

## Empowerment of Qencono Fatayat Tanjung Group in Making CassaNa Cake (Cassava and Banana) to Encourage the Economy to Rise After the Covid-19 Pandemic

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### Abstract

The Fatayat group from Tanjung Qencono Village is a youthful one amid a period of growth. The Fatayat group is essential to its members' increased productivity. Additionally, training in the preparation of CassaNa cakes utilizing banana and cassava as the primary ingredients can be conducted to improve the productivity of the Tanjung Qencono village fatayat group. There are lots of bananas and cassava at Tanjung Qencono village. Cassava costs IDR 2000–3000 per kilogram, while a bunch of bananas costs IDR 5,000–8,000. According to Taste Atlas, only fried bananas are the most popular dessert in the world. A promising industry is the creation of cakes utilizing banana and cassava as the primary ingredients. The Fatayat group can learn how to develop creativity and invention in order to produce unique and intriguing cakes by receiving instruction in making CassaNa cakes utilizing cassava and banana as basic components. The process of implementing Community Service consists of the following steps: identification of potential, socialization regarding the role of fatayat groups in the productive age period, which has a significant impact on the economy, training in the preparation of CassaNa cakes, practice in the preparation of CassaNa cakes, training in packaging and branding, evaluation of activity programs, and finally program sustainability. Following are the outcomes of the Community Service for the Tanjung Qencono Village Fatayat group: 100% of the intended participants in the training were present. This is evident from the training participants' keen enthusiasm in learning new information. Additionally, everyone who participated in the CassaNa cake-making demonstration did so with excitement and engaged in the training exercises.

**Keywords:** *Empowerment, Fatayat Group, CassaNa Cake, Marketing*

### Abstrak

Kelompok Fatayat Desa Tanjung Qencono termasuk usia muda dalam masa produktif. Kelompok Fatayat memiliki peran yang penting dalam meningkatkan produktivitas anggotanya. Selanjutnya untuk mendukung produktivitas kelompok fatayat desa Tanjung Qencono dapat dilakukan pelatihan pembuatan kue CassaNa dengan bahan dasar singkong dan pisang. Di desa Tanjung Qencono bahan singkong dan pisang melimpah. Harga singkong per kg Rp 2000-3000 kemudian harga pisang 1 ikat Rp 5.000-8.000. Olahan pisang digoreng saja menjadi desert no satu di dunia versi Taste Atlas. Inovasi pembuatan kue dengan bahan dasar singkong dan pisang merupakan salah satu bisnis yang menjanjikan. Melalui pelatihan pembuatan kue CassaNa dengan bahan dasar singkong dan pisang kelompok fatayat dapat belajar mengembangkan kreativitas dan inovasi dalam membuat produk kue yang unik dan menarik. Metode pelaksanaan PkM yang dilakukan dalam penyelesaian masalah melalui langkah-langkah: sosialisasi terkait peran kelompok fatayat dalam masa usia produktif memiliki pengaruh yang signifikan terhadap perekonomian, identifikasi potensi, pelatihan pembuatan kue CassaNa, praktik pembuatan kue CassaNa, Pelatihan pengemasan dan branding, evaluasi program kegiatan kemudian keberlanjutan program. Hasil dari pengabdian kepada masyarakat terhadap kelompok Fatayat Desa Tanjung Qencono adalah sebagai berikut: peserta pelatihan mencapai 100% dari jumlah peserta yang ditargetkan, hal ini dapat dilihat bahwa minat yang tinggi dari peserta pelatihan untuk mendapatkan pengetahuan. Selanjutnya pada saat demonstrasi pembuatan kue CassaNa seluruh peserta sangat antusias dan ikut serta aktif dalam kegiatan pelatihan.

### INTRODUCTION

The Fatayat group of Tanjung Qencono Village are young mothers aged between 20-45 years, which is included in the productive age. This group has an important role in increasing productivity and making a major contribution to the surrounding community. In the productive age Fatayat group, members are usually involved in programs related to entrepreneurship, career development, and also improving skills. (Yaqup,

2023) Example Moreover, members can form small and medium business groups or hold skills training to improve members' abilities in the world of work. It is hoped that the training can provide provisions and motivation in developing a business which will later be able to increase income for family welfare. (Auliana et al., 2021)

Here is a picture of the Tanjung Qencono fatayat group, Way Bungur:



**Picture 1 Tanjung Qencono Way Fatayat Group is confused**

The Fatayat group of productive age, members can also be involved in activities that support self-development, such as leadership development and the development of an entrepreneurial spirit. In this activity, members can learn from each other's experiences and knowledge to improve their own and group abilities. Therefore, training is needed to encourage the economy to improve, one of which is through training in making CassaNa (Cassava and Banana) cakes. Cake making training is considered to be able to increase insight into utilizing local food sources in cake making. (Indra et al., 2023)

Making CassaNa cakes uses abundant raw materials in the Tanjung Qencono Way Bungur area, namely cassava and banana. Cassava (Cassava) is the third staple food after rice and corn for Indonesian people. This plant can grow all year round in tropical areas and has high adaptability to various soil conditions. (Artanti & Mariani, 2022) Furthermore, diversification of food and beverages using banana as the raw material will encourage the development of the food industry which can be stored for longer periods, thereby increasing the household scale industry. (Indrayanti et al., 2021) Some people think that ripe bananas are unattractive and are generally thrown away, even though they can still be used to make delicious cakes. As an effort to improve product quality, the training program for various banana preparations applies hygiene-based and attractive technology. (Hardini et al., 2022)

There is an abundant harvest season in Tanjung Qencono Village, Kec. Way Bungur, the prices of cassava and bananas tend to be cheaper. In traditional markets in Tanjung Qencono Village, Way Bungur District, cassava and banana prices can be found at very affordable prices. From January to March, the price of cassava at Tanjung Qencono Way Bungur can range from IDR 1,000 to IDR 2,000 per kilogram, depending on the type and quality. (Purnama Media Group, 2023) Meanwhile, the price of bananas in these markets usually ranges from IDR 5,000 to IDR 8,000 per bunch, depending on the type and size.



**Picture 2 Basic ingredients Abundant Cassava and Banana** (BY Editorial team, 2018)

Therefore, empowering fatayat groups is a strategic step towards the independence of the people so they can adapt, work and compete in the future. Empowerment, which is often known as empowerment, is an effort or activities to provide power (strength, power, energy, ability and authority) to individuals or groups with the aim of improving their quality of life or welfare from economic, educational, spiritual or social aspects of an individual or group. (Utami et al., 2022)

Empowerment and empowerment of women, especially mothers, in the economic sector is one indicator of increasing welfare in a village. (Jureid et al., 2022) Then the priority that will be carried out in this Community Service activity is training in making CassaNa (Cassava and Banana) cakes and marketing using offline and online marketing techniques as well as branding and product diversification. The aim of the activity is to empower the fatayat group through training in making CassaNa cakes and marketing them so that the fatayat group has increased knowledge and income, lecturers have activities outside campus, the results of the

lecturers' performance can be utilized by the community and students involved get direct experience outside campus.

**PERPROBLEMS AND SOLUTIONS**

On the issue of empowering Fayata groups, there will be a socialization on making CassaNa (Cassava and Banana) cakes. The CassaNa cake making training technique includes basic knowledge and understanding that basic cake ingredients are abundant in the local environment, at relatively cheap prices. How manufacturers process abundant materials with new innovations so that prices increase. Processed CassaNa cakes from cassava and banana base ingredients can be innovated into contemporary cakes like the following cakes:



Picture 3 Pizza Cassava(Buhang, 2022)



Picture 5 Bika Cassava(Mukodah, 2022)



Picture 6 Banana Strudel(Mardatillah, 2022)

The problem after making CassaNa cakes is that apart from having a quality product, you

must also have the ability to market your product with the right strategy, such as packaging and branding. Marketing is one of the most important things in business world. With the development of technology, marketing strategies have changed to a more modern direction.(Candra et al., 2022)The following is the branding logo design that will be used in CassaNa cake packaging:

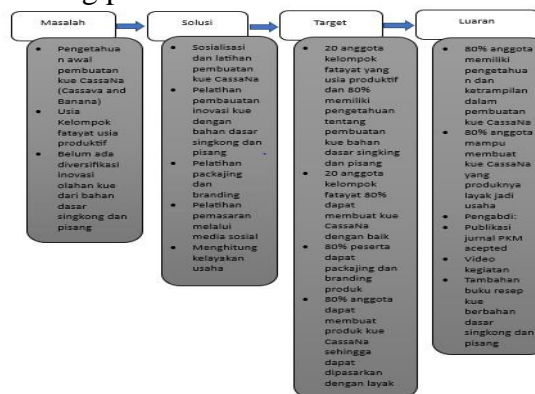


Picture 8 CassaNa logo

Advertising and branding can reach a wider range of consumers. Based on the initial survey that we found in the field, there are still many cakes made from cassava and banana as the basic ingredients whose packaging is not attractive enough, so they are not affordable customers or potential buyers.

