

## Optimization of Various Flavors of Cashew Nut Processing to Increase The Sales Value of Cashew Nut in Krandegan, Sidorejo, Jatisrono, Wonogiri

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### ABSTRACT

Cashew nuts are one of the leading commodities in Krandegan Hamlet, Sidorejo, Wonogiri. Some people sell cashew nuts in raw form for Rp. 115,000,-/kg. Farmers also still use the traditional method of marketing cashew products, namely selling them to the market. This causes many other expenses such as transportation and consumption when selling garden products. This service uses the Asset Based Communities Development (ABCD) method. Assistance to cashew farmers is provided by providing training in making processed cashew nuts. The results of the service showed an increase in the price of cashew nuts after being processed with various flavors. Optimizing the processing of various flavors of cashew nuts can increase the selling value of cashew nuts in Krandegan, Sidorejo, Jatisrono, Wonogiri. Farmers have also started marketing cashew nuts through digital marketing.

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## INTRODUCTION

Indonesia is one of the best quality cashew nut producers and exporters with a 1.2% share in the global market. This is very far from being compared to Vietnam as the world's main exporter of cashew nut controlling 34.07% of the global export market. (Mani & Yudha, 2021) Cashew nuts are a commodity that has not been widely processed consumed by the public even though it tastes delicious and has many benefits many things from a health perspective. This is due to the price of processed cashew nuts especially in the form of cashew nuts, the price is quite expensive so only consumed by people with middle to upper purchasing power. The consumption of Indonesian cashew nuts in processed form in Indonesia is very high various starting from the most famous and much sought after cashew nuts to other processed forms in the form of syrup, wine, jam, shredded meat and dodol. Cashew consumption released by the Central Statistics Agency (BPS) in form of cashew nuts, but the data is not released every year so Estimation is carried out using the Double Exponential model time series method Smoothing (DES) and selecting the best model from estimation results with values The smallest MAPE and the suitability of the plot of estimation results with historical data.(Rohmah, 2022)

In the past, a fairly effective sales technique for products such as cashew nuts was to offer them directly from door to door, entrusted to stalls, shops and traditional markets. (Redaksi AgroMedia, 2007)

Cashew is one of the leading commodities in Krandegan Hamlet, Sidorejo, Wonogiri. The average community has cashew trees with agricultural yields that are not uniform. Apart from that, cashew farmers also meet their stock needs by buying from cashew stalls selling cashew nuts (either native Wonogiri cashews or from outside the island).

Farmers also still use the traditional method of marketing cashew shelled products by selling them to the market. Thus, there are many other expenses such as transportation and consumption when selling garden products. Through community service, making various processed cashew flavors is hoped to provide a great opportunity for cashew farmers to increase sales value, especially during the Covid-19 pandemic. Apart from that, socializing the importance of involving IT is expected to open up opportunities for farmers to increase sales because it can be accessed globally.

What are the steps to optimize the production of various flavors of cashew nuts to support the economy of the people of Krandegan Hamlet, Wonogiri? This assistance uses the Asset Based Communities Development (ABCD) method which prioritizes the potential possessed by the Krandegan hamlet community, namely cashew. Cashew has local potential as a livelihood for the people of Krandegan hamlet.

The ABCD approach allows communities to build their villages with the strengths that already exist in the community without relying on help from outside parties. (Afandi, Agus, et al. 2022) According to (Dureau, 2013) the ABCD method has five key steps for carrying out the mentoring research process, including:

### 1. Discovery (Discover)

The process of finding problems in the cashew farming community was carried out through interviews. In the interview process, cashew farmers talked about unstable selling prices and sales costs that were not in accordance with the initial processing power before the cashews were sold or kacip.

### 2. Dream (dream)

Dreaming of seeing the future with full creative power to realize cashew as the local potential of Krandegan Village to become an international food that is able to compete on the international stage. Next, design an innovation activity for various cashew flavors so that it is accepted by all levels of society, thereby increasing sales value.

### 3. Design (designing)

Designing is a process where individuals or communities design various activities that can increase sales value. In this case, the companion collaborates with one of the cashew farmers who has successfully developed a business by selling cashews of various flavors to become a cooking trainer for other farmers.

The companion designed how to make the various flavors of cashews known throughout the world so as to increase selling value by utilizing digital platforms.

