



WORKSHOP ON PROCESSING MUSTARD GREENS INTO SNACK PRODUCTS TO INCREASE MARKETING OF AGRICULTURAL PRODUCTS IN RIANGGEDE VILLAGE, TABANAN, BALI

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Abstract

Community service activities in the form of workshops on processing mustard hujai into snack products to improve the marketing of agricultural products aim to, improve the skills of PKK mothers starting from the selection of raw materials, processing, and packaging to the market level of PKK mothers in the use of agricultural products in Rianggede village, improving their welfare. This workshop aims to make every PKK mother additional income that can prosper her family. Training objectives are achieved through presentations, demonstrations, tutorials, and question-and-answer procedures. After the training, there is a follow-up or evaluation and the support of the committee (students) to see PKK mothers and help them prepare snacks (mustard sticks) and prepare products for sale. The results showed that the community service program training went well and successfully. This training program can equip mothers with plant-based snack production skills (mustard sticks) and improve their welfare through income from the sale of these processed products. Problems or obstacles that arise during the training phase can be overcome with mentoring methods. Regarding criticism and suggestions about the results of the work program, farmer group mothers are expected to be enthusiastic and motivated to further develop this business. It is hoped that education experts can always help women in Rianggede Village and Rianggede Village benefit from theoretical and practical contributions.

Keywords: PKK Mothers, Rianggede Village, Workshop on Processing Agricultural Products.

INTRODUCTION

Rianggede Village is one of the villages located in the Penebel sub-district, Tabanan Regency, Bali Province. The main source of income in Rianggede Village is as a farmer, the majority of agriculture in this village is vegetables such as mustard hujau, spinach, long beans, etc. The price of vegetables in the market is fairly unstable and makes farmers experience losses. There is an innovation in processing green mustard greens into mustard sticks and inviting PKK mothers to make mustard sticks to improve the economy of the people of Rianggede Village and increase the selling price of vegetables from farmers.

Snacks are foods that are often eaten by all ages. Snacks are eaten between large meals. Snacks on the market today contain unbalanced nutrients, so it is very important to produce snacks with a balanced nutritional composition (Damayanthi and Listyorini, 2006). Sticks are a form of food or pastries that are often used as snacks or in between main meals. (Jamilah et al., 2022).

Sticks are usually made from wheat flour, tapioca flour or sago flour, oil, eggs, and water. The stick has a long flattened shape, savory taste, and crunchy texture, making it popular among the general public. Wheat flour is the main raw material used in making sticks. The sticks are now being updated by replacing the additional raw materials used. Kite fish meal, milkfish flour, sorghum flour, spinach flour, sweet potato flour, and peanut flour are also used in stick production (Pratiwi, 2013).

Sticks with various shapes and flavors are now available on the market. Because this dish is often shaped long and flat like a stick, it is called a stick. Making high-quality dry snacks requires the use of high-quality ingredients (Habeahan, 2018). In addition, the ingredients used to make the sticks must be nutritious. Acceptable stick quality criteria, according to the National Standardization Agency (2015), are also related to good extrudate snack standards. Mustard greens are one of the horticultural crop commodities that are used for their young leaves.

(Prambudi, 2019) vegetables can be used for therapy other than as food, such as preventing breast tumors, preventing breast cancer, nourishing the eyes, regulating cholesterol levels in the blood, and preventing heart attacks. According to (M. S. Alifah, 2019) Mustard greens are popular among consumers because they are rich in provitamin A and ascorbic acid. According to Cahyono (Syarif & Flaning, 2013) In terms of nutritional value, the concentration of mustard beta-carotene is fairly high when compared to other types of vegetables. Mustard plants in both highlands and lowlands are often easy to flower organically. (Siregar, 2017) Mustard plants grow from seeds (generative) starting with planting, and mustard greens are categorized into three types:

- 1). Mustard greens have short and wide stems and pale green leaves with straight and flat stems.
- 2). The stem of chicory is short and straight, with wide, smooth, dark green leaves, long peduncles, and wings curved downwards.
- 3). Mustard vegetables have long, thin, greenish-white leaves, stems, and wings (Sunarjono, 2004).

Mustard greens, as a plant food, have a wide range of nutrients, making them ideal for maintaining a healthy body. (S. Alifah et al., 2019) Mustard greens are vegetables that can help prevent cancer because they contain significant amounts of phytochemicals, including glucosinolates. Consuming mustard greens every day can reduce the chances of prostate cancer (Indonesian Ministry of Health, 2012).

IMPLEMENTATION METHOD

The method of implementing activities in this PKM program is in the form of Counseling Method and Training Methods. Extension is one way to transmit innovations that have been created. Counseling can be done using face-to-face, interpersonal or interpersonal methods. In addition, it is also a forum for program socialization. This approach is considered efficient and effective for communicating program messages. In addition to the extension approach, the Training Method is often used. The training style of this PKM program includes a briefing on the manufacturing process and the selection of raw materials.

RESULTS AND DISCUSSION

On Saturday, January 28, 2023, it will take place at the multipurpose hall of Riangede Village, Penebel, Tabanan. I conducted a work program with the theme "Workshop on Processing Green Mustard into Camilah Products to Improve Marketing of Agricultural Products". This work program invited 20 PKK mothers in Riangede Village, this workshop began with Marketing Socialization of Agricultural Products and Processed Snacks presented by Mis Melati as a lecturer at the Faculty of Communication Sciences. And continued with a workshop on processing mustard greens into mustard sticks, by inviting PKK mothers to practice directly how to make mustard sticks. PKK mothers were very enthusiastic to take part in this workshop from the beginning of making to packaging this mustard stick. The result I obtained from this work program is that PKK mothers can process mustard greens and increase the price of agricultural products in Riangede Village, especially mustard greens, besides that PKK mothers, are also expected to open businesses and improve the economy in Riangede Village. PKK mothers can also educate the community in Riangede Village to be able to innovate to process agricultural products in Riangede Village so that vegetable prices can remain stable with processed products from agricultural products in this village. The results of the workshop that we have prepared and made by PKK mothers we give directly to PKK mothers as tester and as samples for processed sticks made from mustard greens.



Figure 1. Green Mustard Processed Sticks



Picture 2 mustard sticks

Source : (Personal Document)



Figure 3 Mustard stick making

Source : (Personal Document)

Source : (Personal Document)



Figure 4 Mustard stick making with PKK

Source : (Personal Document)

CONCLUSION

The workshop on processing mustard greens into snack products to improve the marketing of agricultural products in Rianggede Village by inviting mothers to process mustard greens that are dominant in Rianggede village, helping to provide innovation and how to make mustard sticks is expected to help the community to improve the economy and assist farmers in increasing the market price of mustard greens to be stable and still maintain consumers in marketing mustard greens.

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