

THE ABUNDANCE OF CASSAVA COMMODITIES: CHALLENGES AND OPPORTUNITIES IN PROCESSING INNOVATION WITH THE CREATION OF MOTO BELONG IN PADUKUHAN GUMBENG, GIRIPURWO VILLAGE

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Abstract - Cassava is a plant that is mostly planted by the people of Padukuhan Gumbeng, the majority of whom work as farmers. The cassava produced is usually processed by the community themselves to be made into a processed product, but the processed products produced are less varied. Seeing this condition, the students took the initiative to carry out cooking training using cassava as the main ingredient. A typical food from Jepara, namely Moto Belong, is the recipe taught in the cooking training in Padukuhan Gumbeng. The expected goal of the activity is to educate the people of Padukuhan Gumbeng to utilize the potential of natural resources they have and to encourage the community to create new innovations in processing cassava. The implementation method used through several stages, namely understanding the problem, planning solutions, implementing training, evaluation. This cooking training was attended by representatives from all RT from Padukuhan Gumbeng, totaling 8 RT, each RT delegating 3 people. The result of this training was that students were able to convey new recipes for processed cassava to training participants and received a positive response from the people of Padukuhan Gumbeng. This training can increase community innovation in developing cassava-based processed products so as to improve the economy of the Gumbeng Hamlet community.

Keyword : Cassava Commodity, Innovation, Moto belong

1. INTRODUCTION

Indonesia is known as one of the agrarian countries with abundant produce, one of which is cassava. This easy-to-cultivate plant has long been an integral part of community life, especially in rural areas. Cassava is not only an important source of alternative carbohydrates, but has also inspired various culinary innovations (Ainal Ikram, 2022). In various regions, cassava is processed into unique food and drink, reflecting the priceless richness of local culture.

Padukuhan Gumbeng, which is located in Giripurwo Village, is one of the areas that has abundant cassava crops. The abundance of cassava production in this area should be a blessing, but in reality it also poses its own challenges. These challenges are mainly related to how to manage abundant cassava products so that they are not wasted, as well as how to create added value through processing innovations that can increase the competitiveness of cassava products in an increasingly competitive market (Hamdan *et al.*, 2022).

In the midst of these challenges, Gumbeng KKN students did not remain silent. They see the great potential of the cassava commodity around them and are trying to develop it into a product that has high selling value (Iqdatul Amalia *et al.*, 2021). One of the innovations that emerged was a typical culinary creation known as "Moto Belong." Moto Belong is a processed cassava product produced using unique techniques and recipes.

The Belong motto opens up new opportunities for local economic development. With increasing interest in traditional food products processed in innovative ways, Moto Belong has the potential to penetrate a wider market. Apart from that, the success of Moto Belong can also be an inspirational model for other regions that have similar commodities, to develop unique and high-value local products.

This article will examine in more depth the dynamics of the abundance of cassava commodities in Padukuhan Gumbeng, the challenges faced in its management, and the opportunities that arise from innovation in processing cassava into creative and competitive culinary products. Thus, it is hoped that this discussion can provide insight and inspiration for the development of similar products in other regions, in order to maximize local potential to become a sustainable economic force.

2. METHOD

The implementation of training and mentoring in community service activities was carried out in Gumbeng Hamlet, Purwosari District, Kab. Gunung Kidul. This training was carried out using the Participatory Rural Appraisal (PRA) method which will involve the community directly to actively participate in achieving the goals (Ismanto *et al.*, 2023). According to Hudayana *et al.*, (2019) the PRA method is an action research method designed to strengthen community participation in the development process. Using the Participatory Rural Appraisal (PRA) method also provides opportunities for village communities to explore and analyze their own conditions, as well as plan and implement their decisions independently in their villages.

With the PRA method, village communities no longer act as recipients of programs that come from above (top-down), but instead become the main actors in program development from below (bottom-up). They are actively involved in all processes of planning, prioritization, budgeting, implementation and utilization of development results controlled at the village level. In this activity, UIN Sunan Kalijaga KKN students act as facilitators whose task is to guide and assist the community in carrying out these development actions.

This training will be held on Sunday, July 28 2024 at RT 05 Gumbeng Hamlet, this activity starts at 09.00 – 12.00 WIB. This training on making a belonging motto was attended by women representing RT, PKK cadres and Posyandu cadres. This activity begins with a brief explanation of the process of making a motto belong and the materials needed. The training activities ran smoothly and received positive responses from the mothers. The indicator of success of this training activity is that the mothers are able to understand their potential and can increase their culinary knowledge with new recipes.

