



‘Churros’ Product Innovation With Sweet Potato

Muhammad Nawawi^{1*}, Febrianur¹, Annisa Indah Permata¹, Indah Lestari¹

^{1,1} Universitas Sultan Ageng Tirtayasa, Indonesia

muhammadnawawi@untirta.ac.id

Abstrak

Sumber daya alam dan sumber daya manusia kelurahan Sukalaksana sangat potensial. Kondisi tersebut menjadikan alasan untuk menjadikan kelurahan sukalaksana sebagai salah satu desa mandiri secara ekonomi yang ditopang dengan hasil bumi yang beragam. Program pemberdayaan dan pelatihan masyarakat ini bertujuan untuk mengembangkan produk hasil olahan ubi ungu menjadi produk makanan churros yang memiliki nilai tambah yang lebih baik dan dapat menjadikan masyarakat memiliki ekonomi mandiri yang sejahtera, khususnya untuk warga kelurahan sukalaksana, kecamatan curug, kota serang. Setelah program ini dilaksanakan, hasil yang didapatkan adalah pengembangan produk olahan ubi ungu menjadi churros lebih inovatif serta masyarakat sekitar lebih memahami alur produk dari hulu ke hilir dengan memanfaatkan potensi yang ada di sekitar lingkungan.

Kata kunci: churros, ubi ungu, nilai tambah ekonomi

Abstract

The natural resources and human resources of the Sukalaksana village are very potential. This condition is why the Sukalaksana sub-district is one of the economically independent villages supported by various agricultural products. This community empowerment and training program aims to develop sweet potato processed products into churros food products that have better-added value and can make the community have a prosperous independent economy, especially for residents of Sukalaksana Village, Curug District, Serang City. After this program was implemented, the results obtained were the development of processed sweet potato products into more innovative churros. The surrounding community better understood the product flow from upstream to downstream by utilizing the potential around the environment.

Keywords: churros, sweet potato, economic value added.



Introduction

The food business (culinary) is one of the businesses that is currently growing rapidly and has considerable growth potential. There have been many business people who have profited from this culinary business because the marketing strategy used is not appropriate and the quality of service is not optimal (Nawawi et al., 2022). This means that the success of a culinary business in winning the competition is determined by the application of appropriate marketing strategies and good relationships with consumers. Hygienic products are not only owned by big entrepreneurs with modern equipment based on machines and technology.

A good relationship will be created if a culinary business can provide satisfaction to the needs, desires, and tastes of consumers. In addition, customer satisfaction is also an effective source of information for management in improving its services. One way that is claimed by a culinary business to provide satisfaction for its customers is with hygienic products and good service quality (Nawawi et al., 2022). In one of the sub-district in the city of Serang, Sukalaksana, the culinary business began to spread, starting with a home-based snack business with root ingredients. Commodity tubers can be an alternative that has economic value. Many people in Indonesia use tubers as a substitute for rice or as wheat flour. Tubers are vegetable materials obtained from the soil, such as cassava, sweet potato, potato, arrowroot, turmeric, gadung, onion, kencur, ginger, kimpul, taro, gembili, ganyong, yam and so on. These tubers are a source of carbohydrates, especially starch (Zulaikah, 2002) . One of the processed products of these tubers is a snack called churros.

Churros are snacks or snacks that are fried using a dough that is almost similar to the typical Indonesian eclairs dough. Churros are very popular in Spain, France, Portugal, Latin America, and the United States. Churros dough does not use a developer like baking soda. Because wet dough when fried will form a lot of water vapor and inflate the dough (Dinasty et al., 2020). Increasingly popular churros recipe today. Churros are made from local tubers that are fried golden and have a salty or sweet and savory taste. Indonesia has various types of tubers, one of which is sweet potato.

