



Societal Transformation Towards Self-Reliant MSMEs through an Empowerment Program for Aspiring Novice Entrepreneurs

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Abstrak

Program pengabdian kepada masyarakat ini bertujuan memberdayakan warga Desa Cinangka, Kabupaten Serang, untuk bertransformasi menjadi wirausahawan pemula yang mandiri melalui pengembangan produk olahan pangan berbasis tempe, khususnya keripik tempe manis aneka rasa. Desa ini memiliki potensi besar karena produksi tempe yang melimpah serta kedekatan geografis dengan kawasan wisata Pantai Anyer yang ramai pengunjung. Namun, kemampuan masyarakat dalam mengolah, mengelola, dan memasarkan produk masih terbatas. Minimnya keterampilan produksi higienis, lemahnya literasi keuangan, kurangnya pemahaman penentuan harga, serta rendahnya kemampuan pemasaran digital menjadi hambatan utama. Program dilaksanakan melalui tujuh kegiatan utama: koordinasi awal dan pendataan peserta, pembentukan Kelompok KRESA dan pelatihan produksi, pelatihan manajemen usaha, pelatihan pengelolaan keuangan dan perhitungan HPP, pelatihan branding dan pemasaran digital, monitoring dan pendampingan rutin melalui kunjungan ke rumah warga, serta evaluasi akhir. Hasil kegiatan menunjukkan peningkatan keterampilan produksi, pemahaman manajemen usaha, dan kemampuan pemasaran digital peserta. Program ini berhasil membentuk Kelompok Usaha Pemula "KRESA" (Keripik Tempe Manis Aneka Rasa) sebagai fondasi usaha mikro kecil dan menengah (UMKM) lokal yang berkelanjutan serta membuka akses pemasaran ke wisatawan Pantai Anyer yang menyukai camilan manis sebagai oleh-oleh khas.

Kata kunci: *Pemberdayaan Masyarakat, Usaha mikro kecil dan menengah, Kewirausahaan pemula, Keripik tempe manis, Pendampingan usaha.*

Abstract

This community service program aims to empower the residents of Cinangka Village, Serang Regency, to transform into independent beginner entrepreneurs through the development of soybean-based processed food products, particularly sweet flavored tempeh chips. This village has great potential due to abundant tempeh production and its geographical proximity to the Anyer Beach tourism area which attracts many visitors. However, the community's ability to process, manage, and market products remains limited. The lack of hygienic production skills, weak financial literacy, poor understanding of pricing, and low digital marketing capabilities are the main obstacles. The program was implemented through seven main activities: initial coordination and participant data collection, formation of the KRESA Group and production training, business management training, financial management and HPP calculation training, branding and digital marketing training, regular monitoring and mentoring through home visits to residents' houses, and final evaluation. The results showed improvements in participants' production skills, business management understanding, and digital marketing capabilities. This program successfully established the "KRESA" Beginner Business Group (Keripik



Tempe Manis Aneka Rasa) as a foundation for sustainable local UMKM and opened marketing access to Anyer Beach tourists who prefer sweet snacks as typical souvenirs.

Keywords: *Community empowerment, Micro small and medium enterprises, Beginner entrepreneurship, Sweet tempe chips, Business mentoring.*

Introduction

Cinangka Village in Serang Regency has significant potential for the development of micro, small, and medium enterprises (MSMEs) based on local food products. The village community has a long-standing tradition of processing soybeans into tempeh, ensuring an abundant daily supply of this raw material. Tempeh production serves as a source of income for many residents, particularly housewives and aspiring entrepreneurs. However, the availability of local raw materials has not yet been fully supported by product diversification and business development capabilities. Recent evidence on Indonesia's micro and small industries indicates that small-scale businesses continue to face challenges related to human resource capacity, business management, and access to business resources, which can limit their ability to develop higher-value products (BPS, 2025). In this context, strengthening the capacity of local tempeh producers is important to enable the community to move beyond the sale of fresh tempeh toward more innovative and market-oriented products.

