

Innovation in Cavendish Banana Chips Processing: Business Opportunities and Digital Marketing

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ABSTRACT

In Sumberanyar Village, Nguling District, Pasuruan Regency, there is a significant potential for Cavendish bananas that has not been fully optimized. This study aims to analyze the potential and challenges in the cultivation and processing of Cavendish bananas into banana chips in Sumberanyar Village, and to identify innovations that can be implemented to increase the value-added of this product. Additionally, this research aims to examine the role of the Asset-Based Community Development (ABCD) approach in empowering the village community. The methodology used in this research is the ABCD approach, which focuses on identifying and utilizing local assets for community economic development. This study involved banana processing workshops and digital marketing strategy development. Data was collected through interviews, observations, and surveys, and then analyzed to develop a comprehensive strategy for increasing product value-added and digital marketing. The research results indicate that innovation in processing Cavendish bananas into banana chips, supported by effective digital marketing, has the potential to improve the economic welfare of the village community. The conclusion of this study is that the application of the ABCD approach is effective in empowering the village community through product innovation and digital marketing, ultimately increasing the income and welfare of local people. Recommendations for further development include advanced training, product diversification, and optimization of digital marketing.

ARTICLE INFO

Article History:

Submitted/Received 6 Aug 2024

First Revised 5 Sep 2024

Accepted 6 Sep 2024

First Available online 21 Oct 2024

Publication Date 21 Oct 2024

Keyword :

Innovation

Digital Marketing

Cavendish Banana

INTRODUCTION

Innovation is an essential element in every aspect of life, including business, education, technology, and society. As time progresses rapidly, innovation is not merely an option but a necessity for individuals, organizations, and communities to survive and thrive. The term 'innovation' originates from the Latin word 'innovatio,' which means change and renewal, as well as from 'innovo,' which signifies transformation or rejuvenation. Innovation is defined as a novel change that leads to improvement. Therefore, innovation involves introducing new methods or techniques into processes, resulting in successful transformations in both social and economic domains. The process of renewal is the driving force behind the technological advancements enjoyed by everyone today. Objects, ideas, or even new practices absorbed and developed by a group of people are referred to as innovations (Margareta and Eka Liliani 2023).

Innovation is categorized into several types, and one of them is product innovation. Product innovation involves the development of new goods or services that provide added value to consumers (Purwanto, 2023). Product innovation doesn't only mean creating something entirely new; it can also involve improvements or modifications to existing products to meet the evolving needs and preferences of consumers. This applies to the food industry as well, where consumer demands are increasing, including for processed banana products.

Banana is a tropical fruit that is very popular and easily found in Indonesia. Bananas come in various types and sizes, and they are rich in essential nutrients. This fruit is abundant in vitamins, minerals, and fiber, making it excellent for overall health. The Cavendish banana is one of the most popular varieties due to its soft texture, pale yellow to white flesh, and bright yellow skin when ripe. Bananas are highly favored by the Indonesian community due to their sweet and refreshing taste. Cavendish bananas contain various essential nutrients such as vitamin C, vitamin B6, potassium, and dietary fiber. The vitamin C content in bananas helps boost the immune system, while vitamin B6 plays a crucial role in protein metabolism and brain function. Potassium is a vital mineral for heart health and maintaining normal blood pressure, and dietary fiber supports healthy digestion. Typically, Cavendish bananas are consumed fresh as a fruit. They are often chosen as a healthy snack because they are convenient and require no special preparation (Basiri, 2024).

Although often consumed fresh, the potential of this fruit to be further processed into high-value products has recently been explored more deeply. In the village of Sumberanyar, Cavendish bananas were previously known only as raw products sold in their fresh state. The lack of innovation in processing has limited the market value of these bananas. Currently, Cavendish bananas are only sold as fresh fruit. Therefore, innovation is needed to transform Cavendish bananas into banana chips.