Purple Sweet potato or "sweet potato" is thought to have come from the Americas. Botanists and agriculturalists estimate the origin of the sweet potato plant is New Zealand, Polynesia, and Central America. According to Soeditama (1996), the primary center of origin for sweet potato plants is in Central America. Sweet potatoes began to spread worldwide, especially in countries with tropical climates in the 16th century. The Spaniards spread sweet potatoes to Asia, especially the Philippines, Japan, and Indonesia. Sweet potato as a food ingredient has good quality in terms of its nutritional content, especially carbohydrates, minerals, and vitamins. The content of vitamin A in sweet potatoes in the form of provitamin A reaches 9,000 SI/100 g, and vitamins B1, B6, niacin, and vitamin C, are quite adequate in number in sweet potatoes. The potassium, phosphorus, calcium, sodium, and magnesium content in sweet potatoes is also high (Bradbury & Holloway, 1988).

With the described background, the researcher intends to develop the potential of human resources in Sukalaksana Village by utilizing natural resources and

expertise to process sweet potato churros into a food icon for the city of Serang, Banten. The formulation of this community service problem is how to use sweet potato as raw material for churros to support an independent economy for the residents of Sukalaksana, Serang. Activities like this are important to do as an effort to improve the standard of living of the community, especially the villagers of Sukalaksana Village. Supported by the availability of large areas of vacant land to be productive and adequate demographics.

Implementation Method

This method is an important technique so that the above plan can be realized. The steps for making sweet potato churros include:

1. Planning

Planning begins with a group discussion with a supervisor. Then after reaching an agreement, the PKM-K group makes an agreement with the target partner by first estimating the market share, at a price that is quite economical and made more attractive to attract buyers. Third, the program that has been prepared will be socialized to the community in Sukalaksana Village, Curug, Serang, Banten.

2. Organizing

This is a feasibility study of what to do. A feasibility study was conducted to find out whether the products we sell have long-term prospects (Nawawi et al., 2022). After that, the division of tasks includes the responsibilities of each existing member and the distribution of tools and materials that need to be prepared properly. The tools and materials used include tools that support the activities of this program. These tools and materials will be used to hold discussions with related parties, make sweet potato churros, and make proposals and documentation related to community service.

3. Implementation of Activities The

Training for making sweet potato churros was carried out for 1 full day. Where tools and materials have been prepared the day before the activity is carried out. The implementation was carried out in one of the residents' houses in Sukalaksana Village, Curug, Serang, Banten.

4. Control

Control of activities is carried out to ensure that activities are carried out properly. and the public can accept the knowledge conveyed and can apply it directly (Yunia & Ferginanto, 2021).

Results and Discussion

Sukalaksana is a sub-district located in the Curug sub-district, Serang City, Banten, Indonesia. Its location is very strategic, because it is in the capital city of Banten Province, and also very close to the Banten Provincial Government Headquarters (KP3B). The people of Sukalaksana Village, Curug District, Serang City, Banten Province. On average, Sukalaksana villagers work as farmers, civil servants, teachers, TNI or police, midwives, traders, laborers, red brick makers, *paving blocks*, and others. Geographically, Sukalaksana Village is directly adjacent to Kemanisan

Village, Curug Village, and Cipete Village. Sukalaksana village population data can be explained in table 1.

Table 1. Demographic of Sukalaksana

No	Job	Total
1	Civil Servants	36
2	Policeman/ Soldier	7
3	Farmer	129
4	Entrepreneur	208
5	Brick Maker	183
6	Breeder	24
7	Builder	41
8	Health worker	13
9	Other Service	84
10	Unemployment	426
11	Student	814
	Total	1965

Based on the geographical conditions of the village, there are still many vacant lands owned by residents or unused land that are used as plantations, one of which is the sweet potato garden. Community empowerment programs that utilize the abundance of tuber raw materials in rural areas are very effective as snacks, as well as regional souvenirs (Anwar & Qomarudin, 2021). With the implementation of community service activities, the idea to develop this small business seeks to utilize the number of tubers, especially sweet potatoes as the main raw material, which is then called *Churros Sweet Potato* with attractive packaging so that it can attract the attention of consumers and can improve the level of the economy. volunteer community members. The creation of innovations for processed sweet potato products through the training of the Suklakasana village community was carried out based on the observations of the Suklakasana village community, especially for female residents, both married and unmarried. Due to the facts on the ground, the majority of women in the Suklaksana sub-district are the largest contributor to population data who do not work in formal agencies or institutions.

