

**MANGGLENG CHIPS "SISILO" PROCESSED CASSAVA PRODUCTS AS AN
EFFORT TO UTILIZE LOCAL POTENTIAL IN NGELO, SEMIN,
NGUNTORONADI, WONOGIRI**

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Abstract - *Economic growth is an indicator of an economic development process carried out both at the national and regional levels. In relation to the development of local economic potential, Ngelo Hamlet, Semin Village, Nguntoronadi Subdistrict itself has several potentials that are worth developing. This research aims to improve the economy and open the community's knowledge about marketing through social media platforms. Therefore, in the process of community development, the service team has a work program to realize the economic growth of the Ngelo Hamlet community by developing UMKM "SISILO", which is expected to improve the welfare of the Ngelo Hamlet community. This research method is ABCD (Asset Based Community-driven Development) by exploring the assets owned by the entire Ngelo Hamlet, then we conduct socialization and assistance for the community in managing local potential. The results of this research are able to create MSMEs and utilize local potential and prosper the people of Ngelo Hamlet.*

Keywords: *Community Economy, Regional Potential, and Marketing*

1. INTRODUCTION

Indonesia is a country rich in natural resources and has a large agricultural area. Agricultural areas in Indonesia are very suitable for planting a variety of crops, making this country a nation that depends on the agricultural sector. This sector plays a vital role in long-term economic development and short-term economic recovery (Saragih et al., 2019: 178).

Ngelo Hamlet is a hamlet located in the western part of Semin Village, one of the villages located in Nguntoronadi Sub-district, Wonogiri Regency, Central Java Province. Geographically, Ngelo Hamlet is located in a lowland area so that the potential for foodstuffs is very abundant. The people of Ngelo Hamlet can be said to be an agrarian society, because the majority of the population are farmers. The leading commodities in Ngelo Hamlet are cassava, monkey guava, and dragon fruit, but the growth of dragon fruit has decreased due to yellow pests that attack. At this time, cassava is a superior commodity that is abundant at harvest time and the price of cassava is fairly low. With these conditions, Group 264 KKN UIN Sunan Kalijaga Yogyakarta began the initial stages of the ABCD (Asset Based Community-driven Development) based service program by exploring all the assets owned by Ngelo Hamlet. Asset extraction is done in several ways, namely regional mapping, community mapping, and asset mapping. For area mapping, Group 264 conducted an area zone search about various kinds of natural vegetation, land use, soil types, various plants, land ownership, and so on. Area searches are carried out in conjunction with community mapping by visiting or visiting the homes of Mr. RW and RT. As for the area search, Group 264 visited the Village Hall and obtained an area mapping in Ngelo Hamlet.

As a result of the asset extraction, the Ngelo Hamlet community has the potential to develop processed cassava products. In its development, the Ngelo Hamlet community experienced difficulties in packaging and marketing. The products produced have not been able to attract many buyers and only rely on buyers from the surrounding area.

Packaging is one of the important elements in marketing strategy because it plays a major role in creating a product image, influencing consumer perception, and can be a determining factor in purchasing decisions. Packaging is not just a container for products, but also a powerful marketing tool. Wiguna (2007: 62) in his research found that packaging affects purchasing decisions on snack products in Gresik City. This is proof that packaging is one of the important things that can increase sales.

Currently, digital marketing is widely used in all aspects of life, so that business actors must adapt to the growing technological advances. According to Pradiani (2018: 47) digital marketing is able to increase the number of sales significantly, because of this, digital marketing is considered capable of being a good, effective, and efficient tool as a medium for promotion.

Therefore, in the community development process, Group 264 has a work program in realizing the economic growth of the Ngelo Hamlet community by

developing UMKM "SISILO". An innovation with processed manggleng chips in the form of varied flavors and the use of millennial packaging or packaging so that it can be marketed through social media platforms.

2. METHOD

The implementation of this community service uses the ABCD (Asset Based Community-driven Development) approach both in data collection and data analysis. The ABCD approach is considered very appropriate in accordance with government policy as stated in statutory regulations. The ABCD method is a type of critical approach that is included in the scope of community development based on the strengths and assets owned by the community (Muslih et al., 2021: 21). By carrying out community service using this approach, it is hoped that there will be social transformation from both the community and university sides. Especially for students, as part of the service team, it is hoped that their sensitivity and social awareness will grow and develop as a form of civic responsibility (Muzakki, 2020: 89).

