

INNOVATION IN PROCESSING LOCAL FOOD PRODUCTS OF THE COMMUNITIES AROUND UNY GUNUNGKIDUL CAMPUS TO INCREASE SELLING VALUE

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ABSTRACT

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ABSTRACT

The aim of this activity is to disseminate and increase knowledge and skills to the target group regarding: 1) the use of local food ingredients such as cassava, corn, beans and sweet potatoes which are found around the residence, 2) making cassava bitterballen products, corn juice, sweet potato latte purple, and disco beans, 3) insight into marketing strategies for food products made from local food, 4) packaging and labeling of processed products, 5) calculating selling prices and break even point, and 6) sanitation and hygiene, and occupational health and safety in processing food made from local food. The activity participants were members of the PKK Dusun Kenteng, Pacarejo, Semanu, Gunungkidul. The location of the activity is at the Universitas Negeri Yogyakarta Culinary Laboratory, Gunungkidul Campus. The activity methods are lectures, questions and answers, demonstrations, and exercises (practice). Evaluation of activities is carried out by assessing the results of practice or competency tests and evaluating the implementation of activities from the target group. The data analysis technique is descriptive analysis with percentages. The results of this activity are: 1) activity participants learn about the use of local food ingredients in the form of cassava, corn, beans and sweet potatoes that are found around where they live, 2) participants gain increased skills in processing food products made from local food, namely cassava bitterballen, corn juice, purple sweet potato latte, and disco beans, 3) participants gain additional insight into entrepreneurship and marketing strategies for food and beverage products, 4) participants gain increased skills in packaging and labeling processed products, 5) participants can calculate the selling price of food products made from local food that have been processed based on breakeven point calculations, and 6) participants gain additional insight into sanitation, hygiene, and occupational health and safety in the food production process made from local food.

Kata Kunci: *Innovation, Local Food, Selling Value*