Innovating Cavendish bananas into banana chips is an excellent choice because it adds significant value to this abundant agricultural product. Cavendish bananas are known for their sweet taste and soft texture, but they have a limited shelf life. By processing them into chips, the product's shelf life can be dramatically extended, allowing for broader distribution. Additionally, banana chips have substantial market potential as a snack enjoyed by people of all ages. However, in the village of Sumberanyar, this innovation for Cavendish bananas has not been implemented at all. Yet, the Cavendish bananas in Sumberanyar hold great potential and could be optimally utilized to improve community well-being and strengthen the local economy.

The development of village potential is a process with the goal of utilizing and optimizing existing resources in the village to improve the well-being of the community and their quality of life. This involves various aspects, ranging from the management of natural and human resources to infrastructure development and skill enhancement. In the present era, many communities tend to overlook the potentials within their own villages, even though paying attention to and understanding these potentials could lead to village growth and recognition. Effective village potential development results in self-reliant, competitive, and prosperous villages that can face various challenges that may arise in the future.

Desa Sumberanyar is one of the villages located in Nguling Subdistrict, Pasuruan Regency, East Java. This village has natural resources potential, particularly in the agriculture and plantation sectors, one of which is the Cavendish banana. Through the Village Food Security Program in Sumberanyar, Nguling Subdistrict, for the fiscal year 2022, the Village Government allocated funds for cultivating 600 Cavendish banana seedlings. Starting in April 2022, land management and seedling planting were carried out by empowering local farmers. Currently, the banana trees have started to bear fruit, and traders have begun to make offers. The future prospects for banana cultivation remain promising because the market demand for Cavendish bananas remains high and is widely sought after by the community. Cavendish bananas are not only sold in traditional markets but also in large supermarkets such as Indomart and Alfamart. (*Membaca Peluang Ekonomi Melalui Budi Daya Pohon Pisang Cavendish - Desa Sumberanyar, 2024*).

The challenges related to Cavendish bananas in Sumberanyar Village include a lack of innovation, resulting in the bananas being sold only as fresh fruit without value-added processing such as banana chips. Additionally, there is a limitation in the skills of the local community, which requires training or workshops to effectively develop and manage processed banana products. Furthermore, local micro, small, and medium-sized enterprises (UMKM) struggle to leverage digital marketing technology, leading to suboptimal market reach and product awareness. According to information from the Village Secretary (Pak Sekdes), no one has yet dared to create processed products using Cavendish bananas.

To address these challenges, the Asset-Based Community Development (ABCD) approach can be applied. This approach emphasizes empowering the community by leveraging existing local assets and potential. In this context, training programs and workshops would focus on developing community skills in processing Cavendish bananas into banana chips and utilizing digital marketing technology.

In the context of innovating Cavendish bananas into banana chips in Sumberanyar Village, there are several types of innovations that can be applied to enhance the product's value and competitiveness. Product innovation can involve creating banana chips with various flavors, such as savory and sweet, which initially were just regular Cavendish bananas. This can attract a broader consumer base. Additionally, marketing innovation is crucial for introducing Cavendish banana chips to a wider market. Digital marketing strategies through social media, e-commerce platforms, and attractive packaging can help boost sales. Furthermore, organizational innovation, in the form of training and skill development for the local community, can strengthen production capacity and business management for banana chip processing.

Therefore, this initiative aims to create a distinctive local souvenir from Sumberanyar and develop the potential of micro, small, and medium-sized enterprises (UMKM) in this village. Through the training scheduled for July 11, 2024, it is hoped that the community will acquire the skills and knowledge needed to produce banana chips. Consequently, this effort can boost the local economy and create new job opportunities. The workshop not only aims to enhance the value of local products but also supports the economic development of the local community through product diversification and mastery of digital marketing technology.