In the ABCD method there are several stages, including (Dermawati et al., 2023: 6-7):

1. Collecting stories of community success and identifying community capacities that concentrate on success.
2. Organizing a core group to continue the process
3. Completely map the capacities and assets of individuals, associations and local institutions
4. Build linkages between local assets for mutually beneficial problem-solving within the community
5. Fully mobilize community assets for the purpose of economic development and information sharing
6. Organize deliberative meetings or representative groups as widely as possible for the purpose of building a community vision and plan
7. Leverage activities, investments and resources from outside the community to support locally-defined asset-based development

There are other stages in the ABCD method that can be carried out in community empowerment. These stages will be used in preparing the results and subsequent discussion which refers to research (Falakhunnisa et al., 2021: 168) Discovery (finding); Dream (dreaming of the future); Design (designing, connecting and mobilizing assets); Define (mapping or determining) and Destiny (monitoring).

3. RESULTS AND DISCUSSION

Ngelo Hamlet, Semin Village, Nguntoronadi Subdistrict, Wonogiri Regency, has an area of 23 hectares which has 3 (three) Rukun Tetangga (RT). The region's boundaries include; the west is bordered by Beji Village, the north is bordered by Tawing Hamlet (Ngadipiro Village), the east is bordered by Tholo Hamlet, and the

south is bordered by Jatiroto Hamlet. The total population consists of 439 people, with 220 male residents and 219 female residents.

The mentoring program activities carried out by the service team were carried out on July 11, 2023 - August 25, 2023 starting with conducting a pre-assistance survey where local potential was found in the form of abundant cassava plants. The cassava is only sold raw to middlemen at a low price, so the service team held discussions with the community to find problems that would be solved together. Therefore, the team has a work program to increase the economic growth of the Ngelo Hamlet community. By making innovations in the form of processed cassava-based products, namely manggleng chips "SISILO" and the procurement of home industries or UMKM that accommodate the implementation.

The people of Ngelo Hamlet are expected to be able to manage the processed cassava products well. In research (Paramita et al., 2018: 21) it is stated that if the community is able to manage local natural resources well accompanied by adequate promotion, it will be in demand by other communities and have high selling value. In the implementation of mentoring carried out by the service team with the ABCD method, there are five steps as follows:

a. *Discovery (Finding)*

Before finding a problem, it is necessary to conduct an interview or FGD (Focus Group Discussion) process to find the root of an individual or community's problems in an activity or business (Falakhunnisa et al., 2021: 169). Interviews are conducted to find out the assets and potentials that are directly related to the mentoring program. The formation of FGD is part of the exchange of information between individuals regarding the problems that will be found solutions, after which an UMKM community will be formed which will become a forum for the community. The forum will design a sustainable activity program as well as a center for information activities (Muslih et al., 2021: 22-23).

The discovery of the problem began with the potential of the region in the form of cassava which is quite abundant. The service team has a processed innovation in the form of manggleng chips. The making of manggleng chips was assisted by Mrs. Sari as a community member from Ngelo Hamlet. Manggleng chips are a specialty of the Semin Village community. With a crunchy texture and a variety of flavors, manggleng chips have the appeal to be marketed more widely to other regions. The following manggleng chips products can be seen in Figure 1.



Figure 1. Manggleng Chips

The people of Ngelo Hamlet are familiar with manggleng chips. However, the usual manggleng chips have no flavor or are only savory. Therefore, the service team made an innovation by adding more contemporary flavors, such as balado, sweet corn, barbeque, and sweet spicy. The introduction of manggleng chips to the Ngelo Hamlet community was carried out together with the digital marketing socialization.

b. *Dream* (Dreaming of the future)

During this time, various socialization implementations have been received by the Ngelo Hamlet community, but only limited to application, not marketing to outside parties. This problem in the marketing process is an important point for the service team who will conduct a program with the aim of improving the economic welfare of the Ngelo Hamlet community.

After conducting interviews with the people of Ngelo Hamlet, the team's program became a hope for the people of Ngelo Hamlet. Furthermore, the service team took steps to implement digital marketing socialization by introducing a marketing strategy through social media and introducing a processed cassava product in the form of manggleng chips with a distinctive taste innovation and the use of millennial packaging to be able to compete on social media platforms. In research (Amelia et al., 2023: 34), marketing strategies are needed to maintain the sustainability and success of a business in the future. Therefore, the implementation of this socialization is expected to be a good start for the sustainability of UMKM business in Ngelo Hamlet.



