

IbM Food Producer Groups Based on Local Food As An Effort to Extend Marketing Network

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ABSTRACT

Business activities related to local food in form of snacks, whether it is dry or wet processed food are very common nowadays. This is an implementation of government's intention to diversify the local food potential. Based on the result of early observation, it is known that in Yogyakarta region, specifically in Kelurahan Sorosutan, Kecamatan Umbulharjo, Yogyakarta, there are several groups called Kelompok Wanita Tani (KWT) whose work is to produce snacks using local food ingredients. According to the observation, the local processed food products produced by KWT in Sorosutan still lacks of development in the following things: 1) the variation of products is lacking of diversity, 2) packaging and serving is still very basic, 3) the quality needs to be improved, 4) production facilities is not sufficient enough, 5) the marketing is still limited, and 6) the management system could use better arrangement. The things listed are problems that require solutions, on one side there needs to be a step to catch the existing opportunity, on the other side there also needs a diversification of local based food processing, be it the ingredients, processing procedures, and packaging by still holding on to the principles of diversity, nutritious, and standardized in flavour, shape, texture, portion, appearance, as well as hygiene.

Based on the problems faced by the partner, this IbM activity has the purpose as follows: 1) Give the partner a knowledge transfer in local food based food processing through process engineering techniques consisting of basic ingredients selection techniques, ingredients weighing techniques, mixing techniques, processing techniques, food product formulation, packaging, and food safety 2) Improving the quality and quantity of processed food by using supporting production processing tools (oven and steamer) 3) Increasing the value of food and producer's income through processed local food diversification. 4) Arrange a marketing strategy to widen the marketing network, and 5) Give knowledge transfer about business management. The methods of implementation are: speech, discussion, Q&A, practice, and discussion.

Output Targets resulted from the activity are: 1) Enhanced capability of ingredients selection, ingredients weighing, mixing techniques, processing techniques, product formulation, packaging, and the safety of food produced, and food is standardized in flavour, shape, texture, portion, appearance, as well as hygiene, 2) Improvement of quality and quantity of local food based food products made. 3) Advanced skill in making the diversification of local food based processed food, 4) Increased marketing activity and sales turnover. 5) Arranged business management with the well regulated business book keeping and improvement of knowledge along with entrepreneurship motivation, so that they are capable of making changes (innovation) in carrying out their business in order to widen the market and increase their income.

Kata Kunci: *Food Producer, Local Food, Marketing Networ*