

# IBM BUSINESS GROUP AS A NUT PROCESSING EFFORTS OF BUSINESS AND STRENGTHENING MARKET EXPANSION

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## ABSTRACT

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The purpose of this activity is to : 1 ) Strengthening business groups and sources Lucky Lucky Spring through improved quality cashew products in accordance with SNI 2 ) Utilization of cashew fruit apparent through diversification of processed cashew fruit for the apparent increase in the value of the sale 3 ) Mapping and expanding market reach .

IBM 's activity begins with strengthening the business through Intensive Training cashew production and processing means in accordance with SNI . Phase I training activities have been successfully carried out with well over 12 hours of face-to -face training events in brief form , the stage theory , practice , evaluation and motivation . The material is a given theory ) Method of Production and Processing Cashew in accordance with SNI , b ) Packaging and labeling , c ) Determining the Expiration Time and d ) . Permitting MOH . For the second goal achievement done intensive training phase II with the theory and practice of fictitious fruit processing various processed cashew becoming yatu : syrup , fruit juice , jam , shredded , and cashew jerky . This material is given for 3 times 240 minutes In practical training also taught how to use press machine , engine oil penisris , and cup sealer as a juice beverage packaging . After completion of the training activities undertaken by participants receive assistance to be able to run a business especially apparent diversification of processed fruit .

This training was successful because it had been in accordance with the defined indicators of success , namely the training declared successful if 80 % of participants until the training is completed and verified the presence of presence . The achievement of the target in accordance with proven outcomes of 80 % of participants have been able to process cashew production and processing in accordance with SNI . 80 % of participants have been able to take advantage of the apparent fruit into various processed cashew nuts such as syrup , fruit juice , jam , dried meat floss and cashew nuts . Has generated market mapping and market expansion strategies in groups and sources Lucky Lucky Spring . While the attitude or response to this training 80 % said very useful and 20 % said useful. Until now, assistance is still done by TEAM Servant .

Kata Kunci: *cashew processing, diversification, strengthening of business, market expansion*