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Cassava Donuts: Community Economic Empowerment Through Making and Marketing

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ABSTRACT Cassava is an example of an agricultural product that needs to be processed properly. The average population, especially homemakers, needs work to supplement household income due to the coronavirus (COVID-19) outbreak, which has greatly affected people's economic lives. So by optimizing village potential, community economic empowerment in Purwosari Babadan Village, Ponorogo Regency. This community service aims to help the community's economy through community abilities and skills, which creates opportunities for home industry businesses to be independent and not dependent on government assistance. Cassava fruit can be used to support food diversification through various processing processes. The successful growth of this diversity can increase sales value so that it has a positive impact on community welfare. Cassava is usually processed by community organizations using traditional processes such as steaming or frying, although this approach cannot be verified. One of the reasons for the minimal processing of this product is the need for a deeper understanding of the differences in processing methods, packaging technology as a business opportunity, and how to advertise it online.

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1. INTRODUCTION

Purwosari Village is in Babadan District, Ponorogo Regency, East Java. With a district area of 4,293 km², its use is divided into 3,342 km² of agricultural land and 1,689 km² of non-agricultural land (Apiyah & Suharsiwi, 2021; Nasution et al., 2021; Zahroh, Rachmawati, et al., 2023). Purwosari village, located far from the city, supports the community to use the land as agricultural land for a livelihood and to meet basic needs (Rahmawati, 2019; Suharsiwi et al., 2023; Wati et al., 2023). Based on village government data, the population of Purwosari village is 4930 people, with details of 2,424 men and 2,506 women. With the COVID-19 pandemic having a major impact on the health of residents, the service was only carried out in Ngimput hamlet Rt12/Rw02, Purwosari village, with a population of 48 men and 46 women, a total of 94 people.

With our community service activities, residents are very supportive, especially mothers who do not have the income to help with additional financial needs for the household (Anjarsari et al., 2023; Mózo, 2017; Zahroh, Maghfiroh et al., 2023). Seeing these conditions to develop people's skills both from the aspects of skill (Aprilyani & Qosim

Khoiri Anwar, 2021), activeness (Darmastuti et al., 2019), ability (Alwi, 2017) and economy, one of which is by practicing directly (Safitri et al., 2023; Sugianto et al., 2023). This process requires an identification step first to obtain potential that can be leveraged to improve the skills of the community (Inganah et al., 2023; Sugianto et al., 2022). One of them is providing training in making donuts from cassava for residents around Purwosari village, Ngimput hamlet, Babadan district (Sungkawati, 2020; Zahroh & Hartiningtyas, 2023). The training itself is a series of direct practical activities aimed at improving one of the skills possessed by the community and increasing knowledge of food diversification.

Cassava is often mentioned as a village food ingredient or comes from the village (Batra, 2018; Bekkali, 2017). The availability of cassava is almost evenly distributed in rural and urban areas (Firouzjaei, 2018), making cassava a food ingredient disliked by the public, especially children, who consider it ordinary and boring (Lavine, 2017; Nelson, 2019). For this reason, there must be a new type of processed cassava that makes it unique in appearance, makes people taste it with great



enthusiasm, and uses it as a driving force to "improve" the reputation of cassava (Maghfurah, 2018; Zdagkas, 2018).

Cassava is a potential food ingredient in the future development of agribusiness and the agricultural industry (Kamalini, 2018; Sánchez, 2017; Sungkawati & Rossadian, 2018). Even though many say that cassava is a basic ingredient that is easy to mushroom (Jiao, 2019; Teeken, 2018), in fact, cassava can be processed or preserved into various products for marketing (Narayanan, 2019; Souza, 2020). One way is to use cassava as a basic ingredient for making donuts (Chollakup, 2020; Oluwasina, 2019). Donuts are a type of fried bread product. The main raw material used to make donuts is wheat flour, but apart from wheat flour, you can also use main ingredients such as cassava, sweet potato, or potato to make donuts.