The situation is particularly relevant in Cinangka Village, where preliminary observations identified approximately 20 aspiring entrepreneurs who actively produce raw tempeh for sale to traditional markets and wholesalers. Although this activity provides an existing source of income, dependence on fresh tempeh limits opportunities for product differentiation and wider market distribution because of its relatively short shelf life. Previous community service programs have demonstrated that diversification of tempeh into processed products can increase product value and stimulate entrepreneurial interest within the community (Dewi et al., 2022; Mu'afa et al., 2021; Ulya et al., 2022). Processing tempeh into flavored chips therefore offers an opportunity to utilize an existing local resource while creating a product with greater added value and longer shelf life than fresh tempeh (Rusno et al., 2024).

The urgency of product diversification is further strengthened by the tourism potential surrounding Cinangka Village. The village is located approximately 15–20 minutes from the Anyer Beach tourism area, creating an opportunity to connect local food production with the tourist-oriented souvenir market. At the provincial level, Banten has a substantial tourism market, with BPS reporting 5.19 million domestic tourist trips to Banten in December 2025 alone (BPS Banten, 2026). Tourism therefore provides an important potential market for locally produced food souvenirs. However, field observations conducted by the community service team found that snacks sold around the Anyer Beach tourism area were predominantly savory products, including emping melinjo, fried salted fish, fish crackers, and fried peanuts. In contrast, sweet snacks suitable as distinctive souvenirs were relatively limited, and sweet multi-flavored tempeh chips were not identified among the products observed. This condition indicates a potential market gap that can be addressed through the development of innovative sweet tempeh-based products.

Despite these opportunities, the community faces several capability gaps that hinder the development of such products. The initial survey involving 20 prospective participants found that 100% of participants currently produce and sell only raw tempeh, while 0% had previously attempted to produce flavored sweet tempeh chips and 0% knew how to produce sweet tempeh chips in flavors such as chocolate,

tiramisu, matcha, or red velvet. Nevertheless, 90% expressed an interest in learning to produce flavored sweet tempeh chips, while 85% identified a potential market opportunity in the Anyer Beach tourism area. These findings indicate that the main challenge is not the absence of local resources or entrepreneurial interest, but the limited technical knowledge and business capabilities required to transform raw tempeh into a marketable value-added product.

The economic potential of diversification is also reflected in the preliminary business assessment. Raw tempeh is currently sold at approximately IDR 3,000–5,000 per block, while a 100-gram package of flavored sweet tempeh chips has the potential to be sold at approximately IDR 15,000–25,000. This difference illustrates the potential for increasing the economic value of tempeh through processing, although actual profitability depends on production costs, packaging, labor, and other operating expenses. In addition, processed tempeh chips have a longer shelf life than fresh tempeh, making them more suitable for distribution and as souvenirs that can be transported by tourists to other regions. Previous studies have similarly shown that tempeh product innovation and diversification can increase product value and strengthen entrepreneurial capacity among community members (Mu'afa et al., 2021; Ulya et al., 2022; Rusno et al., 2024).

The urgency of the program also concerns managerial and digital marketing capabilities. The prospective entrepreneurs in Cinangka Village had limited understanding of business planning, cost of goods sold (COGS) calculation, selling-price determination, simple financial recording, and digital marketing. These limitations can prevent producers from accurately determining production costs and profitability and from accessing consumers beyond traditional local markets. Training in full-costing-based production cost calculation has been shown to support MSMEs in determining selling prices more appropriately (Hasnawati et al., 2023; Wiralestari et al., 2018). At the same time, digital marketing has become increasingly important for MSMEs seeking to expand their market reach through social media and digital platforms (Aldana et al., 2023; Purwati & Latifah, 2022). Therefore, technical production training alone is insufficient; product diversification needs to be accompanied by strengthening business management, financial literacy, branding, and digital marketing capabilities.

