



## EMPOWERING BUSINESS FOR ACTIVITIES CASSAVA CHIPS IN LAMAHU VILLAGE, BULANGO SELATAN, BONE BOLANGO INDONESIA

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<b>Received</b> 8 <sup>th</sup> October 2022 <b>Accepted:</b> 8 <sup>th</sup> November 2022 <b>Published:</b> 17 <sup>th</sup> December 2022	The purpose of this research is to find out the dynamics of the group in the cassava chips business in Lamahu village, cassava chips are snacks that are familiar to most of the Indonesian population. The method used in this activity uses direct interviews and direct observation with cassava chip business owners. Peeling cassava which will be the main ingredient in these chips is the first step in the process of making cassava chips. Then cassava is cut into chips of suitable size after peeling. The cassava is then washed three to four times clean. Officers will prepare the cassava ingredients after cleaning. After being removed from the fire and fried, the cassava is mixed with other ingredients that have been prepared previously. low, the selling price is still low, and the marketing area is still relatively very limited.

**Keywords:** group dynamics, business, community empowerment

### INTRODUCTION

Cassava chips are snacks that are familiar to most of Indonesia's population . According to Indardi (2018). states that snacks are snacks that are consumed between the three main meals in a day. These types of snacks are very diverse in terms of all forms and ways of processing and serving. for example like cassava chips. The cassava chip business ( Jaka Sriyana & Chythia Prafdhitia Sari. (2018) is one of the businesses to utilize cassava commodities which are used for business units. The cassava chip business is currently occupied by many community members, including residents. Cassava chips are also a very popular snack. familiar to Indonesian people. Everyone likes it, from children, teenagers, to adults ( Ira Rukayah, Shorea K, SE (2015).

According to Prasetyo (2014) Chips are made through the frying stage but some are only done through drying or drying. Chips also taste dominantly salty, spicy, sweet, sour, savory, or a combination of all of them. Cassava chips ( Legowo, HW & O. (2017) are a kind of snack in the form of slices of tubers, fruits or vegetables fried in vegetable oil. ( Amaliah, N., Setyawati, R., Farida, Suriana, I. , & Gafur, A. (2019).

According to Manalu et al, (2019) To meet cassava production, a production program per unit area of land, quality improvement and processing of cassava yields is needed ( Mararia, R. & Sari, F.2018).

### METHOD

This research was conducted in Lamahu Village, Bulango Selatan District, Bone Bolango Regency. The research method carried out in this study was a qualitative method. Qualitative method is research that uses methods, steps, and procedures that involve more data and information obtained by the respondent as a subject who can express his own answers and feelings to obtain a holistic general picture of the matter being studied. As for the data collection method ( Isnawardiah, Subandi, Siti Kustin, MHN (2020) in this activity using interview methods and direct observation with cassava chip business owners.

Research problems can be created or discovered if the researcher has adequate scientific knowledge about the phenomenon or topic he wants to study. This was stated, among others, by Maxwell (1996), who provided a qualitative research design framework consisting of five elements, namely (1) objectives, (2) conceptual context, (3) research questions, (4) research methods, and ( 5) validity. Research objectives need to be realized by researchers: what issues do you want to cover? Will research on the issue influence practice? What's the point of research? Conceptual context

is a kind of map of existing scientific knowledge regarding or around the phenomenon to be studied. In this case, previous theories, concepts, and findings will be very useful for finding research problems. The sources of such theoretical knowledge can be from our own experience, from existing theories and studies, the results of preliminary studies that we have done ourselves, and experiments with our own ideas ( Isna wardiah, (Subandi, Siti Kustin, MHN (2020)) It is clear that literature review plays an important role in this regard, however, different from the use of theory in the formulation of qualitative research problems, here theory acts more as a source of inspiration, not to be deduced into hypotheses which will then be tested empirically.



Figure 1. Qualitative Research Method

**RESULTS**

The location for the business of making cassava chips that we chose is located in Lamahu Village, South Bulango District, Bone Bolango Regency. The research was carried out on October 10, 2022. This business place is a place for making cassava chips which is included in the small and medium business category. The method of making cassava chips is still in the conventional way so that the role of the individual or in this case the workers is very large in the manufacturing process. The process of making cassava chips takes place constantly, in which there are 3 workers or employees with their respective division of tasks. This business place was built by Nona's mother and family. And is a business that pioneered since he was young. Currently, the net income collected per day can reach more than IDR 800,000. It can be said that the manufacture of cassava chips is a promising business.

Furthermore, the cassava will be processed by the workers into cassava chips. The existing cassava will later be converted into chips. Each of these chips is sold at a price of 2000 per pack, with this turnover, this business is built and maintained. That's how Mrs. .

Tools and materials used to make cassava chips, namely: Stages or how to make cassava chips, namely: Figure 1. Peeling cassava that is already there and sliced according to size and wash the cassava that has been peeled and sliced earlier



2. Then, the cassava that has been washed clean will be fried in a large pan



3. After the frying process, the cassava will be mixed with the main seasoning ingredient, namely balado



4. Then the last process is the packaging process in plastic packaging

## DISCUSSION

The process of making cassava chips begins by peeling the cassava which will be made as the main ingredient for these chips. Then, after peeling, the cassava will be sliced according to the size of the chips. Then the cassava is washed thoroughly 3 or 4 times. After being washed clean, the employee will prepare the ingredients to be mixed in the cassava. Cassava is fried over a very hot fire, removed and then mixed with the ingredients that have been prepared earlier. Cassava chips are also a food made from thinly sliced cassava and then fried in cooking oil. Usually the taste is salty with a savory onion aroma. (Ety Widhi Astuti, Mely D, H. & NO (2021).

Current developments have given rise to many variations in the taste of cassava chips, not only salty and savory, but also salty and sweet and spicy or known as balado seasoning. Cassava chips are also one of the most popular snack products among consumers. This product is an appropriate alternative to accompany leisure time (Ahmad Shobari, GNT (2018).

The profit from this cassava chips business can be seen from the sales turnover generated every month Rp. 800,000. net turnover of the cassava chip business and the amount of capital within one month obtained by the cassava chip business entrepreneur

The cassava chip business also has inhibiting factors, namely the cassava chip entrepreneur is still experiencing problems, namely the low production capacity of chips, the selling price is still low, and the marketing area is also relatively very limited. Many people in the community have trusted and are familiar with this one snack, namely cassava chips. The supporting factors are the high public interest in buying and the easy way of marketing and knowledge skills and a strong desire to increase income and the inhibiting factors are the smooth business network and easy business facilities and infrastructure and short resilience in the cassava chips business.

**CONCLUSION**

In running a cassava chips business, in terms of capital, it is quite cheap. Then the tools and materials used are quite easy to find in the midst of society. And to sell certain products, there must be a strategy that is carried out online or offline.

**SUGGESTION**

We must understand the business opportunities that exist around us. In the agricultural world, of course there are lots of agricultural products that can be processed into other products that have a higher selling value. So by knowing how to use an agricultural product, then applying it in a business, large profits will be obtained and can increase income

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