Other ingredients used to make donuts include yeast (Chung, 2022), eggs (Chen, 2018), melted butter (Tran, 2018), *baking powder* (Cozzupoli, 2020), sugar (Tran, 2017), milk powder (Xiao, 2017), and salt (Dong, 2023). Donuts are one of the most popular foods brought by European culture. Donuts are a practical food that is often consumed at family activities and can also be used as school supplies or as breakfast at home. Keeping up with the times, donuts have new innovations in making dough and donut processing, including adding ingredients to the dough. What are fancy donuts as a creative innovation of donut cakes to make them more attractive? Donuts are not always made round; they can also be made into squares, star shapes, or whatever, according to your wishes, but they are identical to cake donuts, namely round. Communities can develop and diversify food ingredients and shapes according to customer wishes or according to percentages that are in high demand.

2. METHOD

This community service training has the theme "Community Economic Empowerment through Making Cassava Donuts and Online Marketing Methods in Purwosari Babadan Village", using the ABCD method, prioritizing the utilization of the potential and abilities that exist in the village as well as the skills of the people of Purwosari Babadan Village, Ponorogo. The following is the potential of this village, namely that there are still many types of agricultural products that have not been optimized and processed, and many people have high enthusiasm. Then, the next stage when carrying out this activity includes four stages (Cahyadi et al., 2023), namely discovery, design, definition, and destiny.

1. Discovery (Discover)

In this process, what is carried out is through an interview process regarding changes in local existence or local entities. This assistance was carried out through interviews with local communities (Mahajan, 2022).

2. Design (Designing)

Designing is a process where groups of citizens or communities participate in the process of learning about the strengths or heritage they have to achieve the goals they want to achieve (Asgafi et al., 2023; Li, 2021; Triono et al., 2023)

3. Define (ensure)

The definition process can be tried with a focus group discussion where the FGD is assistance between the couple and the residents in determining the focus of the review of the target heritage (Sgreccia, 2019).

4. Destiny (Walk)

It is a series of activities in carrying out activities that have passed the previous session. This series is an inspiring activity that supports the process of continuous learning and innovation about what will happen. This is the final phase that focuses specifically on personal and organizational ways to move forward (Baek, 2020; Cao, 2019; Kamal, 2021)

The obstacles faced in implementing this service activity are (a) the lack of public knowledge about food diversification (Valencia-Sullca, 2018), and (b) the lack of training for the community, especially housewives, to show their potential as a home industry business (Wolfe, 2017).

From the results of the problems faced, the solution is (a) to increase the knowledge and skills of housewives in creative innovation in processing cassava into donuts (R Maghfiroh et al., 2023) and (b) to provide an understanding of how to promote or sell food made from cassava and help to make innovative and creative donuts (Choirudin et al., 2021), (c) With creativity, cassava processing opens up new business opportunities, especially for housewives in Pwosari Village, Babadan District, Ponorogo City.

The main problem to be solved in this community dedication is related to mothers' lack of understanding of the concept of diversifying food made from cassava, both in terms of knowledge, food processing, and marketing so that it becomes various foods such as cassava doughnuts, and its benefits in protecting food security. Some activities that can be tried are by observing the abilities and identifying cases experienced by residents. In order to respond to cases or achieve the objectives of this dedication program activities, the methods used are through counseling, dialogue, and questions and answers.

3. RESULTS AND DISCUSSION

The results of community service activities that have been carried out are in the form of discussions, training on food diversification made from cassava in making donuts, as well as marketing training. Discussion and training activities ran smoothly in a conducive atmosphere. Most people still use cassava using the traditional method of making cassava chips, towels, select, or even just steaming it. With knowledge about the diversification of foods made from cassava, people can use cassava as a basic ingredient in making donuts. For this reason, the first step given in this training is to introduce the actual ingredients in making donuts, there are only 4 main ingredients, namely 250 grams of wheat flour, 60 ml of water, 5 grams of yeast, a pinch of salt, and steamed cassava then grind it 100 grams because we will make donuts. from cassava makes cassava itself the main ingredient that has nutritional benefits for our bodies.

To make it soft and tender, use sugar, eggs, powdered milk, and margarine or butter. As well as bonus ingredients to improve the quality and extend the life of the donuts such as bread improver. After getting to know the ingredients used to make cassava donuts, we invited participants directly to practice processing cassava donuts. The first thing to practice is making donut dough, all the ingredients are mixed into 1 dough, add 60 ml of water then use your hands to knead the dough until it is smooth. After that, we take as much dough as we need, after we make it into a ball and make a hole in the middle, let the finished donut dough rest for 30 minutes.