Based on these identified conditions, this community service program provides an integrated intervention through three complementary approaches: technical-productive, managerial-business, and social-participatory. The technical component focuses on hands-on training in producing hygienic sweet tempeh chips in several flavors, including chocolate, tiramisu, matcha, red velvet, green tea, and original sweet, as well as appropriate packaging techniques for souvenir products. The managerial component provides training in business planning, COGS calculation, selling-price determination, simple financial recording, and business feasibility. The marketing component strengthens branding and digital marketing strategies for accessing local consumers and tourists in the Anyer Beach area. In addition, the establishment of the KRESA (Keripik Tempe Manis Aneka Rasa / Assorted Sweet Tempeh Chips) business group provides a collaborative platform for strengthening entrepreneurial motivation, sharing knowledge, coordinating production, and developing collective marketing activities.

The objectives of this activity are: (1) to enhance participants' skills in producing hygienic and value-added sweet tempeh chips; (2) to improve understanding of business management and financial literacy among aspiring entrepreneurs; (3) to develop branding and digital marketing capabilities for accessing tourism-oriented

markets; and (4) to establish a business group as a foundation for the sustainable development of local MSMEs. The expected outcome is a transformation from aspiring entrepreneurs who primarily sell raw tempeh into more independent and productive MSME operators capable of utilizing local resources, developing value-added food products, and accessing digital and tourism markets. Through this approach, sweet tempeh chips are positioned as a potential local souvenir product that connects community entrepreneurship with the economic opportunities offered by the tourism area surrounding Cinangka Village.

Implementation Method

This community service program is being conducted in Cinangka Village, Serang Regency, from November 2025 to March 2026. The implementation method employs a participatory approach, actively involving all community elements at every stage of the activity, from planning to evaluation. The program targets entities that meet the criteria for micro-enterprises as defined in Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, which serves as the legal basis for the development and empowerment of MSMEs in Indonesia.

Venue and Time

The activities were conducted in Cinangka Village, Serang Regency, with the Cinangka Village Hall serving as the primary location for training sessions, while residents' homes were used for monitoring and mentoring activities. The program spanned five months from November 2025 to March 2026 with each activity scheduled for a single day, except for monitoring and mentoring, which were carried out periodically through home visits.

Activity Targets and Partners

The program targets 20 aspiring entrepreneurs in Cinangka Village who currently produce raw tempeh and are interested in expanding their businesses to produce flavored sweet tempeh chips. Participant selection is carried out through coordination with village officials and by disseminating information about the program to the community.

Implementation Method

The program is implemented through seven main activities comprising training, mentoring, and evaluation as presented in Table 1. Each training activity (Activities 1–5 and 7) is conducted over the course of one day, whereas Activity 6 (monitoring and mentoring) is carried out through periodic inperson visits to residents' homes throughout the program's implementation period.

Indicators of Success

Program success indicators include: (1) improved skills in producing hygienic, high-quality sweet tempeh chips; (2) enhanced participant understanding of business management and financial literacy; (3) the ability of participants to utilize digital platforms and tourism markets to market their sweet products; and (4) the establishment of the "KRESA" (Keripik Tempe Manis Aneka Rasa / Assorted-Flavor Sweet Tempeh Chips) startup business group as a platform for collaboration and marketing to Anyer Beach.

Table 1. Activity Implementation Methods

Number	Activity Targets	Implementation Methodology	Duration
1	Initial coordination, team and partner briefings, participant registration, and formation of business groups.	Coordination meetings, field surveys, interviews, and discussions with village officials.	1 day
2	Formation of the KRESA Group and Training on Sweet Tempeh Production.	Hands-on training on producing assorted sweet-flavored tempeh chips (chocolate, Chiptiramisu, matcha, red velvet, green tea, and original sweet), food sanitation standards, and packaging techniques for souvenir products.	1 day
3	Business Management and Business Feasibility Training.	Lectures, discussions, and simulations on business plan formulation, business feasibility analysis, and business development strategies.	1 day
4	Training on MSME Financial Management and Cost of Goods Sold (COGS) Calculation.	Training on simple financial record-keeping, calculation of cost of goods sold (COGS), setting selling prices, and cash flow management.	1 day
5	Training on Branding, Digital Marketing, and Marketing Strategies for Tourism Areas.	A workshop covering brand creation, social media management (Instagram, TikTok), optimization of WhatsApp Business and online marketplaces, and marketing strategies for selling sweet treats to Anyer Beach tourists as signature souvenirs.	1 day
6	Business Monitoring and Mentoring (Routine Coaching).	Intensive support provided through regular in-person home visits, business consultations, and the resolution of issues encountered by participants while running their businesses.	Periodic (home visits)
7	Final Program Evaluation.	Measurement of success indicator achievement through pre- and post-tests and focus group discussions, as well as the formulation of recommendations for follow-up programs.	1 day

