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Churros Product Innovation With Cassava Raw Materials

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Abstrak

Sumber daya alam dan sumber daya manusia kelurahan sukajaya sangat potensial. Kondisi tersebut menjadikan alasan untuk menjadikan kelurahan sukajaya sebagai contoh desa mandiri secara ekonomi yang ditopang dengan hasil bumi melimpah. Program pemberdayaan dan pelatihan masyarakat ini bertujuan untuk mengembangkan produk hasil olahan singkong menjadi produk makanan churros yang memiliki nilai tambah yang lebih baik dan dapat menjadikan masyarakat memiliki ekonomi mandiri yang sejahtera. Setelah program ini dilaksanakan, hasil yang didapatkan adalah pengembangan produk olahan singkong menjadi churros lebih inovatif serta masyarakat sekitar lebih memahami alur produk dari hulu ke hilir dengan memanfaatkan potensi yang ada di sekitar lingkungan.

Kata kunci: churros, singkong, nilai tambah ekonomi

Abstract

Natural resources and human resources of sukajaya village are very potential. This condition makes the reason to make sukajaya village as an example of an economically independent village supported by abundant produce. This community empowerment and training program aims to develop cassava processed products into churros food products that have better added value and can make the community have a prosperous independent economy. After this program is implemented, the result obtained is the development of cassava processed products into more innovative churros and the surrounding community better understand the flow of products from upstream to downstream by utilizing the potential around the environment.

Keywords: churros, cassava, economic value added



Introduction

The food business (culinary) is one of the businesses that are currently growing rapidly and have considerable growth potential. There are already many business people who reap profits from this culinary business because the marketing strategy used is not appropriate and the quality of service is less than optimal. This means that the success of a culinary business in winning competition is determined by the application of the right marketing strategy and good relationships with consumers. Good relationships will be created if a culinary business can provide satisfaction with the needs, desires, and tastes of consumers. In addition, customer satisfaction is also an effective source of information for management in making improvements to its services. One of the ways that a culinary business claims to provide satisfaction for its customers is with hygienic products and good service quality.

Hygienic products do not only belong to large entrepreneurs with modern equipment based on machinery and technology. But it can also be produced by home business people, as done by the community of Sukajaya village, Curug Subdistrict, Serang City. Sukajaya Village is one of the villages that is geographically located very close to the Central Government Area of Banten Province (KP3B). However, in this area there are many untapped potential, namely the potential of the community to be independent (Yunia & Galih Ferginanto, 2021). Most of the female population in the Kasemen area is not working, they are housewives, therefore it is very potential if it can be educated to do work based on home production to be economically independent. This is supported by the strategic location of Serang city as the capital of Banten Province.

Besides being famous for religious tourism, Serang City is known as a city that has a variety of culinary, one of which is churros food that is commonly made a snack. This food is actually not a typical food of Serang City, but because of the many connoisseurs of snacks and churros, the need for the availability of this food in the market is quite a lot. Churros is a food with an elongated shape is often used as a meal while filling free time. Churros are known as Spanish doughnuts although they do not have a doughnut-like shape. Churros were first made by Spanish herders who lived nomadic lives in the highlands to replace fresh bread. He made churros because of the difficulty of accessing the bakery. The longer the churros recipe is popular today. Churros are made from fried golden Local Bulbs and have a salty or sweet and savory flavor. Indonesia has various types of tubers, one of which is cassava.. According to Rinardi (2002) in Colonial-Era Cassava Politics, cassava entered Indonesia brought by the Portuguese to Maluku around the 16th century. This plant can be harvested as needed. Cassava is widely used in a variety of cuisines. Boiled to replace potatoes, and complement the cuisine. Cassava flour can be used to replace wheat flour, suitable for people with gluten allergies.

In general, these tubers are a source of carbohydrates, especially starch (Zulaikah, 2002). In its presentation, churros continue to develop over time. Which was originally only a sweet fried cake, now it has been served with a variety of fillings and dipping sauces such as dark chocolate, white chocolate, caramel, blueberries, and strawberries. In the study Dinasty et al. (2020) churros made from carrots as the main ingredient. That is, the innovation of the basic ingredients of making churros is no longer glued from the ingredients of tubers, but vegetables.

However, the historical version, now the snack churros is widely known and popular with many people, especially the people of Indonesia, especially the city of Serang. Against the background described, researchers intend to develop the potential of human resources in Sukajaya Village by using natural resources and expertise for cassava churros processes to become food icons for the city of Serang, Banten. The formulation of the problem for community service is how to use cassava as a raw material for churros to support an independent economy for the citizens of Sukajaya, Serang.

Implementation Methods

This method is an important technique so that the above plan can be realized. Steps to make cassava churros include:

1. Planning

Planning begins with a group discussion with a supervisor. Then after reaching an agreement, the PKM-K group made an agreement with the target partner. Third, the program that has been prepared will be socialized to the community in Sukajaya Village, Curug, Serang, Banten.

