ZIJEn
ZABAGS INTERNATIONAL JOURNAL OF ENGAGEMENT
EISSN 2988-0246 PISSN 2988-6732

Efforts to Utilize Horn Bananas into Processed Sweet Chips in Increasing Selling Value

Haeran[1], Zeni Sunarti[2], Kurniawan[3], Siti fatimah[4], Alda Fairus[5]
[1]STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur, Jambi, Indonesia
[2]STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur, Jambi, Indonesia
[3]STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur, Jambi, Indonesia
[4]STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur, Jambi, Indonesia
[5]STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur, Jambi, Indonesia
*Correspondent Author: haeran-haeran@gmail.com

Article Info:
Article history: Accepted, 11/04/2023, | Revision, 21/05/2023, | Published, 30/06/2023, | Vol (1), Issue (1), (Jun, 2023)
e-ISSN 2988-0246 | p-ISSN 2988-6732 | doi: https://doi.org/10.61233/zijen.v1i1.2

Abstract:
Das Dorf Lambur Luar liegt im nördlichen Teil des Distrikts Muara Sabak Timur, und die Mehrheit der Bevölkerung arbeitet als Gärtner und Fischer. Zu den landwirtschaftlichen Erzeugnissen, die in diesem Gebiet in großer Zahl angebaut werden, gehören auch Bananen. Bananen, die direkt verkauft werden, haben jedoch in der Regel einen niedrigeren Preis und können nach der Ernte nicht lange gelagert werden, da sie schnell einen Reifeprozess durchlaufen, der zum Verderben führt. Aus diesem Grund ist eine Produktdiversifizierung durch verarbeitete Bananen wie z. B. Chips erforderlich. Bei dieser Maßnahme wird die ABCD-Methode (Asset Based Community Development) angewandt, bei der die Beteiligung der Gemeinschaft im Mittelpunkt steht, um eine Veränderung zu erreichen. Die mit der Gemeinschaft durchgeführten Unterstützungsschritte beginnen bei der Untersuchung von Szenarien, der Aufdeckung der Vergangenheit (discovery), dem Träumen von der Zukunft (dream), der Planung von Maßnahmen (design), dem partizipativen Aktionsprozess (define) und der Überwachung und Bewertung von Aktivitäten (destiny). Ausgehend vom Potenzial der leicht zu beschaffenden Rohstoffe soll die Verarbeitung von Bananen zu Chips mit zusätzlichen Geschmacksinnovationen die Fähigkeiten und die Kreativität der Gemeinschaft steigern und unternehmerische Fähigkeiten vermitteln, um den Verkaufswert der Bananen zu erhöhen. Die Bewertungsergebnisse zeigen, dass die Herstellung von Bananenchips rentabel ist, da ein R/C-Verhältnis von 3,4 erreicht wird. Natürlich bedarf es noch einer Bewertung und Unterstützung bei der allgemeinen Marketingstrategie.

Keywords:
Bananen, Innovation, Verkaufsargumente.

© 2023 The Author(s).
This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY 4.0).

INTRODUCTION

Bananas are one type of agricultural commodity in the fruit group which is widely known by the local and global community. The availability of bananas in Indonesia is very abundant because the nature of the plant is suitable for the growing climate in the tropics so that it is easy to grow and bear fruit regardless of the season. Banana plants can be found in almost all parts of Indonesia, both planted in yards, fields, and in the form of plantations. Banana production in Indonesia increased by 8,182,756 tons in 2020, from 7,280,658 tons in the previous year (Badan Pusat Statistik (BPS) dan Direktorat Jenderal Hortikultura, "Produksi Tanaman Buah-Buahan," Jakarta, 2019- 2020). The total production of bananas is still in first place in the category of fruit crop production each year.

Banana is an agricultural product that has a short shelf life, only around 21-30 days. As a climacteric fruit, harvested bananas will experience an increase in respiration rate by releasing CO2 suddenly. This substance decomposes flour and turns it into sugar thereby accelerating the ripening of bananas. Bananas that are too ripe have the potential to spoil and can no longer be consumed. Eventually bananas become wasted and redundant. Therefore, as an effort to anticipate this damage, product diversification is needed through processed forms of bananas such as chips (Hartoyo, dkk., 2019). Banana chips are liked by the community as a 'snacking friend' while relaxing. Banana chips are processed dry food made by frying banana slices to produce tasty and crunchy chips. The ingredients used for banana chips usually come from unripe bananas, with or without other food additives (Elmi Kamsiati, 2010). The most widely used type of processed banana for banana chips is plantain because it tastes good and its shape is easy to process. The process of making banana chips is also quite easy for ordinary people. Along with expanding market share and increasing consumer demand, banana chip snacks now have interesting taste innovations, such as the addition of caramel which makes these chips taste sweet (Didit Haryanto, dkk., 2013).

