

Purple Sweet Potato Pudding Making and Digital Marketing Trainings in An Effort to Increase Umkm Economic and Reduce Stunting Rates in Jatihurip Village In 2025

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ABSTRACT

Stunting is a condition of impaired growth in children due to prolonged malnutrition. As a result, children are shorter than normal children of the same age. One of the regions in Indonesia with high stunting rates is Sumedang Regency. Villages included in the stunting locus include Jatihurip Village, Kota Kaler District. The main livelihoods in Jatihurip Village are fisheries, plantations and agriculture. This PKM aims to increase the knowledge of posyandu cadres and UMKM managers by processing PMT food ingredients made from purple sweet potatoes as an effort to reduce stunting, overcome malnutrition problems, families at risk of stunting and improve the economy of UMKMs in Jatihurip Village by providing knowledge about online marketing strategies such as Grabfood, Shopeefood, Gofood, Facebook, etc. The targets of this activity involve cadres and UMKM managers in Jatihurip Village. This PKM activity consists of: (1) counseling about stunting prevention (2) training on making purple sweet potato pudding (3) entrepreneurship training including business based on digitalization/marketing. After providing training, evaluations were carried out to measure the success of the training by distributing questionnaires to posyandu cadres and UMKM managers. Through this approach, it is hoped that most of the cadres and UMKM managers can understand how to make purple pudding and utilize the digitalization system for product marketing provided by the PKM team. The outputs of this PKM are in the form of innovations in making purple sweet potato pudding, increasing competence and skills in posyandu cadres and UMKM managers in utilizing the product marketing system produced independently in an effort to reduce stunting rates and increase the economy in Jatihurip Village.

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INTRODUCTION

Jatihurip Village is one of the villages located in Sumedang Sub-district, Sumedang Regency, West Java, Indonesia. The main livelihoods in Jatihurip Village are fisheries, plantations, and agriculture. However, various risks that arise must be faced by the local community when there is a development, allowing for various social changes, both from economic, sociological, cultural aspects and other aspects. Socio-economic changes that occur include various things, such as changes in livelihoods, income, lifestyle, and social status.

According to data from the Central Statistics Agency (BPS) in 2024, the income of UMKMs in Jatihurip Village is still relatively low, which is around Rp 2,500,000 per month. This causes many people in Jatihurip Village to still live below the poverty line. In addition, Jatihurip Village also still faces the problem of high stunting rates (stunting is a condition in which children experience impaired growth and development due to malnutrition). According to data from the District Health Office, the stunting rate in Jatihurip Village in 2024 is still around 25.6%. (BPS, 2024)

Most of the impacts based on data obtained from the 4th quarter report of the 12th month of 2023 in Jatihurip Village include children aged 0-59 months totaling 469 people, 17 people with poor nutrition, 18 people with stunting, 27 people with malnutrition, and 73 families at risk of stunting, vulnerable families (social/economic/disabled) there are some participants in social assistance programs 33.74%, families at risk of stunting who participate in family food security activities 4.43%. After seeing the problems above, one of the goals of this PKM is to increase the knowledge of posyandu cadres and UMKM managers on processing PMT food ingredients made from purple sweet potatoes as an effort to reduce stunting, overcome malnutrition problems, families at risk of stunting and improve the economy of UMKMs in Jatihurip Village. (Jatihurip Village Profile, 2023)

The stunting reduction program requires a multidimensional approach, one of which is through local economic empowerment such as Micro, Small and Medium Enterprises (UMKMs) and digital technologies such as marketing. Positive influences are seen in increasing community awareness, motivation, and participation in economic and health programs. The implementation of this community service activity not only provides innovations in the form of making pudding from purple sweet potatoes but is also introduced to utilize local potential and improve the nutritional intake of children and stunting prevention efforts, including efforts to provide supplementary feeding (PMT), it is hoped that public awareness and knowledge will increase, so that stunting rates can be significantly reduced and the health quality of children in Jatihurip Village will improve. Purple sweet potatoes can be used by the community, especially for pregnant women, breastfeeding mothers, and toddlers because they do not contain bad fats, so this plant is safe for consumption by all groups, from children to the elderly. In addition, vitamin A from 100 grams of purple sweet potato is more than tomatoes, beets, and carrots.

