

CORN PROCESSING WITH ULVA LACTUCA SEAWEED FORTIFICATION AS HEALTHY SNACK

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Abstract: The implementation of the community empowerment program through corn processing with seaweed fortification in 2024 was carried out in Pacarejo Kapanewon Semanu village, Gunungkidul Regency, Yogyakarta. The purpose of this program is to increase community income through Small and Medium Enterprises, increase local creativity and innovation that can be used as a typical product of the Gunungkidul region and increase the selling value of Corn commodities in Pacarejo Village. The solution that can be done is through processing corn raw materials into delicious, nutritious and preferred products and can become regional specialty products that can compete with other regions. The methods used in this program are counseling and training methods. This program collaborates with the PKK Prima Melati group in Pacarejo Village as a partner in the processing of corn into corn sticks and Pacarejo Village as a partner in the marketing process of snack products. The flow of activities includes counseling on how to make corn sticks and entrepreneurial techniques, training in making sticks, as well as packaging and marketing of processed corn products.

Keywords: *Product, Corn, Healthy Snack*

INTRODUCTION

Gunungkidul is one of the districts that has excess agricultural and plantation products, one of the areas is Pacarejo Village, Kapanewon Semanu, Gunungkidul Regency, Yogyakarta. The village has an abundance of agricultural products, especially corn. According to the Department of Agriculture and Food of Gunungkidul Regency, the production of corn commodity in 2023 in Kapanewon Semanu is 17447.82 tons. The abundance of corn crops is utilized by the community as a source of income, by selling the crops to other parties. But on the one hand, the people of the region want the uniqueness of the corn crop to be processed into one of the added value of local residents' income. This is due to the benefits of corn that can provide great opportunities for the community if it has innovation and creativity in management.

Corn (*Zea mays* L.) is one of the grain plants from the grass family (Graminae). In Indonesia, 2 (two) varieties of corn are known to be commonly grown, namely yellow and white corn. In both varieties, the carbohydrate-rich part is the seed. Most of it is in the endosperm. The carbohydrate content can reach 80% of the entire seed dry matter. (Merdiyanti, 2008). Almost all parts of the corn plant have potential economic value, corn kernels as the main product are the main raw material for the feed industry. The problem that occurs in the Pacarejo village of Semanu is that there is a lot of corn commodity production but the management of the results has not been maximized, so that the training in making corn sticks is expected to be an alternative to maximize efforts to diversify processed food products and ultimately increase entrepreneurial motivation for the local community. This training is integrated with UNY PPM (Community Service Program) activities, as a program to improve food security in Pacarejo Village.

METHOD

The training took place for 1 day on October 6, 2024, at the village hall of Pacarejo Village. The training participants were PKK mothers and young women totaling 15 people. This

event was held with the help of students of the applied culinary undergraduate study program, Faculty of Vocational Studies, UNY.

The method of implementing training with two events, namely the delivery of theory by the speaker followed by the practice of making corn sticks. To see the success of the program, observations were made to the training participants.

Making Corn Sticks

Sticks are a type of snack that has a crunchy and savory texture. Sticks are generally made from a mixture of wheat flour, cornstarch, chicken eggs, butter, ice water, cooking oil, garlic, ground pepper, and salt. The process of making corn sticks begins with weighing, washing and coarsely grinding the corn and continues with the process of flaking, cutting the sheet dough into long strands like flat noodles and continuing with the frying and packaging process. Corn that has been cleaned, combed and then blended. Next, it is poured into a dough combo and added with 150g wheat flour, 25g rice flour, 2g salt, ½ tbsp flavoring, 1 tbsp margarine, and enough cheese and sugar. Mixed until smooth and then rested for 10-15 minutes. The dough is then flattened with a wooden grinder to a thickness of 2-4 mm. Cut into 5-8 cm long pieces. Fried for 2-3 minutes at $\pm 150^{\circ}\text{C}$. Once cooked, they are removed and drained for an hour.

RESULTS

Counseling on How to Make Corn Sticks and Entrepreneurship Techniques

The counseling activity was held at the Pacarejo village hall building which is usually used as a meeting place for local hamlet residents. The counseling and training activities were attended by 15 participants consisting of PKK mothers and young women as well as several students who helped this activity. During the counseling, slides of material were displayed. The presentation was delivered by members of the service implementation team and followed carefully by the counseling participants. Participants (local residents) were quite enthusiastic about participating in this counseling and training activity, as shown by the active participation of participants in asking questions and also active when practicing directly processing corn until the packaging process. Documentation of the extension activities can be seen in Figure 1.



Figure 1: The atmosphere during the counseling activity.

Training on Making Corn Sticks

In the training activities, participants were guided and assisted by the implementation team from students. The 15 participants were divided into 3 groups, and each group was accompanied by 1 student. While paying attention to guidance and direction, participants immediately tried to

practice and divide their respective tasks. Documentation of corn processing training activities can be seen in Figure 2. At the end of this activity, the participants were very satisfied with the processed products that had been made because they tasted good, were liked by all, and were easy to make.

After training on corn stick processing, participants were then given training on packaging and packing of the processed products. Neat and attractive product packaging is important to note in order to attract consumer buying interest. Good packing will also facilitate the distribution and sales process of the products. Processed products are also given label stickers to provide information for consumers and to make it easier for consumers to identify products produced by partners. Two main things that must be considered in order to maintain a sustainable business are good financial management and continuous product promotion. In order to minimize product sales losses, participants were taught how to calculate the selling price of the final product, which includes the calculation of raw material costs, variable costs including labor costs, fuel and tool depreciation costs as well as label and packaging costs. As a start to promoting the product, the village head of Pacarejo will initiate a mini showroom that will be located near the Pacarejo village office. It is hoped that with the mini showroom, products made by the local community can be displayed in order to promote the products. Other benefits of the physical marketing method are that the seller does not need to rent a tenant/store so that it can reduce the initial capital, there is no need to enter the store.

Evaluate the success of the program by looking at the participants' participation in the training activities. Participants were very active in asking questions during the presentation of materials and were also active in practicing corn stick processing. This is because the products trained have never been made before, the raw materials are easy to obtain and easy to do at home.

CONCLUSIONS AND SUGGESTIONS

Community service activities have been carried out in Pacarejo Village, Kapanewon Semanu, Gunungkidul Regency with the title "Training on Corn Processing and Entrepreneurship Techniques in Pacarejo Village Kapanewon Semanu, Gunung Kidul Regency". This activity was attended by a team of PKK mothers, young women and students with a total of 18 people. This activity consists of several activities, namely: counseling on how to make corn sticks and entrepreneurial techniques, stick-making training, as well as packaging and marketing of processed corn products. Seeing the high enthusiasm of the participants, this PKK group needs to be strengthened and given a stimulus by providing initial capital so that they can immediately start an independent home industry business so that it can be developed into an MSME (Micro, Small and Medium Enterprises).

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