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## Development of Potato-Based MSMEs “Ngaditatoes” in Ngadiwono Village, Tosari District, Pasuruan Regency: Study of Local Wisdom and Innovation

Naja Alyya Safirna\* , Fellita Intan Putri Purnomo, Cinta Finada, Hidayatul Munawaroh

Universitas Muhammadiyah Sidoarjo, Indonesia  
\*Corresponding Author: [aleeyanaaja72@gmail.com](mailto:aleeyanaaja72@gmail.com)

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### Abstract

This activity aims to analyze the potential of potato farming in Ngadiwono Village, examine the role of MSMEs in processing local agricultural products, and explore the use of digital marketing to increase the competitiveness of processed potato products. Methods in the community service program in Ngadiwono Village: first, conducting observations of MSME players who produce potatoes; second, delivering work programs; third, preparing the necessary materials and tools; fourth, explaining how to make products; and finally, developing a marketing process for innovated potato products. The results of this activity made residents interested in making and processing potatoes into Ngaditatoes products and marketing them.

**Keywords:** Product, Potato, MSME

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### INTRODUCTION

Ngadiwono Village is located in Tosari District, Pasuruan Regency. According to data from the Central Statistics Agency of Pasuruan Regency in 2018, there were 1409 residents living in Ngadiwono Village, the majority of whom were aged 40 years and over. The majority of local residents work as farmers. Observing the natural conditions in Ngadiwono Village which has very good agricultural potential and is still well maintained and preserved. Potatoes are the main crop planted by farmers in this village. In addition to potatoes, various types of vegetables are also produced, such as broccoli, leeks, and cabbage (Febriyanto et al., 2024) . With an agricultural land area of 539.92 hectares, Ngadiwono Village is located in Tosari District, Pasuruan Regency. Based on the potato production opportunities produced by this village, potato production must be expanded to meet domestic and international market demand to increase the income of potato farmers in this village (Yurianti et al., 2021) .

In Indonesia, households and small businesses are essential for generating household income, expanding the number of business units, and absorbing labor. Especially for women who run their own businesses, several industries can be models for regions that want to increase economic growth and income (Mandalika et al., 2024) . MSMEs play an important role in improving the village economy by creating jobs and reducing unemployment rates. By processing local potential such as natural resources into high-value products, villagers can be more creative and improve their standard of living. In addition, MSME products can also be a characteristic of the village that attracts tourists. The government continues to provide encouragement to MSMEs so that village communities can achieve prosperity and independence. MSMEs have a very big opportunity to increase their market reach through digital marketing. By practicing digital marketing ideas, MSMEs can increase their competitiveness both domestically and abroad (Tiarapuspa et al., 2024) .

Each tribe has its own beliefs and local wisdom, which can be called guidance, majesty, nobility, wisdom, or local wisdom. Local wisdom refers to the principles found in local culture that can be applied to improve the standard of living in the surrounding environment. They are referred to as local knowledge (Salmiah & Global, nd) . As if surviving and growing naturally, local wisdom is created and passed down from one generation to the next. There is no underlying science or technology. To create a desire for the life of ancestors, which is the foundation of the present, local wisdom assumes the content of past cultures (Cahyanto et al., 2010)

Potatoes are a leading commodity for the people of Ngadiwono Village, Tosari, Pasuruan. Potatoes are rich in content that is beneficial for health. Potatoes contain various nutrients, including carbohydrates, minerals such as iron, phosphorus, magnesium, sodium, calcium, and potassium, protein, and nine types of vitamins, especially vitamins C and B1 (Hartiyah, 2022) . Potato tubers are known to contain no fat and cholesterol, but are rich in carbohydrates, sodium, protein, and vitamins A, vitamin C, calcium, and iron. In addition, the vitamin B6 content in potatoes is also quite high when compared to rice (Rusiman, 2008). The diversity of this nutritional content makes potatoes very useful for various types of food processing, both in the form of wet and dry foods (Burhanuddin et al., 2022) . In addition, potatoes are a high-value product that is still commercially cultivated in Indonesia. The productivity of potato production in the East Java region in 2023 was 278,804 tons/ha (BPS, 2023). Potato production has grown to the point where proper post-harvest care is required. The high potato production in East Java offers opportunities for business people to create agro-industry based on potato raw materials (Maulidah et al., 2017) .

