

Development UMKM of Cantir Cruiser with Cassava-Based Ingredients in Dayehluhur Village

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Abstract

Ciparahu Hamlet, Dayehluhur Village, Dayehluhur District, Cilacap Regency, Central Java Province is one of the cassava producing areas which is quite a lot so that the selling price of cassava in the village of Daeyuhluhur is quite low. Development of Micro, Small, and Medium Enterprises in Indonesia known as Usaha Mikro Kecil Menengah (UMKM). With developments in this globalization era, it is very dependent on the economic sector as a measure of success carried out by the government. UMKM are a form of productive economic enterprise carried out by individuals or individual business entities that meet the criteria for micro, small and medium enterprises. One of the efforts to increase the selling power of cassava, Dayehluhur villagers process cassava with various kinds of processed food, one of which is cantir crackers. The development of micro, small and medium enterprises from cantir crackers made from cassava is enough to attract the local community.

Keywords: UMKM, cassava, cantir crackers.

INTRODUCTION

Cassava is one of the staple foods of Indonesian society besides rice and sago. Many processed foods are made from cassava, including chips, tape, getuk, combro, flour, cantir crackers and others. Cassava with the name manihot utilissima is a plant that can grow and develop in any type of land. Processed foods made from cassava are also very popular with various groups of people. One of them is in Ciparahu Hamlet, Dayehluhur Village, Dayehluhur District, Cilacap Regency, Central Java Province, which is a large cassava producing area, so the selling price of cassava in Daeyuhluhur Village is quite low.

Cantir crackers are processed cassava-based crackers in the form of crackers which are processed again with other ingredients such as wheat flour, aci flour and other spices like a cracker. Cantir crackers processed by Mrs. Yani are one of the MSME sectors that are trying to develop and increase the economy, especially for the Ciparahu Hamlet area.

The Micro, Small and Medium Enterprises (MSMEs) development program as an instrument to increase people's purchasing power will eventually become a safety valve from a monetary crisis situation. MSME development is very strategic in driving the national economy, considering that its business activities cover

almost all business fields so that MSME's contribution is very large for increasing the income of low-income groups.

METHOD

The type of research used is descriptive qualitative and observation in which a technique that describes and interprets the meaning of the data that has been collected by paying attention and recording as many aspects of the situation under study at that time as possible, so as to obtain a general and comprehensive picture of the actual situation (Kriyantono , 2007). According to Moleong (2010) using the descriptive method means that researchers analyze the data collected which can be in the form of words, pictures and not numbers. The data may come from interview scripts, field notes, photos, videos of making cantir crackers, personal documents, notes or memos and other official documents. The subject of this study is the owner, the data collected by the researcher is based on the information obtained when meeting directly with informants or product owners.

The implementation of this community service activity was carried out by Ciparahu Hamlet, Dayeuhluhur Village, Dayeuhluhur District, Cilacap Regency, Central Java Province. This service is held from 10 August to 12 September 2021. The target of this service is the residents of Ciparahu Hamlet, especially Mrs. Yani who produces processed home-cooked food in the form of cantir crackers. The community service method is to help develop residential processed products in Ciparahu Hamlet, especially Mrs. Yani's cracker products, starting from changing packaging, marketing methods and applying product logos. This service program is an effort to develop local products in Ciparahu Hamlet.

The implementation of this community service activity consists of several stages as follows:

- Preparation Stage

At this stage the researcher visited the location of Mrs. Yani, the owner of the product, to make observations related to the product.

- Implementation Stage

At this stage the researcher changed the product packaging, provided a product logo, and added input in a marketing for the product.

- Evaluation Stage

In this stage the researcher evaluates the extent of the changes that have occurred in developing the product.

RESULT AND DISCUSSION

Based on the results of research we conducted in Ciparahu Hamlet, this study used a qualitative approach. Where this research uses a natural setting which means interpreting the phenomena that occur and is carried out by involving existing methods. The focus in this research is:

Development of Micro, Small and Medium Enterprises (MSMEs) through external parties and internal parties in the "cantir crackers" business in the village of Dayeuh Mulia, internal development including:

Packaging

The researchers changed the cantir product packaging which originally used plastic bags and changed to use transparent white plastic of various sizes as shown in the figure 1.



Figure 1. Picture of cantir packaging before and after changing

Labeling

The researcher made a label on the product, which initially the cantir product did not use a label. By entering several explanations such as product name, composition, storage suggestions, address slogan and ordering contact which can be seen in the figure 2 and 3.



Figure 2. Cantir cracker label design



Figure 3. Cantir cracker packaging

Marketing

Previously, the product was only marketed around Ciparahu hamlet, the researchers sought marketing by utilizing social media, namely WhatsApp and Instagram, to introduce cantir products to people outside Ciparahu hamlet.

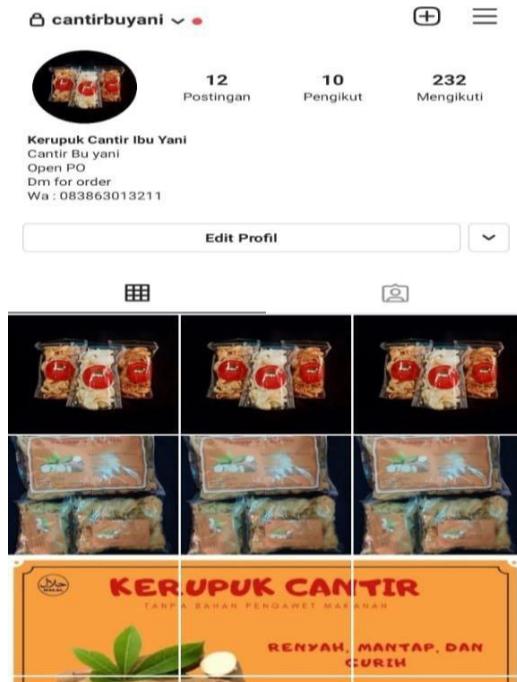


Figure 4. Cantir Crackers Instagram Social Media

Development externally, namely with assistance from the village including: wok, winnowing pan, and cassava grinder, which are very helpful in processing Ibu Yani's cantir crackers.

