



## Socialization of Cassava Tuber Development and Marketing as a Creative Culinary Product of Local Wisdom for the Community on Lance Island Barelang Batam City

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### **Abstract**

Socialization of Cassava Development and Marketing. This title describes an educational activity aimed at providing the community with an understanding of how to develop the potential of cassava tubers such as cassava (singkong), sweet potato (ubi jalar), and taro (talas) into processed products with economic value. Furthermore, this activity also emphasizes the importance of marketing strategies so that tuber-based products can become more widely known and have competitiveness in the market. This socialization includes: Education on innovative processing of cassava tubers into creative culinary or non-culinary products. Marketing training, both traditionally and digitally. Community empowerment so that cassava tubers can become a source of business and local economic improvement. Overall, this title indicates that cassava tubers are not only a food source but also a strategic commodity that can encourage creativity, entrepreneurship, and local economic resilience

**Keywords:** *Socialization of Cassava Development and Marketing, Community, Marketing Strategies, Innovative Processing*

### **INTRODUCTION**

Cassava tubers, such as cassava (singkong), taro (talas), and sweet potato (ubi kayu - note: this is a repetition and likely should just be sweet potato or another type of tuber depending on context), are a food source that plays an important role in food security, especially in tropical regions. Cassava tubers are known for their high carbohydrate content and are very beneficial as an energy source. Although cassava tubers have long been a staple food in some areas, their processing and marketing are still limited to simple products such as boiled cassava, fried cassava, or cassava chips. However, with the development of processing technology and the increasing consumer demand for high-quality, locally sourced processed foods, the opportunities to develop and market cassava tubers are becoming increasingly wide open. Cassava tubers not only have the potential to be consumed in simple forms but can also be developed into value-added processed products, such as flour, chips, ready-to-eat meals, and even raw materials for other industries like bioplastics. The socialization on the development and marketing of cassava tubers aims to provide insights to the community, business actors, and farmers regarding the significant potential of cassava tubers, as well as how to process, package, and market tuber-based products in a more effective and efficient





manner (Silitonga et al., 2023) This is expected to help open new business opportunities, increase income, and introduce local products to a wider market (Wibowo et al., 2022)

The objectives of the Socialization of Cassava Tuber Development and Marketing are:

- a) To provide understanding and awareness: To educate the community, entrepreneurs, and farmers about the significant potential of cassava tubers (including cassava, sweet potato, and taro).
- b) To share knowledge on processing techniques: To disseminate information about innovative and efficient methods for processing cassava tubers into various culinary and non-culinary products(Syaiful et al., 2023).
- c) To enhance marketing skills: To provide training and guidance on effective marketing strategies, both traditional and digital, to promote tuber-based products.
- d) To encourage value addition: To inspire the creation of value-added products from cassava tubers, moving beyond simple preparations to items like flour, chips, ready-to-eat meals, and industrial raw materials.
- e) To empower the community: To enable individuals and communities to utilize cassava tubers as a source of income generation and local economic development.
- f) To foster entrepreneurship: To encourage the establishment of new businesses based on the processing and marketing of cassava tubers.
- g) To increase income: To improve the economic well-being of farmers, processors, and marketers involved in the cassava tuber value chain.
- h) To expand market reach: To facilitate the introduction of local cassava tuber products to broader regional, national, and potentially international markets.
- i) To promote local products: To raise awareness and appreciation for locally sourced and produced goods.
- j) To strengthen local economic resilience: To contribute to the overall economic stability and sustainability of the local community by diversifying income sources and utilizing local resources.

The socialization on the development and marketing of cassava tubers is an important initial step in creating local products that can compete in the market. By optimally utilizing local potential and innovating in processing and marketing, we not only improve the welfare of farmers and small business owners but also contribute to strengthening food





security and the overall economy of the community (Wibowo & Joko Siswanto, 2022), (Puspita, R. R; Wibowo, 2022)

Through this socialization, it is hoped that participants can understand and utilize the potential of cassava tubers more effectively, as well as possess the necessary skills to develop high-quality and highly competitive processed cassava tuber products in the market.