2. Organizing

It's a feasibility study of what to do. Feasibility studies are conducted to find out if the products we sell have a long-term outlook. After that performing the division of tasks includes the responsibilities of each existing member and the distribution of tools and materials that need to be properly prepared. The tools and materials used include tools that support the activities of this program. These tools and materials will be used to hold discussions with relevant parties, make cassava churros, and make proposals and documentation related to community service.

3. Implementation of Activities

This cassava churros manufacturing training activity is carried out for 1 full day. Where, tools and materials have been prepared the day before the activity is carried out. The implementation was carried out in one of the houses of residents in Sukajaya Village, Curug, Serang, Banten.

4. Control

Control of activities is carried out to ensure that activities are carried out properly. and society can accept the knowledge conveyed, and can apply it directly. (Yunia & Ferginanto, 2021).

Results and Discussions

Sukajaya is a village located in the curug sub-district of serang city, Banten, Indonesia. The meaning of sukajaya is that suka can be interpreted as loving, jaya can be interpreted as the overall success of sukajaya has meaning, people who have the ideal of the future "An advanced and prosperous village". Sukajaya is a village located in Curug sub-district, Serang City, Banten, Indonesia. Banten Provincial Government Center (KP3B) is located in this village. Sukajaya village is the result of the expansion of the village that had been stirring from the village of Cilaku which occurred in 2012, (Patmawati, 2018).

Sukajaya is a village located in Curug Subdistrict, Serang City, Banten, Indonesia. Banten Provincial Government Central Area (KP3B) is located in this Village. Sukajaya Village Community Curug District of Serang City, Banten Province. The average Sukajaya villagers work as civil servants, teachers, tni or polri, midwives, traders, workers and others. There are several villages including: Kampung Keramat, Cikampak, Ujung Tebu, Suka Mulya, Pabuaran, Kadu Badak, Gowok Sentul, Gowok Masjid, Gowok Kepuh, Pujuh.

Table 1. Demografic of Sukajaya

No	Job	Total
1	Civil Servants	21
2	Policeman/ Soldier	4
3	Farmer	147
4	Entrepreneur	216
5	Brick Maker	173
6	Breeder	17
7	Builder	26
8	Health worker	11
9	Other Service	72
10	Unemployment	406
	Total	1.093

Based on the geographical village, a lot of empty land owned by residents or sleeping land used as cassava gardens. Churros Cassava product program that utilizes abundant

tubers in the countryside is very effective as a snack even souvenirs typical of the area (Anwar & Qomarudin, 2021). With the implementation of community service activities, the idea to develop small businesses is evocative by utilizing the number of tubers then called Churros Cassava with attractive packaging so that it can attract the attention of consumers and can raise the economic level of sukajaya village.

The creation of cassava processed product innovation through community training sukajaya village is carried out based on the observation that the community of Sukajaya Village, especially for mothers as many as 70% are housewives who farm and plant tubers in their gardens.

1. Processing

A. Ingredient:

- 80 grams of wheat flour
- 2 tbsp sugar
- Salt to taste
- 250 ml of water
- 1 tbsp margarine
- 1 egg
- 8 oreos, set aside the cream and puree
- Filling (stir in one, insert piping bag)
- Cream cheese to taste
- Butter cream to taste
- Refined sugar to taste
- Cinnamon powder

B. How to make

- Clean and cut into small pieces of cassava.
- Steam the cassava 10-15 minutes until cooked through.
- Then crush the cassava with a fork until it is smooth and soft.
- Cook the water, sugar, salt, margarine until boiling. put in the oreo powder and cassava dough, stirring until flat, refrigerating.
- Tambhakan eggs, mixer until flat, prepare a piping bag with star spuit, pour churros dough, spray extending approximately 10 cm to the baking sheet that was previously given plastic.
- Store in the freezer for 30 minutes, remove and fry over medium heat until fluffy.
- Roll the churros in a cinnamon and refined sugar topping, hole in the end of the churros with a straw, then spray with fillings that have been put into the piping bag.
- Drain, and ready to pack.

2. Changes before and after activities

Table 2. Innovation

No	Information	Before the activity	After the activity
1	Cassava processing skills	Only have basic skills.	Have the skills to process into a product
2	Value Added	Just as a home-cooked snack	Become a product worth selling
3	Marketing	Sold in raw form or as fried	Marketed in a more attractive form with packaging

In the processing of innovation in making cassava-based churros, we also provide counseling and advice related to marketing that can be done. Products can be promoted by digital marketing techniques to instagram social media, facebook marketplace, whatsapp story

and doing promotion through e-commerce. Through digital marketing also tries to amp the documentation and product variants offered in addition, through digital marketing marketing also displays the advantages of products and ease of access to get products. Through online marketing, it is also expected that this cassava-made churros product can penetrate the wider market.

Conclusion

Based on natural resources and available human resources. Sukajaya village is a place with good potential to develop cassava processed products into churros. The community understands well the concept of product flow from upstream to downstream so that if maximized it can be one of the churros manufacturing centers with cassava main ingredients that can be a source of economic development of rural communities, so that it can be a source of income for the community, especially people who are active in the informal sector.

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