



Empowerment of the Besi Sora Women Farmers Group through Increasing the Added Value of the Gadung Tuber Industry (*Dioscorea Hispida*)

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Received: October 30, 2024

Revised: November 30, 2024

Accepted: December 25, 2024

Published: December 31, 2024

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DOI: [10.29303/ujcs.v5i4.727](https://doi.org/10.29303/ujcs.v5i4.727)

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Abstract: The skills in making Ngalit gadung sticks are very important for those who want to increase their knowledge to be more creative and innovative in making various types of modern cakes. Ngalit gadung sticks made from gadung are currently one of the modern cakes sold in Beru Village, Jereweh District, West Sumbawa Regency, they have a variety of delicious flavors and the process of making them is easy. Someone's skills in making easy and delicious cakes can be used as a business opportunity to help increase family income. For someone who has large capital, they can open a cake shop so they can improve their family's welfare level. Nowadays, there are many types of modern cakes, so they are required to be more creative and innovative in making cakes. Specific goals the training on making Gadung Ngalit Sticks aims to increase the skills possessed by the community, especially women from the MSME Group, in making cakes made from Gadung raw materials and Participants in this training program know what Gadung Ngalit Sticks are, what the ingredients are, and how to make them. The results to be achieved in implementing the Community Partnership program activities involving several students "Empowering the Besi Sora Women Farming Group (KWT) through increasing the Value Added Gadung Tuber Industry (*Dioscorea Hispida*)" in Beru Village, Jereweh District, West Sumbawa Regency are for the community, especially mothers. - MSME Group mothers can find out what Gadung Ngalit Stick Cake is and how to make it.

Keywords: MSME; *Dioscorea Hispida*; Style.

Introduction

Making cakes is an activity that is often done by the community, especially mothers, both for personal consumption and for sale. Cakes are a mandatory dish that is usually served at various events, such as during Eid, religious studies, and even other family events.

The skill in making Ngalit Gadung Sticks is very important for those who want to increase their knowledge to be more creative and innovative in making various types of modern cakes. Ngalit Gadung Sticks made from gadung are currently one of the modern cakes traded in Beru Village, Jereweh District, West Sumbawa Regency, have delicious flavors and

easy manufacturing processes. The skill in making easy and delicious cakes that someone has can be used as a business opportunity to help increase family income. For someone who has large capital, they can open a cake shop so that they can improve their family's welfare. As for today There are already many types of modern cakes, so they are required to be more creative and innovative in making cakes.

The importance of skills in making cakes has been recognized by various groups in rural communities, especially mothers. However, in reality, their interest in making cakes is still lacking. Their lack of understanding of the procedures for making Stik Gadung Ngalit and the price of ingredients that sometimes burden them to

How to Cite:

Rahmawati, F., Sofyan, A. T., Apriani, A., Larasati, D., Latipa, L., & Abidin, Z. (2024). Empowerment of the Besi Sora Women Farmers Group through Increasing the Added Value of the Gadung Tuber Industry (*Dioscorea Hispida*). *Unram Journal of Community Service*, 5(4), 292-296. <https://doi.org/10.29303/ujcs.v5i4.727>

buy, as well as the many activities they do outside the home, such as gardening. Of course it will be a reason for them to prefer buying. Ngalit gadung sticks than making it yourself.

Gadung tubers require proper processing, especially in the process of removing HCN or toxin content so that they are safe for consumption. There are several symptoms of poisoning caused by consuming gadung with improper processing, namely stomach cramps, sore throat, weakness, dizziness and fainting (Pambayun, 2007). The process of removing HCN can be done by soaking in salt and has been proven to be more effective in reducing the toxin content of gadung tubers (Erinda, 2021). Based on the results of observations and analysis of the situation of the community service team to the partner location, namely KWT Besi Sora, Beru Village, Jereweh District, the condition of the Partner is that there are problems in the production and marketing of gadung sticks.

The production sector includes the cutting process carried out manually so that it takes a long time and more energy, the use of water and oil drying machines is also not yet available, the product is still in the form of original gadung sticks, the packaging still uses ordinary plastic without packaging labels. While the marketing sector is still within the scope of the Jereweh sub-district by selling around. On that basis, in the implementation of this Community Service, the service team took the initiative to raise the title "Empowerment of the Besi Sora Women Farmers Group (KWT) through Increasing the Added Value of the Gadung Tuber Industry (*Dioscorea Hispidula*)" as a manifestation of one of the Tri Dharma of Higher Education, namely Community Service, especially for Lecturers at Cordova University.

Method

Community service focuses on solving partner problems in the field of production and marketing of gadung ngalit sticks from the Besi Sora Women's Farmers Group (KWT) through several steps and methods. The stages that have been implemented in this service are as follows:

1. Problem Identification

Regarding the problems faced by partners in the production sector, namely the manual cutting process takes a long time and is inefficient and in the marketing sector it has not been done online by utilizing digital technology and marketing is still within the scope of Jereweh District.



Figure 1. Manual cutting of gadung tubers



Figure 2. Team visit to interview partner locations related to gadung stick marketing

2. Information Collection

Information in the form of production methods, tools or technologies used, whether or not they exist, so that this information can be analyzed to determine the right solution option needed by the service partner, namely KWT Besi Sora.

3. Solution

The solution is in the form of procuring tools or machines to help partners save time and energy in the production process as well as introducing the use of social media in the field of gadung stick marketing or digital marketing.