## COMMUNITY OVERVIEW

From a marine perspective, Lance Island boasts abundant seafood, both from catches and aquaculture. Additionally, there are many handicrafts made using raw materials sourced from the sea. Regarding tourism, Lance Island has rich resources such as mangrove forests, beaches, and culinary offerings, further supported by numerous international-standard tourist destinations surrounding the island. Lance Island is the only sub-district (Kelurahan) in Sagulung District that has a beach. This island, approximately 6 hectares in size, is inhabited by 58 households comprising around 200 residents, with 90% of their income derived from fishing. The wives also contribute to the family economy by making crackers, the products of which have been sent to other regions, such as Medan. It is for this reason that the mothers are requesting assistance in acquiring knowledge on how to process various types of fish – including *gonggong* (sea snails), fan mussels, blue swimming crabs, groupers, snappers, *dingkis* fish, ketarap fish, kaci fish, mullet, reef fish, and other fish – so that they can be packaged after processing and have a long shelf life, making them suitable as souvenirs, for marketing, or for display at MSME (Micro, Small, and Medium Enterprises) exhibitions (Orobator & Osaretin, 2019)

Other preparations in welcoming tourists include showcasing dances and silat (a traditional martial art) as the cultural heritage of the Lance Island community, who are originally of Malay descent and whose entire population are relatives descended from a single ancestor initially and are now in their third generation (Aryaningsih et al., 2018). Lance Island already has a nice meeting hall with a capacity of 50 people. Tourist attractions include a wooden bridge around the mangrove trees that is painted in various colors but is already dilapidated and unsafe to walk on (built with CSR assistance from PGN), and a crab replica that serves as a photo spot and is very popular with children. Homestays are private houses that can be rented out at a price of IDR 80,000 per person





per night with a minimum of 6 (six) people, and can include breakfast, lunch, and dinner for an additional IDR 140,000.

The arrival of Singaporean tourists has been increasing in the post-pandemic era, where the relevant governments of Singapore and Indonesia have fully reopened tourism without quarantine requirements. This greatly encourages the enthusiasm of the Lance Island community to better prepare themselves and propose several needs for the future. Being part of the Tri Dharma (Three Pillars) of Higher Education, which serves as the vision of tertiary institutions and includes the obligation to conduct Research and Community Service, it is on this basis that students and lecturers from Batam Tourism conducted a Community Service visit to Lance Island. This visit was facilitated by the Head of the Tourism Awareness Group, who also serves as the manager of the Lance Island tourism destination.

Furthermore, the lecturers also recognize that the community of Lance Island still greatly needs assistance in other areas such as digital marketing, cooperative management, and MSME empowerment. By observing and exploring the potentials possessed by the community of Lance Island, and with the involvement of the university and stakeholders in the tourism sector , it is hoped that the Lance Island Tourism Destination will become increasingly popular among tourists. Consequently, this will uplift the lives and sustainability of the Lance Island community itself. (Silitonga, 2023).



Women Entrepreneurs Group for MSMEs ;Lance 2025



## METHODOLOGY

The methods for implementing the activities to address the identified problems are as follows:

1. **Socialization: Material and References** a. **Outreach:** The information was delivered through lectures and question-and-answer sessions with the participants, along with the presentation of materials via PowerPoint, which included references related to the concept of outreach and specific references on the Socialization of Cassava Tuber Development and Marketing as a Creative Local Wisdom Culinary Product. Participants were invited to discuss and understand the Socialization of Cassava Tuber Development and Marketing as a Creative Local Wisdom Culinary Product, its definition, and strategies to enhance it for the community on Lance Island, Barelang, Batam City.
2. **Activity Procedures** This Community Service activity included: a) Coordination with community leaders and the community on Lance Island, Barelang, Batam City, for participant selection and coordination regarding the scheduling of activities and other related matters. b) Preparation of activities, discussions, and practical exercises related to the activity materials discussed together with community leaders and the community on Lance Island, Barelang, Batam City.
3. **Supporting and Hindering Factors** Based on the evaluation of the implementation and outcomes of the activities, the supporting and hindering factors in carrying out this community service program (PKM) can be identified. In general, these supporting and hindering factors are as follows:
  1. **Supporting Factors** a. Very high enthusiasm and interest of the participants, along with their time commitment and active involvement throughout the implementation. b. Commitment of community leaders and the community on Lance Island, Barelang, Batam City, as well as assistance and support from other stakeholders.
  2. **Hindering Factors** a. Limited time for the implementation of activities, resulting in the inability to deliver the material in detail. b. Varied





comprehension abilities of the participants, with some being quick learners while others were slower, leading to less than optimal use of time.