The concept of community service by making the processing of bananas a solution has often been found in various services by universities, including those carried out by Denny Putri Hapsari, Dian Maulita, and Nana Umdiana (2019) with the title "Increasing the Household Economy by Processing Bananas". Banana processing training activities have an impact on additional income thereby increasing the welfare of the local community (Denny Putri Hapsari, dkk., 2019).

Subsequent research was conducted by Sumiati Side, Suriati Eka Putri, and Pince Salempa (2020) who found efforts to take advantage of the abundant amount of bananas in the Tinggi Moncong District, Gowa Regency by providing training to SMAN 5 Gowa students to process bananas into flour and providing knowledge about nutritional content in banana flour. Research entitled "Training on Processing Bananas into Flour for Students of SMAN 5 Gowa, Tinggi Moncong District, Gowa Regency" gave the result that more than 80% of students already had knowledge about making banana flour, and later it was hoped that these students would be able to socialize it to the surrounding community (Sumiati Side et al., 2020).

The connection with this is that lambur Luar, a village located in the northern part of the Muara Sabak Timur District, is an area with topographical conditions in the form of lowlands consisting of residential areas and plantations where some of the residents have livelihoods as planters, farmers and fisherman. Apart from coconut, areca nut and rice plants, bananas are a great potential for the people of the village. The Outer Lambur community often uses the land they have to plant banana trees. The banana harvest is usually consumed alone or sold to the market or middlemen at a low price (Heri, 2021).

Based on this, this research uses the ABCD (Asset Based Community Development) method approach, involving community participation as the main subject to create a change. The existence of potential in the form of a large number of bananas in the Lambara Luar village community can be developed into processed food or snacks in order to prevent fruit spoilage, and become a provision to increase skills and creativity for the community, as well as provide entrepreneurial skills to increase the selling value of bananas.

METHODS

Community service with the theme of the economy uses the Asset Based Community Development (ABCD) method, which is an approach model for community development. Where the ABCD method has main principles that lead to the utilization and utilization of assets, potentials, and strengths that exist around the community environment, both individually and community owned (Kiki Endah, 2020). This service activity was carried out in Lambur Luar Village, Muara Sabak Timur District within a December 15, 2021- February 23, 2022. The area was chosen as the location for the service because it is a city area where part of the area is agricultural land, plantations, while many residents also work as planters and farmers.

This condition is quite interesting considering the fact that there are still many potential natural resources to be exploited. As for one of the potentials or assets owned by the people of Lambur Luar Village is the abundance of banana plants in various places and the willingness of the community to become entrepreneurs through the use of existing capital. So, through this mentoring activity it could be the right step in exploring their potential, namely by holding training on processing bananas into chip products that have sweet taste innovations, then marketing these products. In this service activity, students act as intermediaries or facilitators to help realize the main hope or goal, namely to increase the selling value of bananas. Furthermore, the community can continue it or realize other programs that are superior. The stages of ABCD activities include inculturation, discovery, design, define, and reflection (Institute for Research and Community Service (LPPM) STIE Syari'ah Al-Mujaddid Tanjung Jabung Timur., 2021).

RESULT AND DISCUSSION

Community service activities begin with carrying out an assessment process to gather information to make decisions (Abdul Rahman, 2019). The assessment steps are carried out in the form of observation and establishing friendship with the people of Lambur Luar Village. This stage takes place in the first & second weeks according to the time of service. Before carrying out assistance in the community, the initial process that must be carried out by the assistant is to ask permission from local community leaders. The companion came to the Lambur Luar Village office by handing over an official permit from the campus, and told a little about the plan for the community service program, namely the companion for the use of processing bananas into chips to increase sales value. After obtaining a permit, then the assistant will begin to approach and dig up in-depth information about the theme raised by the assistant.

1) Inculturation

The initial stage in the ABCD method is inculturation or an introduction process in order to build trust in community groups. This activity is carried out by establishing direct communication through the form of participation in all routines involving large numbers of people in the partner community. This stage intends to reveal that the community can understand the intentions and activities that will be carried out during the service, and have an understanding that the local community will move to develop it. Students or researchers carry out activities such as hospitality to community leaders, going to the moor, and other social interactions. The information collected from

this stage can be useful for identifying assets in Keniten Village and planning further development activities.