### 4. Define (Determine)

The cashew farming community of Krandegan Village affirms the goals they want to achieve to get what they dream of. Determining when is the time to learn how to make various flavored cashews, when is the time to learn digital marketing.

### 5. Destiny (Do)

The most important step is to carry out the activities that have been agreed to fulfill the people's dream of utilizing the asset, namely cashew.

The servant refers to the ABCD method by finding strength and potential in Krandegan, Sidorejo, namely that some farmers produced cashew nuts. But they are still selling cashew nuts in raw form. Farmers also still use traditional methods of marketing their products by selling them to the market. The dream of this service is to increase the selling value of cashew nuts in the village. The service members create activity plans that can support the achievement of this dream with training and mentoring. After determining the activity plan and schedule, it is then carried out at the service location.

## RESULTS AND DISCUSSION

The dominant raw form of cashew export is not benefiting farmers, processing industry and the government (central and local). The loss potential lost opportunity to obtain economic value added, the amount of Rp 1.8 to 2.9 trillion per year. Opportunity comes from the processing of cashew nuts and CNSL. This product price is stabilize, the market outlook is still very open, both domestic and international markets. Demand for exports and growing domestic market, it should be an incentive for farmers, processing industry, and government to exploit its full potential. Besides the increase farmers' income, this step will open new employment opportunities in rural as well as opportunities increase foreign exchange. This potential will only materialize if the processing performed by the industry to involve farmers as partners. (Listiyati dan Bedy Sudjarmoko, 2011).

Similar community service has been carried out (Kurniawan et al., 2020). This community service activity aims to increase the selling value of processed cashew seed products in Gumantar Village, North Lombok Regency. The increase in sales value is carried out by processing cashew seeds into ready-to-eat food products into original flavored cashews, balado flavors and also chocolate flavors. The method of activity carried out is by doing survey, training, mentoring and evaluation.

In order to resolve the problems in part 1, the community service team created a structured schedule. The schedule agreed by the team is as follows.

#### 1. Discovery

The author discovered the problem through interviews conducted when the author became a cashew reseller, then found that only one village sold and produced cashews of various flavors, namely Mr. Iwan Firman's family, the others were just ordinary cashew farmers and tasters.

## 2. Dream

Together with Mr. Iwan Firman, the author dreams of Krandegan hamlet becoming a center for cashews of various flavors and cashew farmers benefiting from economic improvement from selling cashews.

## 3. Design

On November 27 2022, after discovering the problem, dreaming together was carried out to determine several things, including: 1). Permit to carry out community service by the local RT., 2). Determine the number of people who are able to take part in the training from start to finish., 3). Determine the time, date and place where the training will be held. 4). Make calculations of the tools needed by community service participants.

## 4. Define

After carrying out negotiations and carrying out administrative requirements in the form of a community service permit, the team obtained permission from the local RT to carry out community service for 15 participants. Participants are residents of Krandegan, Sidorejo, Jatisrono, Wonogiri. Limiting the number of participants is necessary because it adjusts to the community service finances awarded to the community service team. The participants were dominated by cashew peeling craftsmen in the community service partner arena.

## 5. Destiny

On October 31 2022, a meeting was held with Community Service Partners at the residence of Irwan Firman, M.S. and Nur Hidayati, M.Kes. Community service activities are carried out with the local community, namely in Krandegan, Sidorejo, Jatisrono, Wonogiri hamlets. Family of Irwan Firman, M.S. being a collector of peeled cashews from several families in Krandegan Hamlet. So far, other families only sell raw or fried cashews every day, both during Eid and outside Eid.

The partner family or Irwan Firman has experience in making cashews of various flavors and sells them only during the month of Eid. It has been proven that the processed cashews with various flavors that they sell during the Eid period have been able to increase the cashew sales turnover. For this reason, we facilitate the experience of our mentors to be passed on to the community in order to gain additional income through diversifying cashew flavors. Partners provide material in a structured, coherent manner and documented by photos and videos. The community has been enthusiastic since the training at the first meeting and regularly visits the training location.

On November 10 2022 Training 1 Introduction to Various Flavored Cashew Raw Materials. The raw materials for various flavors of cashew are basically easy to obtain, only the measurements and cooking methods need to be paid attention to by participants. During the training, the participants agreed to make various flavors, namely sweet and spicy cashew, chocolate, blueberry, taro, cheese and melon.