**SOLUTION**

The following are the solutions that we will offer in dealing with partner problems: (1) Providing training in making CassaNa cakes to partners, (2) assistance in packaging and branding for product marketing. Furthermore, the problem, problem solution and output achievement target can be seen from the following picture:



Picture 9 problem solutions and output achievement targets

The result research of the proposing team regarding this service activity is: 1. Chair: Flannel cloth training to encourage the creative economy of the Way Bungur sub-district community. (Wahidah, 2019)

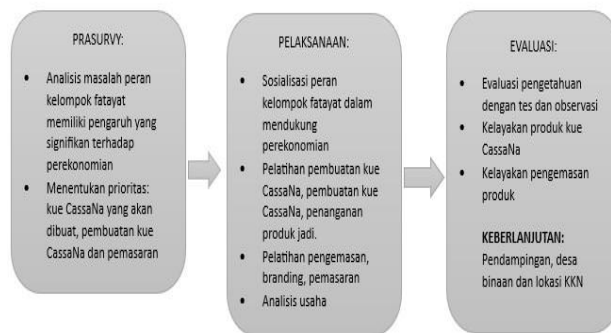
## IMPLEMENTATION METHOD

Method in implementing Community Service that we will carry out in resolving partner problems through the following steps:

1. Socialization regarding the role of fatayat groups in the productive age period has a significant influence on the economy.
2. Identify the potential that fatayat groups can do to help the economy
3. Training making CassaNa cake (Cassava and Banana) from selecting ingredients to finished product
4. CassaNa cake making practices, selecting ingredients until the finished cake product
5. Training product packaging and branding as well as marketing via social media
6. Program evaluation. Evaluation of the Community Service program is carried out at the end of each activity at each stage. The purpose of this evaluation is to obtain information regarding the process of activities that have been carried out and whether the results obtained by partners are in accordance with the targets planned in Community Service activities. Evaluation is carried out by the service team at the end of each activity, and will also be carried out by LPPM through internal monitoring and evaluation. The results of the sustainability evaluation of the Community Service program are in the form of mentoring and continuing the program through LPPM activities as a vehicle for KKN and assisted villages. Specifically, evaluate the success of the Community Service program using interviews and observations so that 80% of the group understands how to make CassaNa cakes. The success of making CassaNa cakes is measured by the

production of cakes produced and the profits and feasibility of CassaNa cake products. Then the success of packaging, branding and marketing can be seen from the products sold and consumer interest.

Interrupt Further Community Service activities that the service will carry out can be seen in the following picture:



**Picture 10 Flow of Community Service Activities**

7. To This Community Service program continues in the form of assistance and continuing activities through LPPM as a vehicle for KKN and assisted villages.

To This Community Service activity involved 2 FKIP (Faculty of Teacher Education Science) students who assisted in implementing the Community Service activities. Furthermore, the involvement of students who take part in Community Service activities from start to finish is expected to gain learning experience outside campus.

## RESULTS AND DISCUSSION

The results of Community Service activities regarding Community Service for the Fatayat Tanjung Qencono group in Tanjung Qencono Village, Way Bungur District, East Lampung, include the number of training participants reaching 100% of the targeted number of participants, this shows the high interest of the participants in gaining knowledge something new in the use of agricultural waste into animal feed products. The details of the results of the training activities are as follows:

1. Before starting this service activity, we carried out a pretest activity first with the aim of finding out information regarding understanding Fatayat Tanjung Qencono group before carrying out socialization and

training/demonstration activities. The information obtained from the pretest results is then used as a basis for implementing subsequent activities. Pretest results are presented in the following table:

**Table 1 Pretest Results**

| Question   | Yes | No   |
|--|-----|------|
| Do you know about several types of cakes made from cassava and banana?             | 35% | 65%  |
| Do you know good management in processing cake products?                           | 11% | 89%  |
| Do you know about the basic stages in the CassaNa cake making process?             | 7%  | 93%  |
| Do you know how to make cassava-based cakes?                                       | 5%  | 95%  |
| Do you know how to make banana-based cakes?  | 10% | 90%  |
| Do you know about innovations in processed products from cassava and bananas?      | 0%  | 100% |
| Do you know about product design to make it look more attractive when marketed?    | 2%  | 98%  |
| Know the main marketing strategies that you consider effective in promoting cakes? | 0%  | 100% |
| Know how to determine the price of cakes and what influences it?                   | 0%  | 100% |
| Have you ever made cake products from cassava and banana?                          | 5%  | 95%  |

- After delivering the training material, partner groups who previously did not know become more knowledgeable or have increased insight.
- During the discussion and question and answer session, the partner group's

response was very enthusiastic, shown by their activeness in asking questions related to the material that had been presented.