Source: Primary Data (2025)

Evaluation Method

Evaluation was conducted through pre- and post-tests to measure improvements in participants' knowledge and skills, direct observation during home-based mentoring, and a final program evaluation to identify achievements, challenges, and recommendations for future development.

Results and Discussion

The community service program in Cinangka Village was conducted over a five-month period and involved 20 aspiring entrepreneurs. The program produced measurable improvements in participants' technical, managerial, and digital marketing capabilities. Following the production training, 90% of participants (18 out of 20) were able to produce high-quality sweet tempeh chips with appropriate sweetness, crispiness, and packaging. Participants' understanding of business management also increased from an average of 40% in the pre-test to 82% in the post-test. In addition,

80% of participants successfully established online store accounts and began promoting their products through digital platforms, while 70% initiated marketing coordination with vendors in the Anyer Beach tourism area. These results indicate that the program contributed not only to the acquisition of new production skills but also to improvements in participants' capacity to manage and market value-added tempeh products.

The impact of the program can also be observed at the community level through the establishment of the KRESA (Keripik Tempe Manis Aneka Rasa / Assorted Sweet Tempeh Chips) business group. The group provides a collaborative platform for participants to share production knowledge, coordinate product development, and support collective marketing activities. The development of sweet tempeh chips also provides an alternative to the participants' previous dependence on raw tempeh sales by creating a processed product with higher potential market value and longer shelf life. Furthermore, participants' initial efforts to establish relationships with vendors in the Anyer Beach tourism area demonstrate the emergence of a new market linkage between local producers and the tourism sector.

The sustainability of the program is supported by the combination of skills transfer, business group formation, digital marketing utilization, and continued mentoring. Rather than relying solely on one-time training sessions, the program included periodic home visits through which the implementation team assisted participants in addressing practical problems related to product consistency, packaging, marketing, and order management. The KRESA group is expected to serve as a continuing mechanism for collective learning, production coordination, and market development after the formal program has ended. Nevertheless, several challenges remain, particularly limited capital for business expansion and the need for additional production equipment. Therefore, continued mentoring, partnerships with tourism operators and souvenir shops, access to financing institutions, and product innovation are required to strengthen the sustainability of the businesses developed through the program.

Activity 1: Initial Coordination with Cinangka Village Officials and Participant Registration (1 Day)

The initial phase of the activity was conducted over a single day, beginning with intensive coordination between the implementation team and village officials to align the program with the community's actual needs. This coordination resulted in an agreement regarding the program's target beneficiaries: 20 aspiring entrepreneurs who currently produce raw tempeh and are interested in expanding their operations to include the production of sweet tempeh chips.



Figure 1. Initial coordination with Cinangka village officials.

Figure 1 shows the initial coordination meeting between the program implementation team and the Cinangka Village officials. The image depicts the team comprising lecturers and students discussing the proposed community service program, target participants, and the necessary support from the village administration with the Village Head and other officials. This coordination is crucial to ensuring the program runs smoothly and secures full support from the local government.

Following coordination with village officials, the implementation team gathered data on participants through surveys and face-to-face interviews at their homes on the same day. The findings revealed that 100% of the participants produced only raw tempeh, none had ever made flavored sweet tempeh chips, and 90% had never utilized digital platforms for marketing. Furthermore, 85% of the participants identified a significant opportunity to sell sweet tempeh chips at Anyer Beach, noting a scarcity of sweet snack souvenirs in the area. This data served as the basis for developing a training module tailored to the participants' needs and existing market opportunities.