The mentor's experience of making processed cashews with various flavors was immortalized through documentation and short material during the lesson. A special meeting is required before the participants try making cashew dishes of various flavors in the kitchen provided at the mentor's house. This session also provides participants with the opportunity to ask the mentor about things that are not clear. Mentors also provide guidance if they fail once or twice while practicing, hopefully this will not dampen the participants' enthusiasm to continue experimenting. The mentor also said that at first he failed several times and finally he was able to find the rhythm of measuring spices, how long it takes to cook in the oven, and so on. Participants were enthusiastic and asked many small questions, including the use of natural colors and food coloring ingredients that are suitable for health. Questions related to health also received more or less responses from the presenters to use natural coloring ingredients such as chilies for a sweet, spicy red color, and others to ensure they remain safe for consumption. Coincidentally, the mentors in this training event were academics in the field of family health.

On November 17 2022, Training 2 Cooking Sweet and Spicy Cashews, Chocolate, Blueberries. Community service for making various flavors of cashew in Krandegan Hamlet, Sidorejo, Jatisrono is systematic, enthusiastic and disciplined. Participants take part in detailed training to understand the drying stages of cashews before going through the oven stage. In stage 1 of the cooking training, participants received recipes and how to make sweet and spicy cashews, chocolate and blueberries. The description and tutorial for all three are documented in the video. Meanwhile, some of the requirements for making these three flavors are as follows.

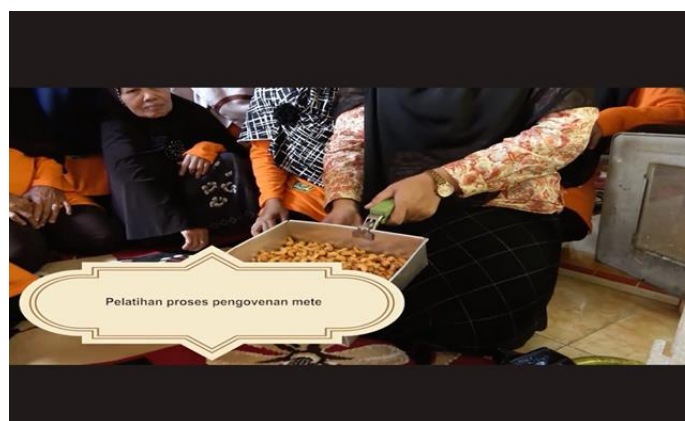
**TABLE 1.** Recipes for Sweet Spicy Cashew, Chocolate Cashew and Blueberry Cashew

Sweet Spicy Cashew	Chocolate Cashew	Blueberry Cashew
Sweet Spicy per 10 kg	Chocolate per 10 kg	Blueberries per 10 kg
Large red chilies 600 gr	Sugar ½ kg	Sugar ½ kg
Garlic 20 grains	Chocolate powder/ Milo/	Blueberry powder/ Blueberry
Cayenne pepper 200 gr (to taste)	chocolates/similar	flavored pop ice or similar
Sugar 1 kg		
Orange leaves 1/4		
Salt to taste		
Seasoning to taste		



**FIGURE 1.** Participants take part in training in processing various flavored cashews

The picture above shows the solidarity of the participants taking part in the training using the dress code that was agreed upon during the training. Participants enthusiastically asked for details regarding the processing of various flavored cashews. Participants also actively take turns trying to cook various flavors and ask questions about minimizing the risk of failure, namely being too sweet or the spices burning and so on.



**FIGURE 2.** Participants take part in cashew roasting process training.

Participants take turns trying the process of roasting cashews of various flavors. This process is considered the most important and takes quite a long time because it uses a stove oven with a capacity of two kilograms per process. Stove ovens are much more effective and affordable compared to electric ovens.

On 20 November 2022 Training 3 Cooking Cashew Taro, Cheese and Melon. The training in making various flavored cashews continues with the cooking stage of the next three types of flavors, namely taro, cheese and melon flavored cashews. The stages of making these three flavors have also been neatly documented in a video compiled by the documentation team. The ingredients for these three flavors are as follows.