The purpose of writing this article is to analyze the potential and challenges faced in cultivating and processing Cavendish bananas in Sumberanyar Village. Additionally, it aims to identify various innovations that can be applied to enhance the value-added of this product, such as transforming it into banana chips. The article also explores the role of the Asset-Based Community Development (ABCD) approach in empowering the community of Sumberanyar Village to develop local micro, small, and medium-sized enterprises (UMKM). Furthermore, it provides insights into effective digital marketing strategies to improve visibility and sales of processed Cavendish banana products. Through this analysis, a comprehensive plan for training and empowering the community can be formulated, ultimately boosting the local economy and creating new job opportunities in the village.

METHOD

In this research, the method used is the Asset-Based Community Development (ABCD) approach, which aims to explore innovations in processing Cavendish banana chips and identify business opportunities and effective digital marketing strategies. Simply put, the ABCD approach can be defined as empowering the community based on local assets within a specific area. These assets are then developed to address the challenges present in the empowerment location (Habib 2021). This approach views the community as a valuable asset for the village. Existing community groups in the village, such as the Village-Owned Enterprises (BUM Desa), the PKK (Women's Empowerment and Family Welfare Organization), farmer groups, and youth groups, are considered valuable assets. Once various community groups with abilities or potential are identified, they are given opportunities to develop and be empowered to create products that have both social and economic value.

In this context, the term 'asset' refers to the potential possessed by the community. The wealth or potential of the community can be harnessed for empowerment programs. Assets such as intelligence, creativity, compassion, and solidarity are some examples of what community members can possess. Additionally, assets can also come from natural resources, such as beautiful landscapes, fertile land, fish-producing coastlines, or sand-yielding rivers (Habib 2021).

This research begins with the identification of local assets, which involves mapping the existing resources within the community. This includes assessing the presence of Cavendish banana farmers, raw material suppliers, and relevant workforce facilities and skills. Subsequently, product innovation is developed through market trend analysis and the creation of a prototype for banana chips using innovative processing methods. The prototype is then tested in the market to gather consumer feedback. The research further extends to digital marketing strategies, where various digital platforms such as social media, websites, and e-commerce are analyzed to determine the most effective marketing channels. Engaging marketing content, including photos, videos, and online advertising campaigns, is designed and implemented. Ongoing evaluation through performance monitoring and data analysis—such as sales and customer engagement—assesses the effectiveness of the strategies and allows for necessary adjustments. Data collection techniques include interviews, focused group discussions, observations, and surveys to obtain both qualitative and quantitative information. The research findings are compiled into a report that presents insights on processing innovations, business opportunities, and recommendations for more effective digital marketing strategies.

According to the Republic of Indonesia Law Number 3 of 2024, the aim is to provide recognition, honor, clarity of existence, preserve customs, traditions, and the culture of Village Communities, as well as encourage community participation in developing the village's potential for collective well-being. Armed with this law, community service endeavors take small steps to develop the village's potential for the welfare of its residents, utilizing the Asset-Based Community Development (ABCD) approach. This involves workshops on processing Cavendish bananas and digital marketing, guided by the following principles (Tim Penyusun KKN ABCD 2017) :

1. Half full and half empty

- Half-filled refers to assets, capacities, and community assets.
- The term "half-empty" refers to deficiencies and existing problems.

The main principle in community service programs based on assets is to change the community's perspective about itself. Instead of solely focusing on deficiencies and problems, attention is given to what they possess and what they can achieve. (Tim Penyusun KKN ABCD 2017). The principle of 'half-full' means focusing on the potential or assets within the community. By doing so, community service can instill values of optimism, pride, and self-reliance (Tim Penyusun KKN ABCD 2017). This moment represents the very essence of conducting workshops on Cavendish banana processing and digital marketing using the ABCD

approach (*Asset Based Communiy Development*). In Sumberanyar Village, Nguling Subdistrict, Pasuruan Regency, the focus is on the assets possessed by the local community. These assets include the PKK (Women's Empowerment and Family Welfare Organization) members and micro, small, and medium-sized enterprise (UMKM) entrepreneurs in Sumberanyar Village who are enthusiastic about increasing family income. Additionally, there are Cavendish banana plantations in Sumberanyar Village.