2) Discovery

Discovery is the process of finding information through identification, grouping, mapping and analysis related to the potential and assets owned by Keniten Village. This stage is carried out through Focus Group Discussions (FGD) and interviews with the community to determine what assets will be deepened in the form of a program. From the discussions that were carried out, it was concluded that banana plants and cooking skills of the local community were potential assets to be further developed.

3) Design

After knowing the potential and assets, the next step is to design what needs to be developed in utilizing the local capital. This stage is called design. The output produced in this design stage is the formulation of an activity development plan, such as training on processing bananas into sweet chips as a form of entrepreneurial implementation innovation to increase the selling value of agricultural commodities.

4) Define

Define is the core stage that provides an opportunity for the community to define their potential and assets. The community began implementing the work program based on the activity plan made in the previous stage, namely making sweet banana chips. Materials and tools needed are bananas, sugar water, oil, frying pan. Implementation of this assistance is carried out with the community for two times, to get the desired product. Considering that bananas are prone to decay, turning them into processed food chips can prevent this condition. Banana chip products are sold so that they can improve the community's economy.

5) Reflections

This stage is the last step which aims as a follow-up to find out the extent to which the dedication of the ABCD method has an impact on change. As the activity progresses, people begin to realize that bananas are not only consumed directly. But bananas can be innovated into processed food which is of course more durable and has a higher selling value.

6) Destiny (Monitoring and evaluating programs)

As the last stage in the service process, program evaluation is carried out to find out the success of the activities that have been carried out. To monitor and evaluate the economic empowerment program for the Keniten Village community through the use of banana chip management, it can be reviewed in the following way.

a) Significant changes

In evaluating an activity the main thing needed is recognition and knowledge of the most significant changes. Through this program they can build awareness of the people of Keniten Village in utilizing the assets and potential that exist around their environment. Seeing before there was assistance, the community only processed bananas to serve as family snacks. However, after the assistance, the community became aware and willing to use bananas as a processed product that has economic value.

b) Calculation Analysis of Banana Chips

Calculation analysis is important to do in order to analyze the empowerment process that has been carried out so far in Keniten Village. Where this analysis is one way to make it easier for people to carry out economic turnover activities in everyday life. Analysis of the management of banana chips in Keniten Village can be seen in the following table.

Table Calculation Analysis of Sweet Banana Chips

No	Material	Volume	Price	Total	Availability
1	Banana	3 kg	4,000	12,000	Natural assets
2	Oil	½ liter	14,000	7,000	Buy
3	Granulated sugar	150 grams	12,000	1,800	Buy
4	Plastics	50 pcs	23,000	5,000	Buy
5	Labels			2500	
6	Others			5,000	
Total operating expenses				33,300	

Based on the table above, information is obtained that the processing of banana chips from 3 kg of bananas can produce 10 packs. While the selling price is IDR 5,550 per pack. After getting the selling price of each product, then proceed with the analysis of business profits. To find out the level of business feasibility of making sweet banana chips, it can be seen from the ratio between total revenue and total cost (R/C ratio), which is systematically formulated as follows (Asnidar, 2017).

$$R/C\ ratio = \frac{Total\ Revenue}{Total\ Biaya}$$

Decision making criteria:
If the value of the R/C ratio > 1 then the business is profitable
If the value of the R/C ratio < 1 then the business is not profitable (loss)
If the value of the R/C ratio = 1 then the business is not profitable/loss

Table Profit Analysis in Making Banana Chips for One Time Production

No	Description	Unit	Total	Price (Rp)	Total (Rp)
I	Acceptance				
	Production of banana chips	Wrap	10	5.500	55.000
II	Expenses incurred				
	Bananas	Kg	3	4.000	12.000
	Oil	Liter	½	14.000	7.000
	Granulated sugar	Gram	150	12.000	1.800
	Plastic	Pcs	10	500	5.000
	Labels	Pcs	10	250	2.500
	Other				5.000
					33.300
III	Calculated Cost				2.500
	Depreciation				3.000
	Service				5.500
	Total (II+III)				38.800
IV	Profit				16.200
	R/C				3,40

The final goal in this dedication process is a change in life for the better. However, implementing these changes is also not as easy as turning the palm of the hand. In this mentoring process, the people of Lambur Luar Village as the subject of this activity have gone through various empowerment processes. Starting from awareness of surrounding assets and self-potential, problems in the surrounding environment that they are not aware of, building participation through the FGD process, and planning strategies to solve problems, as well as carrying out activities as steps in realizing these strategies. The community is also very enthusiastic to carry out these activities.