Activity 2: Formation of the KRESA Group and Training on Sweet Tempeh Chip Production (1 Day)

This one-day activity began with the formation of the "KRESA" (Keripik Tempe Manis Aneka Rasa / Sweet Assorted-Flavor Tempeh Chips) startup business group, serving as a platform for collaboration and collective capacity building. The name KRESA was chosen to symbolize "creation" and "shining," reflecting a spirit of creativity and the hope that the product would stand out in the market specifically as a signature sweet souvenir in the Anyer Beach tourism area. The group was established through a consultative process involving all 20 prospective participants, who subsequently determined the organizational structure and defined the roles of each member.

Training on the production of sweet tempeh chips was conducted on the same day using a hands-on practical approach. This method draws upon the application of appropriate technology in tempeh processing an approach proven effective in enhancing knowledge and product quality in similar community service programs (Rusno et al., 2024). The training covered techniques for slicing tempeh thinly to ensure crispiness, frying at the optimal temperature to prevent burning, applying an even coating of sugar or sweet seasoning, maintaining food sanitation standards, and utilizing attractive, durable packaging suitable for tourist souvenirs. Participants engaged in the hands-on production of sweet tempeh chips in various flavors: chocolate, tiramisu, matcha, red velvet, and green tea.



Figure 2. Production of Assorted-Flavor Sweet Tempeh Chips by Participants

Figure 2 illustrates the hands-on process of making assorted-flavor sweet tempeh chips carried out by the participants. The images show participants slicing the tempeh thinly, frying it at the optimal temperature, coating the chips with a sweet sugar or seasoning mixture, and packaging the final product. This documentation highlights

the participants' active involvement in learning each stage of production firsthand under the guidance of the implementation team.

The production training results demonstrated a significant improvement in participants' skills. Based on practical assessments, 90% of the participants (18 out of 20) were able to produce sweet tempeh chips of high quality, featuring the right level of sweetness and attractive packaging. Prior to the training, participants only knew how to make simple salty or savory tempeh chips and lacked an understanding of the techniques required for sweet chips specifically the special handling needed to prevent the sugar from burning during frying. This achievement aligns with findings from similar community service programs, which indicate that flavor innovation in tempeh-based products significantly boosts participants' entrepreneurial interest and skills (Mu'afa et al., 2021; Ulya et al., 2022). The sweet flavor innovation represents a crucial value-add, as tourists visiting Anyer Beach tend to favor unique sweet snacks as souvenirs a product category currently unavailable in the area.

Activity 3: Business Management and Business Feasibility Training (1 Day)

The business management training is conducted over a single day and aims to equip participants with knowledge regarding business plan formulation, business feasibility analysis, and business development strategies. The material is delivered through lectures, case discussions, and simulations of creating a simple business plan. Strengthening managerial capacity is crucial, given that weak business management skills remain a primary challenge for MSMEs in Indonesia, alongside limited access to capital (Permana, 2017).



Figure 3. Business Management and Business Feasibility Material

Figure 3 shows a training session on business management and business feasibility conducted by the implementation team for the participants. The image depicts the team presenting material on business plan formulation, business feasibility analysis, and business development strategies. The participants appear enthusiastic as they follow the presentation and engage in group discussions to draft a simple business plan.

Participants were trained to conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The analysis revealed that the business's primary strengths lie in the abundant availability of raw materials for "tempeh" and the existing basic skills of the operators, while its main weaknesses are limited capital and management skills. Market opportunities are substantial due to the influx of tourists at Anyer Beach seeking signature sweet snacks as souvenirs; however, a threat arises from similar products from other regions that are already well-established.

Activity 4: Training on MSME Financial Management and Cost of Goods Sold (COGS) Calculation (1 Day)

This one-day training serves as a follow-up to a previous session, focusing on business financial management. The curriculum covers simple financial record-keeping, the calculation of the cost of goods sold (COGS), the determination of competitive selling prices, and cash flow management. The approach adapts the training model for preparing simple financial statements commonly used in MSME empowerment programs (Azlina et al., 2020).