2. (*No body has nothing*).

Every human being born on this Earth indeed possesses unique strengths and potential. As the Quranic verse in Surah Al-Imran (3:191) beautifully expresses, "The intelligent person is one who recognizes their own abilities, and no creation of God is insignificant on this Earth." This interpretation reminds us that each individual harbors the capacity for positive change. In the context of the workshop on Cavendish banana processing and digital marketing using the ABCD approach in Sumberanyar Village, Nguling Subdistrict, Pasuruan Regency, I wholeheartedly agree that Sumberanyar Village holds the asset of Cavendish bananas a resource that can be further developed through various creative processes.

3. (*Participation and Partnership*)

Participation in the workshop on Cavendish banana processing and digital marketing using the Asset-Based Community Development (ABCD) approach begins by examining issues, assessing, making decisions, and providing solutions. This involves contributing ideas, thoughts, financial details, time, and resources during the workshop. The participation of groups such as mothers (*ibu-ibu*) and micro, small, and medium-sized enterprise (UMKM) owners includes attending the workshop, offering opinions or engaging in discussions related to marketing, and participating in the evaluation of activities. Through this process, there is interaction with stakeholders, all working toward the common goal of increasing family income.

4. *Positive Deviance*

Positive deviation is crucial in community empowerment based on assets and strengths. The steps involved include the following (Selasi et al. 2021) :

- Define : Ensuring that Cavendish banana products can be developed by the PKK mothers and UMKM entrepreneurs.
- Determine : Conducting observations during data collection: identifying positive deviations within the community of Sumberanyar Village, Nguling Subdistrict, Pasuruan Regency.
- Discover : The fundamental issue discovered is that the Cavendish banana plantations yield abundant fruit, yet no one has processed them into products.
- Design : Let's design a program that combines the strengths of both Cavendish banana processing and digital marketing.

5. *Endogenous*

Assets are the building blocks of community development, originating from the community itself. Sumberanyar Village possesses assets such as its Cavendish banana plantations.

6. *Heliotropic*

Energy sources represent the grand dreams held by communities to create positive change. The process of developing micro, small, and medium-sized enterprises (UMKM) through the transformation of Cavendish bananas into banana chips a unique local souvenir from Sumberanyar Village, Pasuruan follows several steps, including:

Problem Identification

The identification of problems is the first step in this micro, small, and medium-sized enterprise (UMKM) development process. Based on observations and interviews, the researcher identified several

issues in Sumberanyar Village, Pasuruan. These problems include the abundant local resources available in Sumberanyar, such as the Cavendish banana plantations, which have not been fully utilized. Additionally, there is a lack of knowledge among the human resources, leading to insufficient skills for generating adequate income from the existing potential in Sumberanyar Village.

Action Planning Trough Training Activities

To plan our actions, the researcher conducted field observations to assess the existing potential in the village. Through these observations, the researcher gathered data. Notably, in 2022, as part of the food security program, there was an empowerment initiative involving 600 Cavendish banana seedlings cultivated on village-owned land for management by community groups (PokMas). However, until now, Cavendish bananas have only been sold as fresh fruit, without any processing into value-added products. Subsequently, the researcher analyzed the UMKM (micro, small, and medium-sized enterprises) development needs in Sumberanyar Village, focusing on training and gauging interest in the proposed plan. This assessment was carried out through a focused group discussion (FGD) held on July 4, 2024, at 10:00 AM. Participants included village officials such as the Village Head, academic advisors, the PKK Chairwoman, and the Posyandu Coordinator. Following this, the researcher conducted a training session on processing Cavendish bananas into banana chips on July 11, 2024, at 8:00 AM, with 20 participants.

