

Increasing the Selling Power of Bananas by Processing Them Into "Banana Crispy"

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Abstract

Bolang Village, Dusun Sukahurip is one of the villages in Cilacap Regency, where the average population earns a living by farming and gardening. One of the most abundant Natural Resources in Bolang Village, Dusun Sukahurip, is bananas. But the results of the bananas that can be obtained here have minimal selling value if sold fresh. To increase the selling value of these bananas, it is necessary to innovate banana processing to become a useful advantage. The method used in this service is by conducting seminars and entrepreneurship discussions as well as practical training on making "banana crispy". The purpose of implementing this activity is so that the community can have additional income with the hope that the people of Bolang Village, Sukahurip Hamlet, can prosper.

Keywords: Innovation, Banana Processing, Selling Points.

INTRODUCTION

Quoting from the Creative Economy Blueprint 2025, the creative economy is an idea-based creation of added value (economic, social, cultural, environmental) that is born from the creativity of human resources by utilizing knowledge. It is known that there are 3 main things that form the basis of the creative economy, namely creativity, innovation, and invention. The economic condition expected by Indonesia is a sustainable economy and also has several sectors that are pillars or supports of economic activity in Indonesia.

At present, the government as a whole focuses on efforts to increase development activities in the village sector which has strategic value in the context of regional development because basically most of the population who have a strong spirit of mutual cooperation and kinship live in the village. It is known that the potential that can be obtained is natural resources that are rarely touched.

Bolang Village, Dusun Sukahurip is one of the villages in the Cilacap Regency area with an area of 763.1800 Ha. Most of the people have a livelihood as farming and gardening. One of the abundant natural resources here is bananas. The types of bananas that are often planted there are kepok bananas, raja bulu, ambon, muli and jackfruit. However, the results from natural resources there have minimal selling value when sold fresh. To increase the selling value of these bananas, it is necessary to innovate banana processing to become a useful advantage.

Bananas are one of the most consumed fruits, besides being healthy bananas can also provide nutrition for the body. On the other hand, bananas can actually be processed into various kinds of preparations. One of them is processed into a "banana crispy". Banana Crispy is the processing of bananas by mixing the main dough, namely bananas, then steaming them for a while. After the dough is steamed, it is covered in crispy flour and fried until slightly brown, then served with a variety of delicious and contemporary toppings.

It is hoped that this innovation in processing bananas into "banana crispy" can increase the added value of these bananas, so that they can increase additional income for the people of Bolang Village, Dusun Sukahurip.

METHOD

The implementation of this community service activity was carried out in Bolang Village, Sukahurip Hamlet, Dayeuhluhur District, Cilacap Regency. This service will be held on August 10 - September 12 2021. The target of this service is the residents of Bolang Village, Sukahurip Hamlet.

The implementation method consists of several stages, namely as follows:

- Planning and preparation
- Implementation
- Evaluation.

RESULT AND DISCUSSION

Planning And Preparation

The planning and preparation stages started with conducting surveys and interviews with the community. Bolang Village, Sukahurip Hamlet to obtain information related to the economic situation and the potential possessed by the village. Based on the survey results, it is known that the community has plantation products, namely bananas. The results can be sold to consumers directly or sent to market traders around Dayeuhluhur to the West Java market (Pasar Rancah) at low prices. To increase the selling value of these bananas, it is necessary to innovate banana processing to become a useful advantage.



Figure 1. Service Location Map

After conducting a survey of service locations, the next step is to coordinate with the village head, hamlet head, PKK head, RT and RW to plan further activities, namely conducting seminars on the development of the creative economy. In the seminar about entrepreneurship knowledge and training in making innovative products, namely processing bananas into "Banana Crispy".

Implementation

Implementation of activities using the Entrepreneurship Education method, namely providing entrepreneurship education for the community, using several stages as follows:

- The Observation Stage, carried out direct observations on the land of the people of Bolang Village, Sukahurip Hamlet to see the results of banana plantations.
- Interviews, holding meetings with people who have banana crops
- Holding creative economic development seminars for the people of Bolang Village, Sukahurip Hamlet
- Conducting training on making innovative processed banana products into "Banana Crispy"
 1. Evaluation

At this evaluation stage, we evaluate the extent to which the community understands the entrepreneurship material that was presented during the seminar activities. As well as seeing the response of the people who were very enthusiastic when doing the "Banana Crispy" innovation product training.

