

Socioculturally, the people of Tarowang Village have a strong culture of cooperation, which can provide social capital for implementing this tuber utilization program. Collaboration among residents in processing and marketing tuber-based products can accelerate business development and create added value. However, an intensive educational approach is needed to shift their paradigm from a conventional mindset to a more innovative and business-oriented one.

It is important to note that tubers have a competitive advantage in the local economic context. These crops are known as a primary source of carbohydrates and are highly adaptable to various land conditions, including marginal land. Furthermore, their production costs are relatively low, making them suitable for communities with limited capital. From an economic perspective, tuber-based product diversification can increase local competitiveness by creating products that are not only attractive to the local market but also have the potential to enter regional or national markets.

This community service program also places special emphasis on sustainability. One strategy implemented is the formation of joint business groups (KUB) involving local communities as key actors. These groups serve as a forum for sharing knowledge, experience, and resources. It ensures business sustainability because a system supports collective operations. Furthermore, women's involvement in these groups has a significant social impact, particularly in strengthening their role as drivers of the family economy.

From a marketing perspective, access to a broader market is a priority. Communities are taught modern marketing strategies, including the use of social media and digital platforms to promote their products (Kaharuddin, 2021: 133). Digital marketing not only helps increase sales but also opens up opportunities to build strong local brands. Collaborating with external parties such as distributors, cooperatives, or local governments is key to achieving more stable and long-term market access.

However, implementing this program is not without challenges. One major obstacle is the limited initial capital to start a processing business. Many farmers still rely on daily income, making it difficult to set aside funds for investment in production equipment or additional raw materials (Syamsu Rijal, 2024: 158). To address this issue, the program collaborates with local financial institutions to provide low-interest microloan schemes. This step aims to provide access to affordable capital, enabling communities to start their businesses without being overly burdened by financial risks.

Furthermore, knowledge of processing technology remains very limited among the Tarowang Village community. As a solution, this community service program provides intensive training on the use of modern equipment and efficient production methods. This training not only improves technical skills but also builds community confidence in managing their own businesses. With this knowledge, the community can produce quality products that meet market standards.

METHODS

Target Audience. The general target audience for this community service activity is the Tarowang Village community, which has significant agricultural potential, particularly in tuber cultivation, but is still limited in maximizing the utilization of its agricultural products. Based on an analysis of the community's situation and conditions, the target audience consists of several main groups who will directly benefit from this training, including:

Activity Method. This community service activity utilizes lectures, question-and-answer sessions, exercises, and discussions. This training activity focuses on developing skills in processing tubers into products with a long shelf life and higher sales value in Tarowang Village.



Activity Schedule and Evaluation. The Community Service Implementation Process will be conducted through production budget preparation training for home business owners in Tarowang Village. It will last for six (6) days and will consist of the following stages:

1. Preparation Phase, with the following activities:
 - a) Conducting Observations at the Activity Location in Tarowang Village
 - b) Socializing the Community Service Program to the Tarowang Village community
 - c) Duplicating training materials
 - d) Submit a request for a community service permit.
 - e) Preparing the venue and developing a training schedule.
 - f) Preparing writing pads and equipment used in the training.
2. Implementation stage, with the following activities:
 - a) Introduction to the materials and equipment used in the processing process.
 - b) Demonstration of the steps for processing spinach into chips (from selecting ingredients, washing, drying, cutting, frying and packaging).
 - c) Direct practice by participants in processing spinach into chips under the guidance of a facilitator.
 - d) Motivating participants and conducting an initial test on participants who will participate in the training. Implementing the training activities.

RESULTS AND DISCUSSION

The community service activity titled "Utilizing Tubers to Increase the Income of the Tarowang Village Community, Jeneponto Regency" was implemented in stages and systematically in accordance with the established work plan. The implementation process began with planning and coordination with partners, followed by observation and identification of potential opportunities and problems, training and mentoring, and evaluation of the results and impact of activities in the field.

The planning stage was conducted through a series of discussions with community leaders and the village government to determine the type of activity that best suited local needs and potential. Subsequently, direct field observations were conducted to identify the types of tubers predominantly cultivated and their current utilization patterns. The observations revealed that tubers such as sweet potatoes, cassava, and taro were abundant, but were still marketed fresh and not yet processed into value-added products.

Based on these findings, a training module and technical assistance scheme were developed that focused on processing tubers into chips, flour, cookies, and other healthy snacks. The training, held over three days at the village hall, was attended by 25 participants, consisting of homemakers, youth, and farmers. This activity was followed by a two-week intensive mentoring session, during which the community service team rotated home visits to directly monitor, guide, and evaluate the tuber processing production process.

In terms of budget realization and logistics, all training equipment, such as woks, spinners, plastic packaging, digital scales, and raw materials, was provided directly by the community service team. Furthermore, training modules and educational posters were distributed to all participants for self-help.