In the midst of global economic challenges, the Micro, Small and Medium Enterprise (UMKM) sector in Indonesia has great potential to drive local economic growth. One effort that can be done is to empower rural communities through skills training and the use of technology in product marketing. In Jatihurip Village, purple sweet potato pudding making training is one alternative product that not only raises nutritional value but also provides new economic opportunities for the community.

In addition to skills training, the use of digital marketing is an important aspect in introducing UMKM products more widely, so that it can increase competitiveness and expand market share. On the other hand, this program also has a positive impact on reducing stunting rates, by introducing nutritious and local food consumption to the community. This article will discuss more deeply the implementation of purple sweet potato pudding making training, digital marketing strategies, and the role of both in supporting the improvement of UMKM economy and reducing stunting rates in Jatihurip Village in 2025.

Purple sweet potato pudding making training and digital marketing are strategic efforts to improve the UMKM economy and reduce stunting rates in Jatihurip Village in 2025. Digital marketing has proven effective in increasing the visibility and sales of UMKM products. The use of online platforms can help UMKMs save on promotion costs. In addition, digital marketing strategies can increase awareness and branding of businesses.

Digital marketing, including the use of social media, can expand the market reach of UMKMs. By understanding the target market and building a strong digital branding, UMKMs can increase competitiveness and build consumer trust. Product innovation and effective marketing strategies, both offline and online, can attract consumers and expand the market.

METHOD

This community empowerment activity was carried out in one of the Jatihurip Villages from January 13, 2025, to February 15, 2025. The research methods used in this article are lectures and discussions.

The targets used in this counseling were 50 people, including 15 cadres, 15 UMKM actors, 10 pregnant women and stunting children, and 10 merchant communities. Before the lectures and discussions were held, training was conducted on making purple sweet potato pudding and digital marketing, and we conducted pretest and posttest interventions to measure the knowledge of the targets. The measuring instrument used was a questionnaire of 20 questions covering knowledge about stunting, purple sweet potatoes and UMKMs. The data collected were analyzed using statistical methods.

The results obtained from this socialization activity include:

1. The first stage was the distribution of questionnaires with 20 questions distributed directly by students to all participants who took part in the counseling which included knowledge about stunting, purple sweet potatoes and UMKMs.
2. The second stage was the presentation of material on making purple pudding as PMT, reducing stunting rates and increasing UMKMs with digital marketing, this activity was carried out using counseling methods. Then it was continued with discussions with students, DPL, and invited guests who attended the counseling event. So that there were several questions raised regarding the problems that had been presented.
3. The third stage was filling out the post-test questionnaire with the same questions to measure the extent of the target's knowledge after being given counseling and training.