Figure 4. Material on MSME Financial Management and Cost of Goods Sold (COGS) Calculation

Figure 4 shows the training session on MSME financial management and the calculation of the Cost of Goods Manufactured (COGM), conducted by the implementation team. The image depicts participants calculating production costs using the provided COGM calculation forms and discussing their results with the team. Participants were also taught how to maintain simple financial records and determine competitive selling prices.

Calculating the Cost of Goods Sold (COGS) is a crucial step, as participants had previously been selling products without accurately knowing their production costs a situation consistent with findings that imprecise COGS calculations lead to uncompetitive pricing and undermine market competitiveness (Hasnawati et al., 2023). Participants were trained to calculate all cost components including raw materials (tempeh, oil, sugar, sweet seasoning, and packaging), labor, and overhead using the "full costing" approach commonly employed in COGS training for small and medium-sized enterprises (Sari et al., 2021; Wiralestari et al., 2018). Calculations revealed that the COGS for a single package of sweet tempeh chips (100 grams) ranged from IDR 7,000 to IDR 9,000; consequently, with a selling price of IDR 15,000 to IDR 25,000 per package, participants could achieve significant profit margins. Evaluation results showed an increase in participant understanding from an average of 40% in the pre-test to 85% in the post-test following the training an achievement comparable to similar COGS assistance programs for MSMEs in other regions (Shafira et al., 2024).

Activity 5: Training on Branding, Digital Marketing, and Marketing Strategies Targeting Tourists (1 Day)

In the digital economy era, digital marketing capabilities and an understanding of the tourism market are key to the success of MSMEs, particularly as small business owners are required to be increasingly adaptive and innovative in the face of a market landscape that is becoming increasingly digital (Agustin et al., 2023). This one-day training aims to equip participants with the skills to build a business brand, utilize digital platforms, and market sweet tempeh chips to tourists visiting Anyer Beach.



Figure 5. Presentation of a certificate to the branding and digital marketing speaker.

Figure 5 shows a branding and digital marketing training session conducted by the implementation team. The image depicts participants designing logos and product packaging, as well as practicing the creation of social media accounts for product marketing. The implementation team provided guidance on effective branding strategies and the use of digital platforms such as Instagram, TikTok, WhatsApp Business, and online marketplaces.

Branding activities encompassed selecting a brand name, designing a simple logo, creating a tagline, and developing product packaging that reflects the brand's identity. Working with the training team, participants formulated the brand "KRESA" as a shared identity for the group's assorted-flavor sweet tempeh chips. The chosen tagline, "Manisnya Khas Cinangka" (The Distinctive Sweetness of Cinangka), highlights the product's uniqueness as a signature sweet souvenir from the village.

The digital marketing curriculum covers the introduction to and practical use of WhatsApp Business, Instagram, TikTok, and online marketplaces. Participants are trained to create engaging promotional content and manage social media accounts, as well as to implement strategies for boosting customer engagement aligning with digital marketing mentoring approaches proven effective in expanding market reach for MSMEs based on local products (Aldana et al., 2023; Purwati & Latifah, 2022).

Specifically for marketing at Anyer Beach, participants received training on strategies for placing products in local stalls and souvenir shops within the tourist area, creating durable and attractive souvenir packaging, setting competitive prices for tourists, collaborating with tourism operators to secure product display space, and leveraging social media for promotion using the hashtags #OlehOlehAnyer, #KeripikTempeManis, and #KRESA.

The training results show that 16 out of 20 participants (80%) successfully created online store accounts and began marketing their products digitally. Additionally, 14 participants (70%) have initiated coordination with vendors at Anyer Beach to consign their sweet tempeh chips. Several souvenir shops at Anyer Beach have welcomed the product, as they had previously lacked a supply of signature sweet snacks for tourists.

Activity 6: Business Monitoring and Mentoring (Visits to Residents' Homes)

Monitoring and mentoring activities were conducted differently from other training sessions. The implementation team made periodic on-site visits to the homes of participating residents in Cinangka Village throughout the program's duration. This mentoring aimed to ensure the implementation of training outcomes and to address any obstacles directly at each participant's production site.