In addition to helping MSMEs market and promote their goods and services, digital marketing can open up previously untapped or limited markets. Able to open up new markets that were previously blocked or limited due to communication, time, and distance constraints. time, distance, and communication methods. This must be utilized effectively by micro-entrepreneurs to strengthen the Indonesian economy (Ramdhani et al., 2023) . Given the progress that is currently taking place, education is very important to educate companies about the opportunities and difficulties in a dynamic market. MSMEs can survive in the face of increasingly fierce competition by receiving instructions on modernization. By making efforts to produce various advertisements that are appropriate for different regions, business actors demonstrate critical thinking skills. Through marketplace applications, product marketing can be arranged flexibly, thus giving companies the freedom to choose the main marketing place (Ramadani et al., 2023) . MSMEs have tremendous potential to reach a wider audience through digital marketing. MSMEs can increase their competitiveness both domestically and internationally by implementing digital marketing tactics (Mandalika et al., 2024) .

Based on the potential of potato farming in Ngadiwono Village which can be developed to improve the welfare of farmers, as well as the role of MSMEs in processing local agricultural products to strengthen the village economy, this community service activity is carried out to develop the potential of MSMEs in processing potatoes into snacks. We innovate the Ngaditatoes product which is a food innovation that has recently become popular. The main ingredient of the Ngaditatoes product is made from potatoes. Ngadiwono Village is richer in potatoes, so processed products from potatoes can be an innovation in MSMEs. Therefore, we as students provide new innovations in products. Where potatoes are originally sold raw, we can sell them as ready-to-eat products to eat. The role of the community is very important in this work program. Through collaboration with PKK mothers and involving the local community in this program, it is hoped that community empowerment can continue after the KKN-Pencerahan program is complete.

## **METHOD**

This community service activity consists of several stages that have been passed, with the aim of helping the people of Ngadiwono Village in processing potatoes into innovative products and increasing their insight. The following are several stages in the community service program in Ngadiwono Village: first, conducting observations of potato farmers who produce potatoes; second, delivering a work program; third, explaining how to make the product; fourth, carrying out socialization of the development of processed potato products as an opportunity for MSMEs; and finally, developing the marketing process for the innovated Ngaditatoes product.

## RESULTS AND DISCUSSION

### 1. Conducting Observations on Potato Farmers Who Produce Potatoes.



*Gambar 1. Kondisi Ladang Kentang*

KKNP Group 12 enthusiastically went directly to the field to see the conditions of potato farmers who are part of micro, small, and medium enterprises (MSMEs). They wanted to understand the challenges faced by farmers, starting from the planting process, maintenance, to marketing the harvest. After conducting observations, group 12 not only witnessed the struggles of the farmers, but also took the initiative to provide assistance by participating in the potato planting process.

### 2. Delivering Work Program



*Gambar 2. Penyampaian Program Kerja*

Representatives of the Umsida KKN students met with the Village Head to explain their work program, namely making potato products to increase the added value of agricultural products. They explained the types of products, the objectives of the program, and the benefits for the community. The KKN students met with the Village Head to ask for help in inviting residents to attend the socialization of their program. In the meeting, they explained the importance of community participation so that the program can run effectively and provide benefits to the community. The Village Head also agreed and was willing to help disseminate information and invite residents to attend the activity. The Village Head welcomed this plan and provided input so that its implementation would be more effective.