**TABLE 2.** Recipes for Taro Flavored Cashew, Cheese Raspberry Cashew and Melon Flavored Cashew

<b>Taro Flavored Cashew</b>	<b>Cheese Raspberry Cashew</b>	<b>Melon Flavored Cashew</b>
Cashews per 10 kg	Cashews per 10 kg	Cashews per 10 kg
Sugar ½ kg	Sugar ½ kg	Sugar ½ kg
Taro powder / Taro flavored pop ice	Cheese flavored powder or similar	Melon Powder / Pop ice with melon flavor or similar



**FIGURE 3.** Product variation

The picture above shows the process of cashews that have gone through the cooking and oven stages according to each taste. After cooking according to the planned taste, the mentor carries out an evaluation and provides direction to minimize cooking failures. It wasn't immediately successful, there were some dishes that burned and had to be repeated until they were successful according to the standards set by the mentor. However, the participants remained enthusiastic and disciplined in following the activity to completion.

After successfully making cashews of various flavors, the next training is the process of packaging the cashews according to the specified taste. Cashews of various flavors, if stored in a tight place such as using a triangular plastic pouch, can last up to 2 months without preservatives. Apart from that, using a standing pouch is also more attractive than using ordinary plastic.

The next process is the packaging of the various flavored cashews as well as the weighing of the various flavored cashews which is carried out by the participants. Occasionally, mentors even provide input so that during the weighing process it is really correct or a few points are exaggerated so that consumers are satisfied with various flavored cashew products. The packaging for various flavors of cashew is divided into several packages, namely 1/4 kg, 1/2kg and 1kg. Meanwhile, the sales standard for various flavors of cashew during the training per kg reached Rp. 140,000 to 150,000/kg.

Mentors also provide input to make the packaging more attractive and can create logos. However, according to the mentor's experience so far, resellers ask for no logo and to put up their own reseller logo. The participants remained enthusiastic about taking part in the training even though it took quite a long time for optimal results and routinely attended according to the schedule agreed with the mentor and STAIMAS community service team.

All stages of community service processing of various flavored cashews in Krandegan, Sidoarjo, Jatisrono, Wonogiri hamlets went as expected even though there were small obstacles. Another event was the handover of several memento cooking tools to support cashew farmers' enthusiasm for continuing their training by practicing independently in their respective homes.

In instilling a culture of innovation in developing local potential (Cashew Nuts) to increase sales value, concrete steps are needed to increase participants' knowledge.

Technological developments make it easier for people to access consumers without looking at geographical boundaries. The mothers who participated in the various flavored cashew processing training tried to understand the various social networks that could be used to market various flavored cashews.

The participants received training from the community service team on how to photograph products, upload them to social networking pages, and offer them to consumers. During the training, the participants also immediately practiced promotions to the wider community, even if they only used WA status. At that time, orders started to come from friends or relatives of the training participants. This is proof that innovation is really needed to increase the selling value of products, especially cashew nuts, to increase selling value during the Covid-19 pandemic or after the Covid-19 pandemic.

Apart from IT training, mentors and the STAIMAS team also try to open market doors to colleagues, friends or consumers. There were many positive responses even from community leaders in Solo Raya. It is hoped that this training will not stop during community service but will be continued by participants to increase the selling value of cashews. Digital marketing is important in digital era. This is also supported by (Anggapratama et al., 2023), state that digital marketing media has the potential to create marketing strategies that enable farmer groups to monitor and meet the needs and preferences of potential customers, besides being able to assist customers in obtaining information from anticipated products. The other article state that the strategy that must be applied in this condition is to support an aggressive growth policy (growth oriented strategy). The right alternative strategy is to combine aspects of digital marketing such as content marketing, blogs, search engine optimization, social media marketing and branding with community empowerment such as training, demonstrations and mentoring. (Priasti et al., 2022)

## CONCLUSION

Through training in processing cashews of various flavors in Krandegan, Sidorejo, Jatisrono, Wonogiri hamlets, this has become a real and applicable example of community empowerment. After this training, the community understands that the increase in selling value is quite significant, namely an increase of Rp. 30,000 to 35,000 per kg if cashews are sold in various flavors. Moreover, if production is carried out on a large scale, the profits obtained will also increase.

The importance of digital literacy, partnering with experts, and sharing experiences are very necessary in order to realize innovation. It has been proven that experts are not stingy in sharing their knowledge, people are enthusiastic and the use of IT can immediately show a response from consumers, so that it becomes a stimulant for people to continue working with various local materials including cashew. In this section we welcome you to include a summary of the end results of your research. Font should be Arial Nova, 10 pt.

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