Partnership Program is a participatory approach. It is expected that with this participatory approach, business partners will actively participate and engage in these activities. This is because those who understand the issues faced by SMEs in the souvenir food industry are actually the business owners themselves, so they must be involved in the problem-solving process they face, with the research team serving merely as facilitators guiding them towards solutions (win-win solutions) and achieving objectives. Therefore, it is essential to have the participation of partners in implementing the Community Partnership Program (PKM) aimed at empowering SMEs through digitalization in Tegalsari Village, Ambulu District, to increase community income in the Dusun Gumukraseh area, Kemuningsari Kidul Village, Jenggawah District, Jember Regency.

### 3. RESULTS AND DISCUSSION

During the planning phase of the Community Partnership Program (PKM), we prepared many activities to be implemented at the partner's location, which is in Kemuningsari Kidul Village. We initially planned a few activities before departing for the PKM site, and the rest were adjusted according to the conditions and needs of the partners upon our arrival. The program we planned and executed in the PKM activities underwent a needs observation process and was tailored to our capabilities in implementation. The activities we carried out are as follows:

1. Conducting product variations with colorful snacks produced to attract consumers, thereby increasing sales and market segmentation.
2. Creating product label designs for jenang dodol and bakpia to develop an identity that can eventually be registered as a patent to prevent easy imitation by competitors.
3. Assisting the production team to enable employees to perform their tasks effectively and efficiently, as the production process involves operations of raw materials, labor, and machinery that incur costs. This is based on the principle in the business world of seeking profit.
4. Developing marketing strategies through digital media in the marketplace, making the products more recognizable in the digital market by creating an Instagram account.

### 3.1 Delivery of Technology and Innovation Products to the Community

Based on the scale of priorities, the best solution for this assistance activity is to provide recommendations for technological innovations to enhance product productivity. Below is an overview of the technology and innovations to be implemented with target partners, complete with forms, sizes, specifications, uses, and utilization capacities according to the researchers' recommendations.

1. Cassava slicing/shredding machine for Mrs. Yuyun and Mr. Hakim's SMEs, which is a very appropriate recommendation to enhance production capacity in the processing.



Figure 3.1 Recommended Cassava Shredding Machine

2. To support the revitalization of the Unique Selling Point (USP) of the product and packaging, as well as market segmentation and marketing strategy improvements for the three partners, packaging that is appropriate to the market segmentation is needed. Packaging with a more attractive design for cassava chips is one thing that owners must do to attract consumers. A plastic sealer machine for packaging products ready for sale as added value packaging is an appropriate recommendation to ensure the appearance and hygiene of a product in the hands of consumers.



Figure 3.2 Recommendations for Plastic Packaging Sealing Machines



#### 4. CONCLUSION

##### Conclusions

Based on the explanations provided above, it can be concluded that the cassava chip MSME, Anisha, owned by Mrs. Yuyun and Mr. Hakim, has great potential in the field of entrepreneurship. The location of the raw materials obtained does not hinder the process of cassava chip production. By creating product variants, it is hoped that the target market will become broader. Furthermore, the optimization of social media usage continues, including entering the marketplace to expand product marketing reach. Recommendations for purchasing equipment have also been made to increase productivity in meeting consumer needs.

From this community service activity, many findings in the field can serve as references to enhance literacy in the academic world. Not only in the planning sector, but during the implementation on-site, we must be flexible in facing challenges, opportunities, and the constraints encountered.

##### Recommendations

Several key points were discovered in the field during the implementation of the Community Service activities:

1. Increase Production Capacity: The owner is advised to invest in more efficient production tools, such as cutting machines and spinners, to increase production volume without compromising quality.
2. Legal Product Management: Immediate application for permits such as PIRT (Food Industry Registration) and BPOM (National Agency of Drug and Food Control) is necessary so that products can be marketed more broadly, including in stores and supermarkets.
3. Implementation of Financial Recordkeeping: Start implementing simple financial recording to clearly understand cash flow, profits, and expenses.
4. Digital Marketing Strategy: Utilize social media and marketplaces to expand marketing reach and increase customer numbers.
5. Building Business Relationships: Establish partnerships with local shops, stores, and other business partners to enhance product distribution and sales.

By implementing the above recommendations, it is hoped that this cassava chip business can grow more rapidly and achieve higher competitiveness in the market.

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