Figure 2. Socialization Digital Marketing

c. *Design* (Designing, connecting and mobilizing assets)

The whole community or society is involved in the process of learning about its strengths or assets so that it can begin to utilize them in a constructive, inclusive and collaborative way to achieve its own aspirations and goals. This design process is a process to find out how to find marketing concepts with assets that are already owned by the Ngelo Hamlet community. The visible asset in the Ngelo Hamlet community is the ownership of social media accounts.

The use of social media can be used as a means of marketing the products to be developed. Before going through the marketing stage, the service team has a design of the packaging of "SISILO" manggleng chips that is distinctive and unique. The following is an example of the packaging of "SISILO" manggleng chips can be seen in Figure 3.



Figure 3. Packaging of Manggleng Chips "SISILO"

With this packaging, it can increase sales insight because not only in terms of taste, but the attractiveness of appearance, food security, and product safety provide its own value for consumers to make purchase transactions. Reviewed in previous research, according to (Widiati, 2019: 69) consumer behavior is increasingly critical of the packaging of food products that receive special attention. The basics of knowledge about packaging need to be known by MSMEs, in the formation of packaging or packaging for manggleng chips "SISILO" has gone through a revision

stage by related parties so that it has reached the final stage with results that show manggleng chips products are more attractive and more hygienic and healthy.

d. *Define* (Mapping or determining)

In this process, the service team provided solutions to community members in overcoming these problems. The problem in packaging has found a solution, so in terms of marketing it has also found a solution. According to research (Bustomi et al., 2020: 29) an important aspect of improving the economy of rural communities is information related to marketing food products using the internet. The service team saw that the majority of residents already have cellphones and use various applications on social media. This is an open door for the marketing of manggleng chips. With social media, the power of branding will always attract consumers from various regions. Therefore, the service team provided an Instagram social media account and shopee online shopping platform to support the marketing of "SISILO" manggleng chips. The following Instagram account and shopee account views can be seen in Figures 4 and 5.



Figure 4. "SISILO" Instagram Social Media Account



Figure 4. "SISILO" Shopee Account

The Pengabdi team collaborated with Karang Taruna "Bina Remaja" Ngelo Hamlet to help manage the two platforms and coordinate activities carried out by the residents who have been formed in the UMKM "SISILO".

e. *Destiny* (Monitoring)

The last step is to implement the agreed-upon activities to fulfill the community's dreams from asset utilization. Theory is basically a guide in seeing reality in society. Theory is used as a mindset in solving a problem that exists in the community, of course (Falakhunnisa et al., 2021: 172). In this case, the implementation of a series of activities towards the procurement of UMKM "SISILO" has reached the socialization stage. In the socialization activity, it was conveyed about the innovation of processed cassava products, digital manggleng chips or digital marketing through social media.

With the provision of this material, the service team is trying to procure Micro, Small and Medium Enterprises (UMKM) "SISILO" which will be formed with members of the Ngelo Hamlet community who have skills in processing processed cassava products, namely manggleng chips. The selection of UMKM is due to the role of the government in order to develop UMKM which is one of the potential businesses to improve the economy and community welfare, through empowerment in terms of human resources to the provision of facilities and infrastructure (Anggraeni et al., 2013: 1290).

The needs in the procurement of UMKM have been prepared by related parties, such as names, logos, human resources, and infrastructure. The related parties consist of the service team, the Heads of RT 01, 02, and 03, and the community members of Ngelo Hamlet. The procurement of UMKM is expected to be able to assist in improving the economic welfare of the Ngelo Hamlet community through innovation in the potential of the cassava region in the form of "SISILO" manggleng chips.

4. CONCLUSION

The community service program activities carried out by the team with the community of Ngelo Hamlet, Semin Village, Nguntoronadi District, Wonogiri Regency on July 11, 2023 - August 25, 2023. Introduction to the area by conducting surveys and interviews to build communication between communities. The introduction of the area resulted in the existence of local potential that needs to be developed to improve the economy of the Ngelo Hamlet community.

The local potential is cassava which will be processed into manggleng chips with various unique flavors. The problems faced in developing local potential businesses lie in packaging and marketing. Therefore, the team conducted digital marketing socialization by introducing manggleng chips products, millennial packaging, and marketing through social media platforms.

With these activities, the service team collaborated with related parties to implement the procurement of Micro, Small and Medium Enterprises (UMKM)

which would accommodate all the activities of the "SISILO" manggleng chips business. The procurement of these UMKM is expected to be able to sustain the economy and prosper the people of Ngelo Hamlet.

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