

THE DEVELOPMENT OF SNACK QUALITY THROUGH ENGINEERING PROCESS AND PRODUCT DIVERSIFICATION TOWARDS A SUPERIOR CREATIVE VILLAGE

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ABSTRACT

The purpose of the community service is 1) to increase knowledge and skill to make clean, safe and standard of snack products, 2) to diversify snack products, 3) expand marketing reach to optimize the potency of snack craftsman to the creative village of Yogyakarta. The training was followed by sellers who are also snack makers in Kampung Tegalkemuning, Tegalpanggung, Danurejan Yogyakarta. The participants are twenty-four sellers. The group consists of families that have traditionally produced traditional snacks sold every day that are sold in several places, several institutional orders as well as several hotels.

The methods used in the community service activities are: a) lectures and discussions on the scope of snack foods, food security, packaging, and marketing, b) competitions of cassava-based snack processing diversification and cultivation, c) training in snack product development and expanding marketing reach.

The results are enthusiastic training participants who follow the training, as most of the participants really want to get the benefit of the activity. The results of the training that can be achieved is the trainees know how to develop snack products, especially packaging, marketing and product diversification, resulting in high-quality snack foods and increasing turnover.

Kata Kunci: *Snack quality, engineering process and product diversification*