Implementation of Training Activities

The training session took place on July 11, 2024, at 8:00 AM. It was attended by the Village Head, academic advisors, 10 members of the PKK (Women's Empowerment and Family Welfare Organization), 3 UMKM entrepreneurs, and 5 youth from the village or Karang Taruna. The researcher observed that the participants were highly enthusiastic during the training. The training on processing Cavendish bananas into banana chips covered several stages, including preparation and introduction to tools and materials, a brief demonstration of the processing process, the actual banana chip production, and discussions on direct and online marketing strategies via social media.



FIGURE 1. Introduction to tools and materials



FIGURE 2. Brief demonstration of the processing procedure



FIGURE 3. Processing of Cavendish bananas into chips



FIGURE 4. Presentation of material relate to ptoduck marketing (digital marketing)

Evaluation of Training Activities

An evaluation of the training activities revealed that during the Focus Group Discussion (FGD) process, many residents of Sumberanyar Village were still unaware of the processing of Cavendish bananas into chips because they believed the process was different. This was evident from several questions posed by participants to the facilitator regarding the processing, composition, and market value of the Cavendish banana chips. However, after the training activities were conducted, the community became informed and understood, demonstrating the success of the training. The evaluation also highlighted that the training sessions experienced some delays, which slightly hindered the overall process.

Through this training, participants have experienced several benefits. Initially, they only sold Cavendish bananas as raw fruit without any processing. However, now they have acquired new knowledge and skills in banana processing, which can lead to more economical value. This newfound expertise can be applied and shared with other community members, raising awareness that the potential around them can be optimally utilized as a new source of income to meet their families' needs.

CONCLUSIONS AND RECOMMENDATIONS

The community engagement activities in Sumberanyar Village, Nguling Subdistrict, Pasuruan Regency, using the Asset Based Community Development (ABCD) approach, successfully harnessed local potential, particularly focusing on Cavendish bananas. This program aims to identify, appreciate, and develop existing assets within the community, shifting the community's perspective from deficits to the strengths they possess. The implementation of workshops on Cavendish banana processing and digital marketing demonstrated that valuing local potential, fostering participation and partnerships, and applying positive deviations were key to success. By involving the PKK (Women's Empowerment and Family Welfare) group,

micro, small, and medium-sized enterprises (UMKM) entrepreneurs, and village youth, this initiative not only created value-added products but also enhanced skills and income for the community. Looking ahead, it is advisable to enhance capacity through further training, product diversification, expanding partnership networks, optimizing digital marketing, and conducting regular monitoring and evaluation to ensure sustainability and improved well-being for the community.

To develop the Cavendish banana chips business and enhance digital marketing, several steps are crucial. First, product development should incorporate new innovations to attract more customers. Additionally, optimizing digital marketing involves creating compelling content, such as attractive product photos and convincing customer testimonials. Building strategic partnerships with relevant stakeholders is essential. Lastly, continuous monitoring of marketing performance ensures effectiveness.

ACKNOWLEDGEMENTS

We express our heartfelt gratitude to all parties who have contributed to the implementation of this community service program. Thank you to the Sumberanyar Village Government, Nguling Subdistrict, Pasuruan Regency, for their support and trust in us. We also extend our thanks to the entire community of Sumberanyar Village, who actively participated in this program. Without the support and collaboration of all involved, this program would not have been successful.

We also extend our heartfelt gratitude to the Field Supervisor Lecturer from Sunan Ampel State Islamic University in Surabaya, who provided guidance, opportunities, and support for the implementation of this program. Thank you for all the facilities and guidance provided during the preparation and execution of the activities.

Last but not least, we extend our sincere gratitude to our fellow student volunteers in community service who worked tirelessly and demonstrated high dedication at every stage of this service program. Your collaboration and spirit were key to the success of this program. In closing, may what we have accomplished together continue to bring sustainable benefits to the community of Sumberanyar Village, and may we all be continually inspired to do good for the broader society.

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