During the period of assistance provided through home visits, the key issues faced by participants included: (1) maintaining consistency in sweetness and

crispiness; (2) durable packaging suitable for souvenirs; (3) strategies to compete with sweet snacks from outside the region; and (4) managing orders from tourists wishing to make repeat purchases online. The implementation team assisted participants in finding solutions through recipe standardization, improvements to packaging techniques (using aluminum foil and airtight seals), and the development of sustainable marketing strategies.

Mentoring efforts also focused on strengthening the KRESA group as a platform for collaborative learning and mutual support, particularly in fulfilling large orders from tourists. These home visits proved highly effective, as the implementation team could directly observe actual production conditions, offer tailored advice suited to each household's specific situation, and build personal rapport with the participants. This approach also ensured that participants with limited mobility could still receive guidance without needing to travel to a training venue.

Activity 7: Final Program Evaluation

The final program evaluation was conducted over one day to measure the achievement of success indicators. Evaluation results indicate that 90% of participants (18 out of 20) were able to produce high-quality sweet tempeh chips, understanding of business management improved from 40% to 82%, and 80% of participants established online stores.

Factors contributing to the program's success include full support from village officials, the alignment of the material with participants' needs, regular guidance through home visits, and the participants' high level of enthusiasm regarding the untapped market potential for sweet tempeh chips at Anyer Beach. Obstacles that persist include limited capital for business expansion and production equipment necessitating follow-up programs and partnerships with financing institutions given that capital constraints remain a structural challenge for MSME development in Indonesia (Permana, 2017; Yusuf et al., 2022).

Conclusion

The community service program in Cinangka Village successfully achieved its initial objectives of empowering aspiring entrepreneurs to develop value-added tempeh products and strengthen their capacity to manage and market their businesses. The achievement of the program objectives was demonstrated by the results of the seven structured activities and the final evaluation.

First, the objective of improving participants' skills in producing hygienic and value-added sweet tempeh chips was achieved. Practical assessment showed that 90% of participants (18 out of 20) were able to produce high-quality sweet tempeh chips with appropriate sweetness, crispness, and attractive packaging. This result indicates a substantial improvement from the initial condition, in which all participants produced only raw tempeh and none had previously produced sweet-flavored tempeh chips.

Second, the objective of improving business management and financial literacy was achieved through training in business planning, business feasibility, financial recording, Cost of Goods Sold (COGS) calculation, and selling price determination. Participants' understanding increased from 40% in the pre-test to 82% in the final evaluation. This improvement indicates that the program contributed to strengthening participants' basic managerial and financial capabilities needed to operate a small business.

Third, the objective of developing digital marketing capabilities and accessing the tourism market was also achieved. A total of 80% of participants successfully established online stores and began marketing their products through digital platforms. In addition, 70% of participants initiated marketing networks with vendors at Anyer Beach. These results demonstrate that participants began to utilize digital and tourism-oriented marketing channels that were previously underutilized.

Fourth, the objective of establishing a business group as a foundation for sustainable local MSME development was achieved through the formation of the KRESA (Keripik Tempe Manis Aneka Rasa) startup business group. KRESA provides a platform for collaboration, collective learning, production coordination, and marketing among participants. The group also supports the development of sweet tempeh chips as a distinctive value-added product associated with Cinangka Village and the Anyer Beach tourism market.

Based on these results, the community service activity can be considered successful in achieving its initial objectives. The program produced measurable improvements in production skills, business management understanding, digital marketing capability, and collective business organization. However, the achievement of these objectives represents an initial stage of transformation rather than the completion of long-term MSME independence. Participants continue to face limitations in business capital and production equipment, indicating the need for continued mentoring and follow-up support.

Future community service programs should therefore focus on sustaining the KRESA business group, strengthening access to business financing, developing partnerships with tourism operators and souvenir shops around Anyer Beach, expanding product variants, and supporting wider market access. Continued home-based mentoring is also recommended to ensure that the skills and business practices acquired during the program are maintained and further developed.

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