The existence of UMKM cannot be avoided by the nation's society at this time because their existence is very useful in terms of distributing people's income. In CHAPTER 1 Article 1 of Law no. 20 of 2008

concerning micro, small and medium enterprises (UMKM), the meaning of what is meant by Micro, Small and Medium Enterprises is:

- Micro-enterprises are productive businesses owned by individuals and individual business entities that meet the criteria for micro-enterprises as regulated in this Law.
- Small business is a productive economic enterprise that stands alone, carried out by an individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled, or becomes a part either directly or indirectly of a medium or large business that fulfills the following requirements: the criteria for small businesses as referred to in this law.
- Medium Enterprises are productive economic enterprises that are independent, carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or Large Businesses with a total net worth or annual sales proceeds as stipulated in this Law.

The Micro, Small and Medium Enterprises (UMKM) development program as an instrument to increase people's purchasing power will eventually become a safety valve from a monetary crisis situation. UMKM development is very strategic in driving the national economy, considering that its business activities cover almost all business fields so that UMKM contribution is very large for increasing the income of low-income groups.

In the process of developing a business, there are obstacles, one of which is in the process of developing the cantir cracker UMKM business, namely Human Resources and weather. Mrs. Yani's cantir cracker business does not have permanent employees, she only seeks assistance from her family and children, which becomes a separate obstacle if there are many orders.

Cantir crackers are processed cassava-based crackers in the form of crackers which are processed again with other ingredients such as wheat flour, aci flour and other spices like a cracker. The steps for making cantir crackers include:

- Cassava is grated, then squeezed and dried in the sun
- After drying, the cassava is mixed with the addition of flour, aci flour and spices until smooth.
- After the smooth dough is boiled wrapped in banana leaves
- Then after cooking, drain it overnight, and the next day it is cut into pieces according to size
- The last step after cutting the cantir crackers is drying in the sun to dry.

The cantir crackers processed by Mrs. Yani in the Ciparahu hamlet are hereditary preparations which were originally only used as food in her family, but over time many people liked the cantir crackers processed by Mrs. Yani. This is what made Mrs. Yani develop and sell their products until they are known today. Besides the delicious taste, cantir crackers also have a lot of nutrition. Cassava is a carbohydrate substitute for rice which almost everyone knows about, a plant that can grow in almost any type of soil.

This makes cassava easy to bear fruit, one of which is in Ciparahu Hamlet, where the majority of the farming community, the average population, has land fertilized with cassava plants, which makes cassava prices decrease. because of the many results. Cassava plants have many benefits including:

- The shoots and leaves that are young and soft contain protein, fat, carbohydrates, vitamins A and B1, which can be used as fodder for animals (goats, cows, silkworms and others) after they wilt. If it has been boiled and anointed, it will become a delicious and delicious vegetable. Freshly picked cassava/cassava leaves contain a lot of Hydrocyanic Acid (HCN) so they are poisonous. Therefore, before consuming cassava/cassava leaves, they must be withered or soaked to reduce the toxic levels of HCN.
- The stems can be used for seeds or when they are dry they can be used as firewood.
- The hump (base of the stem) is also good for firewood. d. The roots can grow into tubers which can be processed into cassava or various other processed foods.

When viewed from its nutritional content, cassava/cassava has a fairly complete nutritional content needed by the body, which can be seen in the table below with several preparations of cassava and its contents:

Table 1. Composition of Processed Food Ingredients for Cassava or Cassava

No	Kandungan	Umbi	Gaplek	Tepung	Tapioka	Daun
1	Protein (kal)	146	838	363	362	73
2	Protein (g)	1,2	1,5	1,1	0,5	6,8
3	Lemak (g)	0,3	0,7	0,5	0,3	1,2
4	Karbohidrat (g)	34,7	81,3	88,2	86,9	13,0
5	Kalsium (mg)	33	80	84	0	165
6	Fosfor (mg)	40	60	0	0	54
7	Besi (mg)	0,7	1,9	1,0	0	2,0
8	Vit A (si)	0	0	0	0	11.000
9	Vit B1 (mg)	0,06	0,04	0,04	0	0,12
10	Vit C (mg)	30	0	0	0	275
11	Air (g)	62,5	14,5	9,1	12,0	77,2

It can be seen from the table above that processed cassava has several good ingredients for consumption, one of which is the cantir cracker Mrs. Yani from Ciparahu Hamlet.

CONCLUSION AND SUGGESTION

Cassava is one of the staple foodstuffs of the Indonesian people besides rice and sago, in addition to having a lot of nutritional content, cassava can also be processed into various kinds of preparations, one of which is crackers cantir which is managed by Mrs. Yani in Ciparahu Hamlet, who seeks to develop a business that leads to to UMKM in helping to develop the economic sector, especially for their own regions.

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