3. RESULTS AND DISCUSSION

This training program is an activity that uses cassava to make food originating from the city of Jepara, namely "Moto Belong". This activity is called the "Gumbeng Kitchen Program" which aims to introduce and increase knowledge of new recipes in the cooking collection of the women of Gumbeng hamlet, Gunung Kidul. The creation of processed cassava products was carried out based on observations that the majority of the Gumbeng Padukuhan community worked as farmers and planted tubers in their fields.

The following are the stages of training in making processed cassava food:

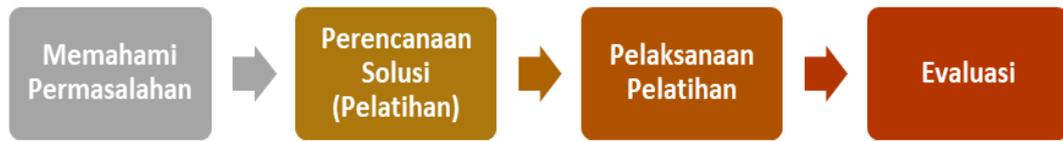


Chart 1. Training Implementation Stages

A. Understanding the Problem

This training program began with observations which showed that the community in the Gumbeng area had high potential for processing harvests, but lacked innovation in processing the abundant harvest, namely cassava. This causes the Gumbeng community in processing cassava to become less varied. This identification is one of the tips for holding training in processing cassava into various types of culinary foods.

B. Solution Planning (Training)

The Gumbeng Kitchen program "Moto Belong" started from a conversation between KKN students and Gumbeng Hamlet mothers during the RT 05, RT 06, and RT 07 sowan events. The discussion discussed traditional food from Gunung Kidul and Jepara. It was then revealed that the mothers were not yet familiar with the traditional Jepara food called "Moto Belong" which is made from cassava and banana. It is a coincidence that in Gunung Kidul, precisely in Gumbeng Hamlet, cassava is one of the abundant crops. Realizing the potential of the ingredients and culinary knowledge of the women in Gumbeng Hamlet, KKN students decided to hold a cooking event together.

C. Implementation of Training

This joint cooking activity was held on Sunday, July 28 2024 by presenting women representatives from each RT at Mrs. RT 05's house. KKN students guided the activity, starting from explaining the ingredients to the process of making Moto Belong food. To ensure the smooth running of the group cooking event, KKN students assigned tasks to each RT to bring the required ingredients. The division is that RT 01, 02, 03, 04 are given the

responsibility to bring banana leaves and plantains, while RT 05, 06, 07, 08 are assigned to bring coconuts and cassava. KKN students themselves prepare ingredients such as food coloring, flour, sugar and vanilla. This division of tasks is carried out to involve all residents and ensure that all materials are properly available. On the day of implementation, each RT group came with prepared materials, so that the process of making Moto Belong could run smoothly and efficiently.

D. Evaluation

This activity received a positive response from the mothers and they felt happy to be able to increase their culinary knowledge with new recipes. KKN students also saw that this event succeeded in achieving its goal, namely introducing traditional food recipes that were not yet widely known and strengthening social ties between residents. The mothers were very enthusiastic about following every step of the making, sharing their experiences with each other, and enjoying each other's company during the event. The warm and interactive atmosphere creates a fun experience for all participants.



Figure 1. Making Moto Belong



Figure 2. Making Moto Belong



Figure 3. Processed Results

4. CONCLUSION

Cassava is one of the plants that grows abundantly in Padukuhan Gumbeng. Therefore, this plant is a suitable choice for the residents of Padukuhan Gumbeng, the majority of whom work as farmers. This natural potential provides the Padukuhan Gumbeng community with the opportunity to produce abundant cassava harvests. The community should be able to take advantage of this opportunity to create innovations from the processed cassava products they produce, but the Padukuhan Gumbeng community lacks innovation in creating a variety of interesting processed products. This is the reason for the Padukuhan Gumbeng KKN to provide training in cassavabased cooking. The recipe taught is the motto of one of the typical foods from Jepara. This training was well received by the Padukuhan Gumbeng community, as evidenced by the large number of training participants from each delegation between RT. All participants were able to understand the recipes taught and directly put into practice the recipes

explained by the KKN students. From this activity, KKN students and Padukuhan Gumbeng residents were able to connect and get to know each other. Apart from that, the new recipes that have been taught can provide a reference for the Padukuhan Gumbeng community to produce cassava-based preparations that can improve the community's own economy.

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