4. Training

Socialization and mentoring activities carried out by the community service team together with KWT Besi Sora partners including socialization of business permits, training and mentoring on processing gadung sticks using machines, and digital marketing training that has been attended by the Beru village government, KWT Besi Sora partners, Community Service Team, PKK mothers, UMKM actors and also housewives so that they get education, motivation and skills. The activity went smoothly and the training participants were enthusiastic in participating in several training activities held by the community service team.

5. Mentoring

This activity is in the production process and innovation of gadung sticks into several flavor variants

as well as assistance using cutting machines, water drying machines, oil dryers, providing attractive packaging and labels.

6. Evaluation

The importance of conducting evaluations to measure the results and progress of the implementation of community service activities that have been carried out and solutions can change to suit the needs of partners in the field.

7. Reporting

The community service team makes a report on the results of the community service implementation including the results achieved and follow-up.

8. Sustainability

In the form of support that partners need to ensure the sustainability of the solutions that have been implemented.

Result and Discussion

The initial stages that have been carried out by the Cordova University Community Service Team (PKM) are observation and analysis of the partner's situation and condition, namely the need to procure machines to facilitate partners in the production process and this has been invested in partners, then innovating the processing of gadung sticks with several contemporary flavor variants, the use of attractive packaging with three different sizes, namely 15 grams, 30 grams and 60 grams, labeling and assisting in online and offline marketing both in Jereweh District and other districts that are the target marketing locations in West Sumbawa Regency.

The marketing locations of Stik Gadung Ngalit that have been carried out in Taliwang sub-district are Al-Ikhlas Mart, KSB Mall and Pojok UMKM at the KP2KP office. Other points are UD Buen Telu in Seteluk Sub-district and UD Hidayah in Poto Tano Sub-district.

Advertising requires promotional effectiveness through high responsiveness on how the latest advertisements can be accepted and gain the planned market share through mature business planning and marketing strategies (Tasruddin, 2015). Offline and online marketing can help partners increase the number of consumers and achieve a wider and better market share.

The packaging and label of Stik Gadung Ngalit have included important information, namely the product name, composition, net weight, taste, production date, expiration date, address and contact number of the production site (KWT Besi Sora). The product packaging has met the applicable SNI

(Indonesian National Standard) standards because the selection of packaging is an important part of increasing the competitiveness of a product. Product packaging is one of the factors that influences sales volume or customer interest in the product (Hakim et al., 2023). Meanwhile, the labeling of new products has an attractive and comfortable design, clear information about the type of product, materials used, manufacturer's address, makes the product look very attractive, increases sales, and makes the product more trusted (Prayusi & Andriani, 2023; Agustina et al., 2023). Providing attractive and beautiful packaging and labels as an effort made by the community service team to help partners increase the added value of the Stik Gadung Ngalit product in Beru Village, Jereweh District.



Figure 3. The process of producing gadung sticks using a machine



Figure 4. Handover of machines (cutting machines, water dryers, oil dryers, and packaging press machines as well as other production support tools according to partner needs)



Figure 5. Innovation Products

The innovative product of processing sticks into flavor variants, namely grilled corn, balado, sweet spicy

balado, barbecue and original with sizes of 15 grams, 30 grams and 60 grams.



Figure 6. Documentation of the marketing process that has been implemented in Taliwang District, Seteluk District and Poto Tano District.

The level of achievement of the implementation of PKM activities at Cordova University in 2024 is presented in Table 1.

Table 1. Level of achievement of PKM implementation.

| Implementation of activities | Target achievement | Realization of achievement | Note |
|---|--------------------|----------------------------|---------|
| Giving the brand name Stik Gadung Ngalit increases the selling value. | 50% | 70% | Succeed |
| Efficiency of time and energy by using production process machines | 70% | 100% | Succeed |
| Gadung stick product innovation with various flavors accompanied by attractive packaging and labels in three sizes (15g, 30g and 60g) | 70% | 80% | Succeed |
| Online and offline marketing is strengthened by cooperation with several marketing locations in West Sumbawa. | 70% | 80% | Succeed |

Conclusion

Based on the results and discussion above, the conclusions of this community service activity are: (1) Gadung tubers can provide added value to the community's economy through local product innovation in processing into Ngalit Gadung Sticks as a brand of the Besi Sora Jereweh Women Farmers Group (KWT); (2) The partner's problems in the production sector have been successfully resolved by procuring four units of machines (cutting machine, water drying machine, oil pressing machine, and packaging pressing machine) which have been invested by the Cordova University service team funded by the Ministry of Education, Culture, Research, Technology and Higher Education for the 2024 Fiscal Year with a realization of 100% achievement; (3) Problems in the marketing sector have been successfully overcome, namely through digital marketing using social media, Facebook, Instagram, partner groups and cooperation with several marketing locations in Taliwang, Seteluk and Poto Tano sub-districts) with a realization of 80% achievement; (4) The training that has been held by the community service team provides benefits for partners and also the community so that it is hoped that there will be a continuation of the gadung ngalit stick processing program and in the future the community will have high competitiveness.

Acknowledgments

The author would like to thank the Ministry of Education, Culture, Research and Technology for providing financial support for this community service activity (PKM). Thank you to the partners of KWT Besi Sora, Jereweh District, Beru Village Government, Jereweh District, PKK Group, the community and our beloved campus, Cordova University, who have greatly assisted in the smooth running of all stages of the community service activity so that it is in accordance with the plan

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