Therefore, based on the residents' data, by taking advantage of the existing demographic surplus, this community empowerment service program can be held with high enthusiasm from the community.

1. Raw materials

- a. 250 ml of water
- b. 100 gr. unsalted butter
- c. 200 gr. wheat flour
- d. 150 gr. sweet potato, steamed and mashed
- e. 1/4 teaspoon salt
- f. 2 eggs
- g. Powdered sugar
- h. Cinnamon powder

2. Method of preparation

- a. Put salt, butter, powdered sugar, and water in a saucepan. Cook until slightly boiling.
- b. Enter the flour, and mix well while cooking.
- b. Enter the finely steamed sweet potato and mix well. Remove from heat and wait until the dough is not too hot.
- c. Add the eggs one by one into the mixture while stirring until evenly distributed.
- d. Put the dough into a plastic triangle that has been given a churros syringe.
- e. Fry in slightly hot oil until the dough hardens. Drain and then coat in cinnamon sugar. Serve.

3. Packaging

The packaging used is *paper churros* made from linen paper which is oil resistant and can be folded easily and attaches a sticker labeled with the product name.

4. Marketing

Marketing is carried out by utilizing social media and strives to cooperate with SME organizational ties in the Serang City, as well as cooperate with several government agencies that concentrate on fostering MSMEs.

Tabel 2. Inovation

Number	Description	Before activity	After activity
1	Sweet potato processing skills	Only have basic skills	Have the skills to process into unique and high-flavored products
2	Added Value	Homemade snacks that are usually consumed daily	Unique products and have selling points to be marketed

Source: Dinasty et al., (2020)); Nawawi et al., (2022)

Based on the entire process of activities carried out, in general all goals can be achieved. both from the process of processing, packaging, marketing and cooperation business to business or business to government. In addition, another benefit felt from this activity is that residents are taught how to market products by utilizing e-commerce, so that products can be marketed more widely so that business continuity can be maintained and allow for further development.

Conclusion

With the availability of natural resources and existing human resources. Sukalaksana village is a very suitable place to turn processed purple yam products into churros. The community understands the concept of product flow from upstream to downstream, so when maximized it can become one of the foundations for the production of purple-based churros and a source of economic development for rural

communities. Source of income for the community, particularly for those working in the informal sector.

Acknowledgments

Thank you to those involved in supporting and facilitating this activity, namely the village officials and community of Sukalaksana Village, Curug District, Curug City, Serang, Banten and the Creative Economy Movement of City of Serang.

References

- Anwar, S.S., & Qomarudin, S. (2021). Peningkatan Ekonomi Masyarakat Melalui Inovasi Produk Olahan Singkong. *ALMUJTAMAE: Jurnal Pengabdian Masyarakat*, 1(3), 125–134.
- Bradbury, J.H. & Holloway, W.D. (1988). *Chemistry of Tropical Root Crops: Significance for Nutrition and Agriculture in Pacific Asian*. Dinasty, U.O., Baharta, E., & Gusnadi, D. (2020). Inovasi Churros Berbasis Wortel. *E- Proceeding of Applied Science*.
- Nawawi, M., Novianti, S.N.R, & Barnia, R. (2022). Churros Product Innovation With Cassava Raw Materials. *MOVE: Journal of Community Service and Engagement*.
- Soeditama, A. D. (1996). *Ilmu Gizi Untuk Mahasiswa dan Profesi*. Dian Rakyat.
- Yunia, D. & Ferginanto, G. (2021). Utilization of milkfish for milkfish Dumplings for the community of serang. *MOVE: Journal of Community Service and Engagement*.
- Zulaikah, S. (2002). *Ilmu Bahan Makanan I*. Fakultas Ilmu Kedokteran Universitas Muhammadiyah.