Empowerment of Aisyiyah Branch Minggiran Yogyakarta Through Purple Sweet Potatoes Processing to Local Food Products

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ABSTRACT. This service aims to empower the mothers of the Aisyiah Minggiran Branch by processing purple sweet potatoes into local food products. The location of service is in the Aisyiyah Minggiran Branch, Mantrijeron District, Yogyakarta City, which is close to the Telo Market Center which is a special market for sweet potatoes, including purple sweet potatoes. This service was carried out in February 2023. The activity began with counseling and FGD, pre-test, and post-test, handing over goods to partners, and processing purple sweet potatoes into local food products. In this activity, purple sweet potatoes are processed into food products in the form of telo brownies, telo pizza, and telo donuts. There is an increase in partners' knowledge about purple sweet potato processing by 15%. This activity is expected to provide entrepreneurial ideas to partners.

Keywords: Aisyiyah, Minggiran, local foods, potatoes

1 Introduction

Community empowerment is a planned social change strategy aimed at addressing problems or meeting community needs. Empowerment is the process of increasing the capacity of individuals or groups to make choices or turn those choices into actions or results to be achieved. In the empowerment process, the community gets learning so that they can independently make efforts to improve their quality of life. Thus, the process must be implemented with the full involvement of the community itself gradually and continuously [1]. According to [2] "empowerment aims to increase the empowerment of those who are disadvantaged".

According to [3], women's empowerment is an effort to improve the status and role of women in nation-building, the quality of the role, and the independence of women's organizations. [4] said that women's empowerment programs in Indonesia have been started since 1978. In its development, efforts within the framework of women's empowerment have visibly resulted in a process of improvement in various ways. Such as improving the conditions, degrees, and quality of life of women in various strategic sectors such as education, employment, economy, health, and family planning participation.

From a cultural perspective, food isn't something that is viewed solely as related to some of the physiological and biological aspects of humans. Rather, it is thoroughly absorbed into a cultural system [5]. In general, people today do not only consume processed products food to simply fill their stomachs but also look for processed foods that can have a good impact on their bodies [6]. Local food is food that is produced, marketed, and consumed by the local community. One example of a food that has the potential to be developed into functional food is purple sweet potato. Purple sweet potato is one of the sweet potatoes that are widely found in Indonesia in addition to the white one [7]. The purple color in the sweet potato comes from

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purple anthocyanin pigment which is a natural substance containing high anthocyanins compared to other varieties [8]. Previous studies had experimented with the processing of sweet potatoes into various products, including fructose syrup, dried sweet potato sweets, french fries, sweet potato noodles Sweet potato flakes, jams, sweet potato crackers, reconstituted chips, sweet potato puree drinks, yogurt, sweet potatoes, and others. Purple yam contains 22.44% starch; 0.77% protein; 0.94% fat, 3%, 21.43% vitamin C, and 110.51(mg/100 grams) anthocyanin [9]. Anthocyanin content in purple sweet potatoes is higher than in sweet potato varieties such as white, yellow, and orange sweet potatoes, and is also higher than in soybean seeds, black rice, and purple eggplant. Anthocyanin also functions as antimutagenic and anticarcinogenic and prevents disturbance at function liver antihypertensive, and antihyperglycemic.

Sweet potato is commonly processed boiled, steamed, or fried [10]. The potential of purple sweet potatoes can be further developed if this product can be processed into semi-processed food or raw ingredients for other industries. This product has more economic value because it can last relatively longer than fresh purple sweet potatoes or processed food products. Additionally, it has a much larger market share because it can be traded among provinces even as an export commodity. To be able to process purple sweet potatoes into other food products, proper processing technology and processing tools are needed. One form of processed purple sweet potato includes pizza, bread, brownies, and donuts.

The Aisyiah Minggiran Branch is located in Mantrijeron District, Yogyakarta City, close to the Telo Market which is a special market for cassava and sweet potatoes, including purple sweet potatoes. Due to the pandemic two years ago, the Aisyiyah Minggiran Branch was absent from holding activities. Therefore, it is important to empower its members through counseling and demonstration activities or the practice of processing purple sweet potatoes into telo brownies, telo pizza, and telo donut.

2 Methodology

The service activity was carried out by two methods, namely counseling and training. The use of such methods is expected to increase the ability and understanding of partners about the processing of local food ingredients from sweet potatoes. This community service activity was carried out at Aisyiyah Minggiran Branch, Mantrijeron District, Yogyakarta City on Wednesday, February 8, 2023, from 13.30 to 16.15. The place of the service was at the house of Dra. Siti Rochani (Vice Chairman of Aisyah Subdistrict Executive Out of the way). The training stage was carried out at the Agribusiness Laboratory of the Universitas Muhammadiyah Yogyakarta on February 15, 2023.