Cooking Product Implementastiom Lance , 2025

## RESULTT

Community service is one form of the Tri Dharma (Three Pillars) of Higher Education, which is an obligation for lecturers, in addition to teaching and research. This community service activity aims to provide outreach to students of MA Industri Al-Jabar Batam, so that they have sufficient knowledge about the importance of the Socialization of Cassava Tuber Development and Marketing as a Creative Local Wisdom Culinary Product, the definition of the Socialization of Cassava Tuber Development and Marketing as a Creative Local Wisdom Culinary Product, as well as strategies and efforts to increase awareness of Food Development from local products for the community.

This will increase the level of community awareness about creativity. This activity was carried out in one day, namely on Friday, May 9, 2025, from 08:00 to 11:30 AM WIB. The implementation of this PKM (Pengabdian Kepada Masyarakat - Community Service) activity was carried out by a team of 7 (seven) lecturers from the Batam Tourism Polytechnic.

The results of the community service activity broadly encompass the following components:

1. Success in reaching the target number of outreach participants.





2. Achievement of the outreach objectives.
3. Achievement of the planned material targets.
4. Participants' ability to master the material.

The target achievement in terms of the number of participants was 30 (Thirty) participants. Thus, it can be stated that the participant target was 100% achieved. This figure indicates that the community service activity, when viewed from the number of participating attendees, can be considered successful.

The achievement of the objectives was generally good; however, the limited time allocated resulted in not all material on stunting being able to be delivered in detail. Nevertheless, looking at the outcomes for the participants – specifically the quality of learning achieved – it can be concluded that the objectives of this activity were met. The achievement of the material targets in this community service activity was quite good, as the supporting materials were able to be delivered in their entirety.

## **CONCLUSION**

This socialization activity aims to increase public awareness of the significant potential of cassava tubers such as cassava (singkong), sweet potato (ubi jalar), and taro (talas) as local food resources that can be developed into high-value-added culinary products. Cassava tubers have often been considered traditional food or alternative staples, but through innovative approaches, they can be processed into modern, appealing, and competitive culinary products in both local and global markets. The development of culinary products from cassava tubers not only reflects creativity in food processing but is also a form of preserving local wisdom. Traditional recipes, inherited processing techniques, and distinctive local flavors become important cultural values to maintain. Thus, this activity also plays a role in preserving local culinary identity amidst the increasingly strong currents of globalization. From an economic perspective, this socialization encourages the emergence of new business opportunities based on local potential, which can increase community income, especially for MSMEs, farmers, and small culinary entrepreneurs. Meanwhile, from a marketing perspective, training and education on appropriate promotion strategies—both conventional and digital—will expand market reach and increase the attractiveness of tuber-based products in the eyes of consumers. Overall, the socialization of the development and marketing of cassava tubers as creative culinary products based on local wisdom is a strategic effort to





integrate cultural preservation, economic empowerment, and culinary creative industry innovation into a unified movement that provides social, economic, and cultural benefits to the wider community.

## RECOMMENDATIONS

### 1. Training Follow-up:

- a) Conduct further, more in-depth, and specific training on techniques for processing cassava tubers into diverse and innovative culinary products (e.g., flour production, various modern cakes, ready-to-eat meals).
- b) Organize hands-on workshops on attractive and market-standard product packaging.
- c) Provide ongoing mentoring in developing recipes and new product innovations based on cassava tubers.

### 2. Marketing Assistance:

- a) Provide advanced training on digital marketing strategies (social media, e-commerce, marketplaces) and traditional marketing (participation in exhibitions, collaboration with souvenir shops).
- b) Facilitate the formation of marketing groups or cooperatives to increase bargaining power and distribution efficiency.
- c) Develop attractive and informative promotional materials (product photos, descriptions, branding).

### 3. Institutional Strengthening:

- a) Support the establishment or strengthening of cassava tuber-based micro, small, and medium enterprises (MSMEs).
- b) Provide business management training, including financial management and business licensing.
- c) Facilitate access to capital sources or government assistance programs for MSMEs.

### 4. Network Development:

- a) Facilitate meetings and collaborations between farmers, processors, and marketers of cassava tuber products.
- b) Establish partnerships with relevant parties such as the agriculture department, the industry and trade department, and tourism stakeholders to expand market opportunities.





**5. Preservation of Local Wisdom:**

- a) Document and promote traditional cassava tuber processing recipes as part of the local culinary heritage.
- b) Encourage product innovation that still maintains local flavors and wisdom.

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