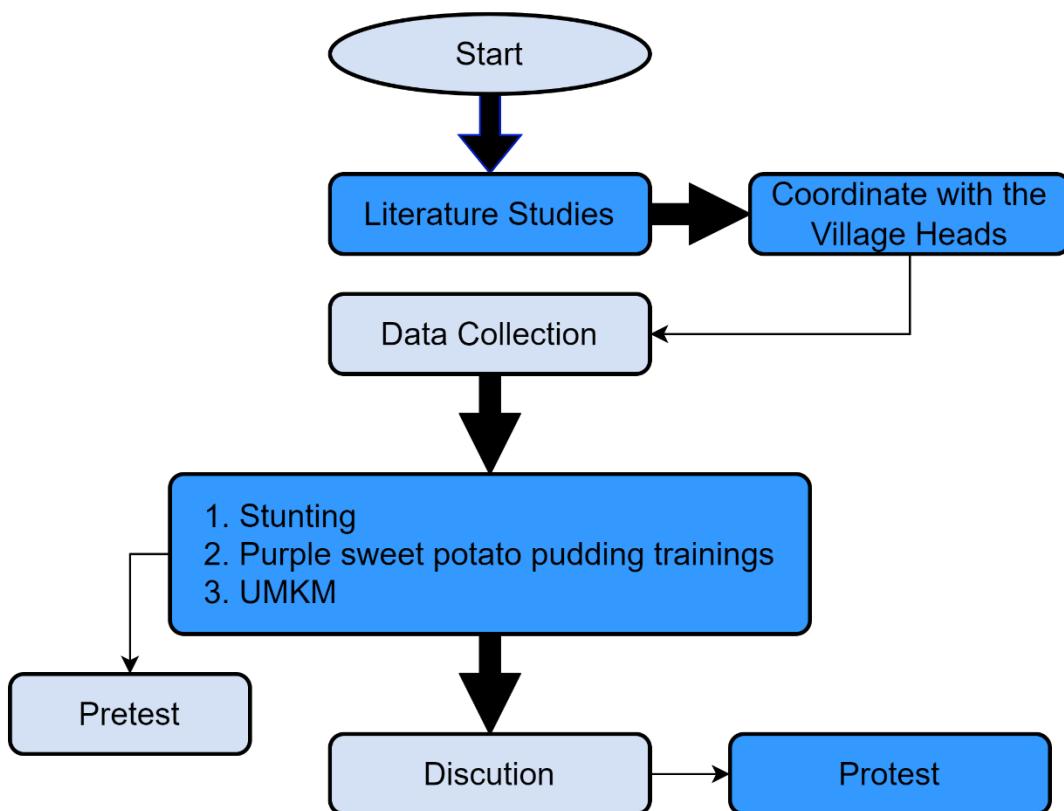


FIGURE 1. Flowchart

RESULTS AND DISCUSSION

The results obtained from this activity include:

1. The first stage was the distribution of pretest questionnaires with 20 questions with a total of 50 respondents. The results of the pretest obtained on knowledge about reducing stunting rates were 60% and increasing the use of digital marketing was 60%. Making purple pudding as PMT was 50%.
2. The second stage was counseling on stunting, training on making purple sweet potato pudding as PMT in stunting prevention, and socialization about digital marketing. Where the community or respondents in this activity were very active in asking questions and sharing related to the themes that had been conveyed and the enthusiasm was so great to apply it in posyandu activities, especially on the theme of making purple pudding where cadres would make this purple sweet potato pudding later in posyandu activities as PMT. And likewise for UMKM actors where after they were given training related to digital-based marketing, especially marketing on Facebook, GoFood, etc., so that the community's knowledge was much more understanding and would try to apply it so that it could increase more turnover and could improve the economy of the community or UMKM actors.
3. The third stage was filling out the posttest questionnaire. The results of the posttest showed that the respondents' knowledge of stunting was 80%, purple sweet potatoes 80% and UMKMs could be 85%.

From the results above, it shows that the percentage of pretest and posttest shows an increase in knowledge about stunting, purple sweet potatoes and UMKMs. This shows that there is an increase in respondents' knowledge after counseling and training where this counseling provides useful education. With this PKM, socio-economic changes can occur which include various things, such as changes in livelihoods, income, lifestyle, and social status.

CONCLUSION

This community service activity (PKM) through purple sweet potato pudding making training and digital marketing in an effort to increase UMKM economy and reduce stunting rates in Jatihurip Village through this approach is expected that most of the cadres and managers or UMKMs can understand how to make purple pudding and utilize the digitalization system for product marketing provided by the PKM team. The output of this PKM is in the form of innovation in making purple sweet potato pudding, increasing competence and skills in posyandu cadres and UMKM actors in utilizing the product marketing system produced independently in an effort to reduce stunting rates and increase the economy in Jatihurip Village.

The suggestions and recommendations for community service activities with this method are a considerable opportunity, especially for the residents of Jatihurip Village to increase income by marketing products through online marketing such as Grabfood, Shopeefood, Gofood, etc. Besides being able to help fulfill the needs of the community, micro and small businesses can also absorb labor so that the unemployment rate is reduced and also the increase in the number of micro and small businesses in the community will have an impact on increasing Indonesia's economic growth.

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DOCUMENTATION