Creative Economy Development Seminar

The first service implementation is by holding a creative economic development seminar in Bolang Village, Sukahurip Hamlet. The method used in this seminar is by giving lectures and discussions about entrepreneurship. The purpose of holding this seminar is for the people of Bolang Village, Sukahurip Hamlet to have high motivation, a great entrepreneurial mindset (productive, creative, innovative).

This creative economy development seminar activity was held in the yard of the RT 02 RW 02 prayer room, Bolang Village, Sukahurip Hamlet. This activity was attended by village heads, hamlet heads, local PKK heads, as well as representatives from the community, namely sending 3 selected people as delegates per hamlet. This activity received attention, support and good response from the community so that the community looked enthusiastic when this seminar was held. This shows that there is high interest from the people of Bolang Village, Sukahurip Hamlet, to improve their economy there.

It is hoped that with this creative economy development seminar, the community will have high motivation to improve their economy by means of entrepreneurship.

Product Manufacturing Training

This product manufacturing training is carried out by demonstration method. So after delivering the material regarding the development of the creative economy, the community was directed to observe and pay attention to product-making training demonstrations. The steps for making "Banana Crispy".

1. Prepare the necessary materials
 - a. The main ingredient :
 - 3 ripe kepok bananas
 - Wheat flour 3 tablespoons
 - Sugar 4 tablespoons
 - Egg 1 item
 - Vanilla 1 sachet
 - Full cream powdered milk 2 tablespoons
 - Sweetened condensed milk 1 sachet (optional)
 - b. Additional materials
 - Panir flour $\frac{1}{4}$ kg
 - Grated cheese
 - Chocolate messes

- Crumb oreos
- Elmer glaze (green tea, tiramisu, strawberry) recommended toppings

2. Peel 3 kepok bananas, peeled bananas mash using a fork until the texture is soft.
3. After the bananas are mashed, add eggs, flour, sugar, vanilla, and full cream milk powder.
4. After all the ingredients are added, stir the mixture until evenly distributed.
5. Finally add sweetened condensed milk (optional)
6. If the dough has been mixed, then put the dough on a baking sheet that has been covered with butter (so the dough doesn't stick)
7. Don't forget to prepare the steamer, steam the mixture for up to 45 minutes / until the dough looks perfectly cooked
8. After 45 minutes remove the steamed dough, then wait a few minutes until the dough is not hot.
9. While waiting for the dough to not be hot, prepare the wet dough and dry dough. Wet dough, namely: add flour, sugar and vanilla, then add water little by little until the mixture thickens. Dry dough, namely: Panir flour.
10. After the dough is ready, cut the dough into squares / (according to taste)
11. Coat the dough that has been cut into the wet mixture, then coat it again with the dry mixture (coat the dough in the breadcrumbs)
12. After the dough is ready, store it in the refrigerator first (so the panir flour sticks to the dough perfectly)
13. Fried Banana crispy until golden yellow then make sure the outside is crispy and the inside is perfectly cooked
14. Remove ripe bananas
15. Add elmer glaze then add topping according to taste



Figure 2. Product Manufacturing Demonstration



Figure 3. Banana Crispy

Packaging Design Training

In the process of implementing packaging design training, the method used is applicative and the use of raw materials is easy to obtain so that the knowledge and packaging techniques obtained in the training are easy to apply. It is hoped that empowering community creativity through programs like this can improve people's welfare.



Figure 4. Banana Crispy packaging design

CONCLUSION AND SUGGESTION

We can conclude with the high enthusiasm of the people involved in this activity that the creative economy development seminar in Bolang Village, Dusun Sukahurip, has had a real impact.

In addition, with demonstrations of training on making innovative banana processing products and their packaging, it can support the community to have additional income to improve people's welfare, especially in Bolang Village, Dusun Sukahurip.

A similar program is expected to be implemented into independent business groups. So that this activity can provide broad benefits in the hope of increasing the welfare of the people of Bolang Village, Sukahurip Hamlet.

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