### 3. Explaining How to Make a Product





*Gambar 3. Proses Pembuatan Ngaditatoes*

Ngaditatoes is a crispy snack made from finely chopped potatoes and fried until dry. The manufacturing process begins by peeling the potatoes, then grating them into thin shavings. After that, the grated potatoes are washed clean to remove their natural flour so that the fried results are crispier. Next, the potatoes are fried in hot oil until golden brown, then drained so that excess oil is absorbed and the texture remains crispy. Meanwhile, the seasoning is made from a mixture of garlic, chili, sugar, and salt which is sauteed until cooked and gives off a fragrant aroma. Finally, the French fries are mixed with the finished seasoning, stirred until evenly distributed so that the seasoning is perfectly absorbed. Ngaditatoes is ready to be served as a snack or food complement.

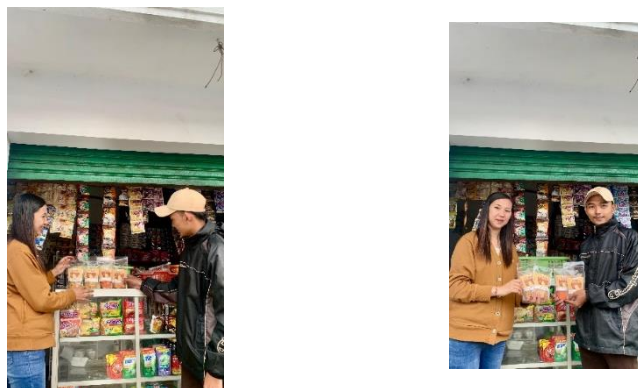
#### **4. Implementation of Socialization of Potato Processed Product Development as an Opportunity for MSMEs**



*Gambar 4. Pelaksanaan Sosialisasi*

The activity started at 15.00 WIB at the Ngadiwono Village Office together with the PKK (Family Welfare Empowerment) mothers and also together with the ranks of village officials such as the Village Head to conduct socialization from the KKN-P 12 Umsida Team regarding the Socialization Program for the Development of Processed Potato Products as an Opportunity for MSMEs. Guests are welcome to ask questions about the Development of Potato Processed Products as an Opportunity for MSMEs and processed potato products that have been made by the UMKM Division of KKN-P 12 Umsida. The activity ended at 17.00 WIB. The community gained new information and skills on how to make processed potato products that have high selling value, and are useful for developing and boosting MSMEs in Ngadiwono Village.

#### **5. Developing an innovative Ngaditatoes Product Marketing Process.**



*Gambar 5. Pemasaran Produk Ngaditatoes*

On February 5, marketing of ngaditatoes products was carried out to PJ UMKM village. The form of marketing that is still used in marketing potato products is manual. Although the marketing that is carried out has not used online media, the products offered are already widely known by the people of

Ngadiwono village. What is done by UMKM in marketing products is to maintain the quality of taste, product crispiness, and hygiene in its packaging.

## CONCLUSION

Through direct observation, KKNP Umsida Group 12 showed their dedication in helping potato farmers and developing MSMEs in Ngadiwono Village. They also participated in the potato planting process and presented their work program to the Village Head who received full support, especially in making processed potato products to increase the added value of agricultural products. Through socialization with PKK mothers and village officials, the innovative product they created, "Ngaditatoes", was introduced to the community, providing a new perspective to the community regarding business opportunities based on processed potato products. In addition, marketing efforts have also been carried out, although still done manually, this product is already quite well-known in the community because it prioritizes quality taste and hygiene in packaging. Overall, various initiatives carried out by KKNP Umsida Group 12 have helped local MSMEs to develop and provide information to the community about economic opportunities in the agricultural sector. It is hoped that this idea will continue to grow and help farmers and entrepreneurs in Ngadiwono Village in the long term.

It is recommended to use online media to reach a wider audience to increase the marketing of "Ngaditatoes". In addition, to increase the variety and appeal of consumers, processed potato products can be diversified. Improving the quality of packaging and branding is also important to make products more beautiful and easily recognized. To increase competitiveness, more business management and digital marketing training is needed for MSMEs. Cooperation with external parties, such as distributors or cooperatives, can also help increase production and marketing. With these steps, processed potato products in Ngadiwono Village can develop more rapidly and provide greater economic benefits to the community.

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