- During the training activities, it was also discovered that the majority of Fatayat members had not been able to process cassava and sweet potatoes into food products that were more contemporary and had added value.
- Partners' knowledge and understanding of the cake making and marketing process is increasing.
- As many as 20 members of Fatayat Tanjung Qencono have directly practiced making CasaaNa cakes independently.



**Picture 11 Socialization of CassaNa cake making**



**Picture 12 CassaNa cake making process**



**Picture 13 Cassana cake processing results**



**Picture 14 Pizza Cassava**



**Picture 15 Bika Cassava**



**Picture 16 Banana Strudel**

The results of training/demonstration activities are as follows:

1. The activity begins with preparing tools and ingredients for making CassaNa cakes. The implementation of the CassaNa cake making activity was carried out by prior discussion regarding the introduction of several types of ingredients used, the benefits of each ingredient, additional ingredients needed, and each method of making CassaNa cakes.
2. The main ingredients for making CassaNa cakes are cassava and banana, which are raw materials that are abundant in partner areas, so to utilize these raw materials, product

variations have been introduced to increase selling value.

3. During the demonstration/training activities, the partner group was quite active and enthusiastic so they really supported the smooth running of the activities, apart from being able to understand well every procedure in making the CassaNa cake.
4. At the end of the activity, an evaluation of the activity was carried out by holding a posttest. The questions asked are the same as the questions during the pretest. This was done to find out the extent of the Fatayat Tanjung Qencono group's understanding of the socialization and training materials that had been implemented. The posttest results are presented in table 2 below:

**Table 2. Posttest results**

| Question   | Yes  | No  |
|--|------|-----|
| Do you know about several types of cakes made from cassava and banana?             | 100% | 0%  |
| Do you know good management in processing cake products?                           | 100% | 0%  |
| Do you know about the basic stages in the CassaNa cake making process?             | 100% | 0%  |
| Do you know how to make cassava-based cakes?                                       | 100% | 0%  |
| Do you know how to make banana-based cakes?  | 100% | 10% |
| Do you know about innovations in processed products from cassava and bananas?      | 100% | 0%  |
| Do you know about product design to make it look more attractive when marketed?    | 100% | 0%  |
| Know the main marketing strategies that you consider effective in promoting cakes? | 98%  | 2%  |

|  |      |    |
|--|------|----|
| Know how to determine the price of cakes and what influences it? | 98%  | 2% |
| Have you ever made cake products from cassava and banana?        | 100% | 0% |

Then the participants were given direct practice in making CassaNa cakes.

Based on the results of the posttest, it shows that community outreach activities regarding the Community Service of the Tanjung Qencono Fatayat Group in Tanjung Qencono Village were able to increase partners' insight, understanding and skills in processing plantation products, especially cassava and bananas, into modern cakes that can be traded and increase income for partners. In this way, it is hoped that in the future the partner groups will be able to implement these activities independently or in groups. Apart from that, from this service activity the partner group gets many benefits to support the sustainability of their business activities by being provided with some information about types of cakes that are easy to make and have the potential to be traded, how to properly manage cake products and marketing techniques.

## CONCLUSION

Based on the results of this service activity, it can be concluded that the knowledge and understanding of the Fatayat Tanjung Qencono group in Tanjung Qencono Village, Way Bungur District regarding the procedures for processing cassava and bananas has increased and improved. This service activity ran smoothly and received a positive response from all partner members, characterized by high enthusiasm by actively asking questions and discussing during the activity. Apart from that, during the CassaNa cake making demonstration, all participants were very enthusiastic and actively participated in the training/demonstration activities, apart from being able to understand well every procedure in making the cake.

## SUGGESTION

Considering the huge benefits of this Community Service activity, it is necessary to hold similar training for communities in other areas. It is necessary to monitor the program after this service activity so that the Fatayat Tanjung Qencono group, especially in Tanjung Qencono Village, Way Bungur District, East Lampung, can really practice making CassaNa cakes independently to be able to provide food reserves during the dry season.

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