CONCLUSION

Based on the description in the discussion, several conclusions can be obtained, including: (1) Community service activities can encourage the community to have the will to utilize the surrounding assets and their potential. (2) The mentoring process is carried out with the local community by going through the inculturation stage, building a research group, and continuing with the 5D stages, namely discovery (uncovering the past), dreaming (dreaming of the future), design (action planning), define (participatory action process). , and destiny (program monitoring and evaluation). (3) The main program of mentoring action is carried out through direct practice of making chips, packaging and online marketing. (4) Through business profit analysis, it is found that the production of sweet banana chips is profitable, because the value of the R/C ratio obtained is 3.40, meaning that if the expenses for the business of making sweet banana chips are 1 unit, then you will get income of 3.40 units.

REFERENCES

Asnidar, Asrida. "Analisis Kelayakan Usaha Home Industry Kerupuk Opak Di Desa Paloh Meunasah Dayah Kecamatan Muara Satu Kabupaten Aceh Utara." Jurnal S. Pertanian 1, no. 1 (2017): 39–47.

Badan Pusat Statistik. "Produksi Tanaman Buah-Buahan." Jakarta, 2019. https://www.bps.go.id/linkTableDinamis/view/id/960.

Endah, Kiki. "Pemberdayaan Masyarakat: Menggali Potensi Lokal Desa." Moderat: Jurnal Ilmiah Ilmu Pemerintahan 6, no. 1 (2020):135–43. https://jurnal.unigal.ac.id/index.php/moderat/article/view/3319/2914.

Hapsari, Denny Putri, Dian Maulita, and Nana Umdiana. "Peningkatan Ekonomi Rumah Tangga Dengan Pengolahan Pisang." Kaibon Abhinaya: Jurnal Pengabdian Masyarakat 1, no. 2 (2019): 78–82. https://doi.org/10.30656/ka.v1i2.1586.

Hartoyo, ., Sutrisno Koswara, and . Sulassih. "Peningkatan Nilai Tambah Usaha Olahan Keripik Pisang Di Desa Tenajar, Kabupaten Indramayu, Jawa Barat." Agrokreatif: Jurnal Ilmiah Pengabdian Kepada Masyarakat 5, no. 3 (2019): 251–57. https://doi.org/10.29244/agrokreatif.5.3.251-257.

Haryanto, Didit, Otik Nawansih, and Fibra Nurainy. "Penyusunan Draft Standard Operating Procedure (SOP) Pengolahan Keripik Pisang (Studi Kasus Di Salah Satu Industri Rumah Tangga Keripik Pisang Bandar Lampung)." Jurnal Teknologi Industri Dan Hasil Pertanian 18, no. 2 (2013): 132–43. http://dx.doi.org/10.23960/jtihp.v18i2.132 - 143.

Kamsiati, Elmi. "Peluang Pengembangan Teknologi Pengolahan Keripik Buah Dengan Menggunakan Penggoreng Vakum." Jurnal Litbang Pertanian 29, no. 2 (2010): 73–77. https://doi.org/10.21082/jp3.v29n2.2010.p%p.

Lembaga Penelitian dan Pengabdian kepada Masyarakat (LPPM) IAIN Ponorogo. "Pedoman Kuliah Pengabdian Masyarakat Daring Dari Rumah (KPM-DDR)," 22, 2021.

Mustofa, Z. A. (2023). *URGENSI CASH ON DELIVERY: sebuah tinjauan ekonomi islam tentang jual beli online dengan sistem COD (Cash On Delivery)*. Zabags Qu Publish.

Rahman, Abdul. "Analisis Pemahaman Guru Tentang Asesmen Pembelajaran Matematika Tingkat Smp Negeri Dan Swasta Di Kabupaten Maros." Jurnal Penelitian Jurusan, 2017, 1–29. https://doi.org/10.31227/osf.io/yzs76.

Side, Sumiati, Suriati Eka Putri, Pince Salempa, Jurusan Kimia, and Universitas Negeri Makassar. "Pelatihan Pengolahan Pisang Menjadi Tepung Pada Siswa SMAN 5 Gowa Kecamatan Tinggi Moncong Kabupaten Gowa." Seminar Nasional Pengabdian Kepada Masyarakat, 2020, 328–30.