

STRENGTHENING THE PKK (FAMILY WELFARE EMPOWERMENT) DRIVEN PROGRAM THROUGH DIVERSIFICATION OF PROCESSING AND MARKETING OF PURPLE-BASED PRODUCTS TO IMPROVE THE FAMILY ECONOMY IN SUMBERSARI, MOYUDAN

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ABSTRACT

The goal of this community service project is to improve knowledge and abilities in the production and marketing of purple sweet potato-based foods. The training participants must master the following information and skills: 1) gaining insight into purple sweet potato food items, 2) improving skills in creating purple sweet potato food products, 3) providing insight into how purple sweet potato-based food products should be packaged, 4) provide information on how to calculate the selling price of purple sweet potato-based products, 5) gain knowledge into the purple sweet potato-based food goods' marketing approach.

Sumbersari Village hosted this community service project. The dates for implementation are June 11 and 18, 2021. Lectures, questions and answers, demonstrations, and group activities are among the techniques employed. The descriptive analysis technique was employed in the data analysis.

The following are the outcomes of this activity: 1) participants are aware of the benefits of purple sweet potato, and food products made from purple sweet potato are more varied and standardized in terms of taste, shape, texture, and packaging, 2) participants improve their skills in digesting purple sweet potato-based foods, including purple sweet potato sticks, sweet potato rose, and purple sweet potato latte, which are all variations on a recipe that employs purple sweet potato as the main ingredient, 3) participants can serve, portion, and package purple sweet potato-based food goods according on the product's qualities, such as purple sweet potato sticks packaged in a standing pouch, sweet potato roses packaged with mica plastic, and purple sweet potato latte packaged in plastic bottles, 4) participants can use BEP calculations to determine the selling price of purple sweet potato-based food items that have been processed, and 5) participants can learn about traditional and internet marketing tactics for purple sweet potato-based food goods.

Kata Kunci: Food Diversification, Product Processing, Purple Sweet Potato