This community was divided into several stages, as presented in Figure 1. The implementation of the community service program began with observing the location of the service. Observations were made through direct observation and contact with the Head of the Aisyiyah Minggiran Branch to obtain accurate data and problems experienced by partners. Observations were made to determine solutions in solving problems faced by partners.

At the implementation stage, the service began with counseling session on food processing from local ingredients in various processing methods to make them suitable for consumption followed by joint discussions between the proposer team and service participants. Before processing or cooking practices were held, directions were given regarding the recipes. Further, the preparation of tools and ingredients was carried out by the proposer team assisted by students. Once all the tools and materials were ready, the following
step was the practice of making processed food from raw sweet potatoes. The evaluation stage was carried out to determine the advantages and disadvantages of the implementation of the community service program. In the evaluation, trainees were given questionnaires to fill out and asked to provide comments and suggestions on the material and implementation of the community service. Additionally, a questionnaire was also given to Aisyiyah's management which surveyed the satisfaction of the implementation of community service activities.

In the monitoring stage, post-training was carried out to determine the success of the community service program and the extent of implementation of the sweet potato processing practices given to partners, both individually and in groups. The target of this activity was members of the Aisyiyah Minggiran Branch whom not all members attended due to other activities.

3 Results and Discussion

3.1 Target Audience

The target audience of this community service activity is nineteen members of the Aisyiyah Minggiran Branch in Yogyakarta City.

3.2 Partner Conditions Before Activities

Before the discussion between the Proposer Team and partners was conducted, the problems faced by the target partner - the Aisyiah Minggiran Branch - included:

a. Limited knowledge of the Aisyiah subdistrict members about local food processing, especially purple sweet potatoes. An alternative solution is to hold counseling and FGD on the nutritional content of purple sweet potatoes and their processing.

b. The limited skills of the mothers of the members of the Aisyiah Minggiran Branch in processing purple sweet potatoes into some local foods that are more attractive to the community. The alternative solution is the introduction of appropriate processing technology so that it can be applied, easily mastered, and developed into businesses both household and small scale in rural areas.

3.3 Implementation of Activities

The implementation of the community service activities for members of the Aisyiyah Minggiran Branch consisted of two stages, namely the counseling stage on food processing from sweet potatoes and training on making processed products from sweet potatoes.

Dissemination of Processed Sweet Potatoes.

Counseling about processed sweet potatoes to Aisyiyah members was delivered by the UMY Agribusiness Lecturer. During the counseling session, participants were very enthusiastic and actively participated. The material presented was in the form of types of sweet potatoes, the nutritional content of purple sweet potatoes, some purple sweet potato processing technologies, and packaging the processed purple sweet potatoes.

Figure 2. Dissemination of Processed Sweet Potatoes

Pre-test and Post-test

A pre-test was carried out before counseling and FGD to see the basic knowledge
possessed by partners related to processing purple sweet potatoes into local food products. Meanwhile, the post-test was carried out after counseling and FGD to see whether there was a change in partner knowledge. The results of the pre-test and post-test showed an increase in partner knowledge by 15 percent.

**Handover of goods to partners**

This activity ended with the handover of goods from the UMY service team to the Aisyiah Minggiran Branch represented by the Head of the Aisyiyah Minggiran Branch. The items handed over included 1 furnace compost, mixer, panic steamed, pizza pan, donut mould, and ingredients to process purple sweet potatoes into donuts, brownies, and pizza. The following is the documentation of the delivery of goods to partners:

![Handover of goods to service partners](image)

**Training on Processed Sweet Potatoes**

Training on processed sweet potato raw materials was delivered by Dr. Triwara Buddh Setyorini, M.P (UMY Agribusiness Lecturer). The training was given by making telo brownies, telo donuts, and telo pizza. The ingredients needed varied from one to another. During the training process, the participants were very enthusiastic. This can be seen from the involvement of participants in the practice starting from the preparations of peeling the sweet potato skins, making dough, topping the dough, to serving the dough. Participants also actively asked the service team questions. The enthusiasm of the participants can be seen in Figure 4.

![Processing Purple Sweet Potatoes into Local Food Products](image)

**4 Conclusions**

This community service activity can help obtain high economic value agricultural products. There is an increase in knowledge from partners about the processing of purple sweet potatoes into local food products by 1.5%. There is an idea for entrepreneurship for mothers who are members of the Aisyiah Minggiran Branch Yogyakarta City.
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References