Figure 1. Tools and Ingredients for Making Cassava Donuts

stage, tips for frying donuts so that the donuts do not burn or are undercooked. (a) To fry donuts, you must use much oil, make sure the fried donuts are submerged in oil. (b) The right temperature for frying donuts is around 185 degrees C to 190 degrees C. After that, fry the donuts for approximately 2 minutes. (c) do not fry the donuts at a very high temperature because it can burn the outer skin of the donut while the inside is still raw. Here, we recommend using solid oil because solid oil is more heat resistant, and the resulting fried donuts do not absorb oil, but if you want to fry with liquid oil, always fry with fresh oil so that the donuts do not soak up the oil. (d) fry the top part of the dough first

because the top part is drier so that the donuts rise perfectly. (e) Do not often turn the donuts over when frying, just turn them over once when frying. When frying, you can help with the tip of a wooden chopstick to get perfect circles in the donut holes. After everything has been fried, add toppings or create donut creations such as adding sprinkles or sprinkling powdered sugar on the top, then serve.



Figure 2. Donut dough that has been formed



Figure 3. Donut Frying Process



Figure 4. Results from the frying stage

After the product is finished, the next more important session is marketing. Marketing can be done by opening shop stalls or crowded places, essentially directly meeting sellers and buyers. However, in today's advanced and versatile era, sellers do not have to display their wares and meet buyers and sellers but can do so via cyberspace. This training not only makes cassava donut products but also provides online product marketing training. Why do we choose online marketing because the sales reach can be wider, not just one village, district, or city, or the product could even reach outside the island. Nowadays, most people have social media, especially *Facebook*, *WhatsApp* and *Instagram*.



Figure 5. Presentation Stage



Figure 6. Packaging

For this reason, we want to use social media as a sales place (Tang, 2021). Now, social media is not only a place to find friends but also a place to sell merchandise (Charmaraman, 2021; Rahmawati & Soekarta, 2021). Facebook, WhatsApp and Instagram.



Figure 6. Marketing Process

Instagram is a social media that has many users, both young and old, so it is very suitable and

good as a place for product promotion and sales. (Rijal & Cholsy, 2022). It was proven that almost all of the training members used Android smartphones and had Facebook accounts (Romario & Aisyah, 2019), WhatsApp (Syifa & Irwansyah, 2022), Instagram (Amiruddin et al., 2021), not all members have Instagram (Yudhi et al., 2021), but for Facebook and WhatsApp all participants have an account. Not just ordinary posts, this training teaches you how to take product photos and captions so that the product looks more attractive. The initial online sales training involved practicing methods for posting products and promotions on social media, Instagram, and WhatsApp, along with making cassava donuts, which were posted on WhatsApp and Instagram.



Figure 7. Upload on Instagram

Supporting and Inhibiting Factors for Activities

The supporting factor for implementing this program was getting support from the village head of Purwosari Babadan Ponorogo for training in making cassava donuts. Some experts provide food diversification training. Assets owned by Purwosari village. Community enthusiasm and community skills.

Meanwhile, inhibiting factors include a lack of public awareness of food diversity due to limited time in delivering training. There is little training for the community, especially women, to show the potential of a home business.

4. CONCLUSION

Training on making cassava donuts is a form of community service in the village of Purwosari, Badan, Ponorogo. The target of this training activity is the local community consisting of mothers and

teenagers in the Purwosari B Abadan village area. The result of this training is the production of donut cakes from cassava as basic ingredients with packaging that can increase the selling value of the product and how to market it online. Based on the results after participating in this training activity, the community was very enthusiastic, and almost all participants understood the concept of making cassava donut cakes. Participants took part in practicing directly the step-by-step that had been conveyed, and there was a positive response from the community. That is how I have compiled this community service report. Hopefully, this service can have a good impact on society and can be useful for maintaining food security during the COVID-19 pandemic. Hopefully, people will remain productive during the COVID-19 pandemic by developing home industry businesses by using cassava to make donut cakes, which are popular with many people.

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