

PKM Product Innovation White AC Sweet Potato Becomes Chips and Cupcake in Sukodono

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Abstract

Most of the livelihoods of Sukodono Village's people, Pujer District, Bondowoso Regency are farming; various kinds of agricultural products produced by the residents of Sukodono Village are white AC sweet potato. But, the yield of many white AC sweet potatoes which is not sold well causes decays and makes farmers give up. When I was a field supervisor of KKN Unmuh Jember, the KKN students and I promoted the Nafiah Posdaya which had once been formed. With the hope to overcome the problem of the white AC sweet potato farmers, namely by processing white AC sweet potato into chips and cupcakes manually. Because of the limited manual equipment, the white AC sweet potato used for the basic ingredients of chips and cupcakes is still in small quantities. Also, chips which are produced manually are not crunchy; contain lots of oil, long time production process and small amount of production. To overcome this, product innovation needs to be done by making white ac sweet potato chips with vacuum frying and spinner technology as well as making white ac sweet potato cupcakes with an electric mixer to mix dough and oven it. The problem is those partners do not have the knowledge, skills and capital to develop and be innovation product white ac sweet potato. There are four main activities in the Community Partnership Program dedication activities that are carried out by providing material training and practicing (1) implementing vacuum frying and spinner machines to make white AC sweet potato chips (2) packing with beautiful package (3) making cupcake with basic ingredients from white AC sweet potato (4) marketing model based on E-commerce Web-based Information Technology. The results of this training are crispy white AC sweet potato chips with a distinctive sweet potato taste because the slices are thicker than the other chips and delicious white ac sweet potato cupcake with attractive topping is a promising market opportunity. It is expected that the Community Partnership Program activities can improve the welfare of partners.

Keywords: vacuum frying, spinner, information system, marketing

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Introduction

Sukodono village is one of the division villages within the Pujer District of Bondowoso Regency. It is the most potential area for agricultural business. This is supported by geographical conditions and a good irrigation system. Local government supports for the development of agricultural potential is realized by establishing the Sukodono Village area as part of the agricultural area. The most common agricultural commodity found here is sweet potato. Sweet potatoes planted are not the same as sweet potatoes in general, sweet potatoes grown in Sukodono village are white AC sweet potatoes. The abundant yields supported by the benefits of the nutritional content of white AC sweet potatoes are not supported by a good market share, so the white ac sweet potatoes harvested by many farmers are wasted. Farmers suffer losses with unsold white ac sweet potato is a farmers' problem.



Figure 1: Farmers are harvesting the white ac sweet potato with full of hope

Seeing this situation, I was as a field supervisor of KKN team for Muhammadiyah Jember University in Sukodono village, Pujer district, Bondowoso district, collaborated with Sukodono villagers to form the White AC sweet potato Farmers' community of Jaya Makmur and to revive the Posdaya Nafi'ah to overcome the yields white

ac sweet potato that are not utilized as an economical value processed food in the form of chips and cupcakes made from white ac sweet potato.

The KKN team held a training to teach the Posdaya Nafiah how to process raw white ac sweet potato ingredients into chips and cupcakes. The products will be distributed to the nearest stores to find market share around Sukodono village as well as to measure the level of satisfaction of the surrounding community towards the new products.



Figure 2: Results of White Ac Sweet Potato Chips

After white AC sweet potato Jaya Makmur Farmer Group and Posdaya Nafi'ah stood a new problem that arose was all this work done manually and the chips produced were hard, the production process took a long time and the amount of production was small. Likewise, making white AC sweet potato cupcake by using simple equipment makes the production process took a long time and little products were produced. So, to overcome the problem of maintaining the continuity of white AC sweet potato chips and cupcake products and farmers can supply the yield of white AC sweet potato, product innovation needs to be done. The problem is that partners do not have the knowledge, skills and capital to develop and be innovative product of white AC sweet potato.

Method

The white AC sweet potato innovation training activity was conducted by lecturing, discussion and practice methods. The chief and executive members act as trainers and partners as trainees. For the training and mentoring of the white AC sweet potato, the material was given in the form of training as well as workshops.

Table 1. training and mentoring

Date	Material	Achievement for partners
June 23, 2018	Training I Marketing Management: a) The function of the basic marketing concept b) Introduction to the market environment and marketing research	80% of participants are able to carry out the basic marketing concept function 80% of training participants are able to run the marketing planning process
June 30, 2018	Training material II a) Compilation of marketing strategies b) Segmenting, targeting, positioning	85% of the training participants are able to run a marketing strategy preparation 75% of the training participants are able to run segmenting, targeting, positioning
July 7, 2018	Training material III Making white ac sweet potato chips with vacuum frying 1) Splitting the white ac sweet potato with 3mm slices 2) Inserting the white ac sweet potato which has been sliced into the freezer 3) frying white ac sweet potato with a low temperature vacuum frying machine	80% of training participants are able to make superior products and have distinguishing factors.
July 14, 2018	Material IV Excellence Product a) Distinguishing Factors b) Ability to Innovate	80% of trainees are able to demonstrate the technique: 1) Cutting the white ac sweet potato with 3 mm slices 2) Frying it using a vacuum frying machine
July 20, 2018	Material V 1) Making white ac sweet potato cupcake with electric mixer 2) Baking dough by using oven	80% of the trainees are able to demonstrate the technique: Mixing the dough with an electric mixer and being able to bake the dough by using the oven
August 21, 2018	Material VI Draining white ac sweet potato oil with spinner machine	80% of the trainees are able to practice draining with spinner machines
September 01, 2018	Material VIII Packaging with a plastic adhesive sealer machine	80% of the training participants are able to do packaging well
September 08, 2018	Material IX Operating online web shop training	80% of trainees are able to demonstrate the technique: a) Confirm white AC sweet potato chips and cupcakes payment to send proof of account transfer b) Check the white AC sweet potato chips and cupcakes postal fee to ensure the shipping cost c) Confirm the delivery of white AC sweet potato chips and cupcakes to ensure the

September 15, 2018	Activity Monitoring Making Chips and Cupcakes from white AC sweet potato	products have been sent to the destination address d) Chat about white AC sweet potato for communication facilities for white AC sweet potato traders, resellers, and customers 80% of activities go according to plan
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Figure 7: Frying process by using vacuum frying



Figure 3: The members of Posdaya Nafiah



Figure 8: White AC sweet potato chips have been fried by using vacuum frying



Figure 4: Filling the vacuum frying with water



Figure 9: Draining the oil by using spinner machine



Figure 5: Pouring the cooking oil



Figure 6: Putting white AC sweet potato into vacuum frying

Results

1. The selling value of white ac sweet potato are increased by processing it into crispy chips with White AC sweet potato flavor.
2. With the taste of the delicious white AC sweet potato cupcake and a beautiful topping can increase the selling power of white AC sweet potato.
3. With the attractive packaging of white AC sweet potato chips can increase the selling power of white ac sweet potato chips.
4. Marketing management capabilities increase with the E-commerce Web-based Information Technology marketing model.



Figure 10: Cupcakes from white AC sweet potato

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Figure 11: Chips from white AC sweet potato

Conclusions

The Community Partnership Program (PKM) activity titled PKM Product Innovation White AC Sweet Potato Becomes Chips and Cupcake in Sukodono Village, Pujer District, Bondowoso District, East Java Province has been successfully carried out by increasing the selling of white ac sweet potato chips and cupcake products. It is expected that the members' partner of the white AC sweet potato farmer group Jaya Makmur and the Posdaya Nafiah can increase their welfare. For further researcher, white AC sweet potato can be developed into other food products.

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