The results of this community service activity were significant in various aspects, including community technical skills, increased productivity, the formation of business groups, and the economic impact that is beginning to be felt. The following are some of the key outcomes:



1. Technical Skills Improvement. Training participants now have the technical skills to process tubers into products such as sweet potato chips, cassava chips, taro flour, cassava flour cakes, and dodol (a type of sweet potato cake). Pre-test and post-test results showed an increase in average participant understanding from 43% to 86%.
2. Processed Product Production. Seven of the 25 participants have independently produced and sold cassava and sweet potato chips. They utilize simple spinners and food-grade plastic packaging provided during the training. Products have begun to be sold in village stalls and taken to weekly markets.
3. Business Group Formation. Two small business groups were formed, each with 4–5 members, focusing on cassava chips and processed cassava flour products. These groups have begun developing organizational structures and documenting their production activities.
4. Emergence of New Local Products. Products such as "Tarawang Sweet Potato Chips" and "Tarawang Flavored Cassava" have begun to be introduced as local products. Although simple, this step demonstrates the transformation of the product's identity from a mere fresh commodity to a valuable product.
5. Government and Community Support. The village government has expressed its commitment to incorporating this activity into next year's village work program and will assist business groups in obtaining business permits and providing additional production equipment.

The community service activities carried out in Tarawang Village, Jeneponto Regency, provide concrete evidence that a locally-based approach and the active involvement of the local community can be an effective strategy for socio-economic empowerment. The empowerment concept employed is not simply top-down, but prioritizes community participation as the primary actors, utilizing the potential available in their own areas as a starting point for developing productive businesses. This approach demonstrates that the success of a community service program depends heavily on the extent to which communities are able to recognize their potential and are given the space to develop creative ideas relevant to local conditions. Tubers such as cassava, sweet potatoes, and taro, which are abundant in Tarawang Village, have previously been used only as staple foods or sold raw, with low economic value. Through this program, tubers are processed into marketable products, including chips, flour, and snacks, providing a direct economic impact for small-scale businesses.

The training is designed with a practical and contextual approach. Participants not only receive theory but also directly engage in production practices. It is particularly important in rural communities, where formal literacy is largely limited. This method has proven to be more easily accepted and mastered by participants. Even those with no prior experience in food production can understand the processing steps and apply them independently at home.

The provision of production support equipment, such as oil spinners and digital scales, is also a crucial factor in enhancing the effectiveness of the training. The spinners help reduce the oil content in the chips, resulting in crispier and longer-lasting products. Meanwhile, digital scales help participants measure ingredients accurately, maintain consistent product quality, and accurately calculate production costs. These tools are essential for rural communities, which have traditionally carried out manual and unmeasured production.

Economically, the impact of this activity is already visible. Several participants have successfully produced cassava and sweet potato chips on a regular basis and sold them at local stalls and weekly markets. The additional income generated ranges from Rp 200,000 to Rp 400,000 per month. Although this amount is not substantial, it is significant considering the village community's



economic background, which previously lacked a steady income. This potential will be even greater if supported by a comprehensive marketing strategy, encompassing both offline and online channels.

Socially, this activity has had a positive impact on women's participation and fostered a spirit of cooperation. Many homemakers who had not been actively engaged in productive economic activities have now begun to participate in business groups, engaging in discussions and collaborating to produce and market processed products. It demonstrates that this community service program not only has an economic impact but also fosters a new, more inclusive and participatory social dynamic.

Furthermore, the success of this activity is inseparable from the role of the village government and community leaders, who provided full support, including training facilities, moral and administrative backing. The collaboration between the community, village government, and community service teams from universities demonstrates an ideal partnership model for community-based development. Maintaining the long-term sustainability of this program is crucial. It can be achieved by strengthening the institutional framework of community business groups through the establishment of legally registered cooperatives or joint ventures. These institutions enable communities to access various assistance programs from the government and donor agencies.

Furthermore, additional training is needed to focus on developing business management, marketing strategies, and basic bookkeeping skills. The ability to manage business finances is crucial for business groups to survive and thrive. Product legality, such as PIRT permits and halal certification, is also a medium-term goal that must be pursued to enable products to enter a wider market. From a marketing perspective, training on the use of social media and e-commerce is crucial in today's digital era. Village communities need to be encouraged to start utilizing digital platforms as a means of promotion and sales. It not only increases market reach but also enhances the value of local products.

This program also needs to be replicated in other areas with similar conditions and potential. A community service model that utilizes local resources and fosters active community involvement has proven to be a sustainable empowerment solution. Program replication can be achieved through a collaborative inter-village training approach, where successful participants from Tarowang Village serve as resource persons or mentors for other villages. In conclusion, this community service activity has successfully transformed the community's perspective on local commodities. Tubers, previously considered merely a common food ingredient, are now seen as a promising business opportunity. With the right approach and active participation from various parties, this potential can be developed into a new, sustainable economic force, not only for Tarowang Village but also for other villages in Jeneponto Regency and the surrounding area.

CONCLUSION

The community service program entitled "Utilizing Tubers to Increase the Income of the Tarowang Village Community, Jeneponto Regency" was successfully implemented and demonstrated a positive impact in empowering the local community economically, socially, and culturally. Based on the systematic implementation of these activities, several concrete examples were identified that demonstrate the effectiveness of a local-potential-based approach in addressing the village's economic challenges.

First, the training and mentoring activities in processing tubers into value-added products such as chips, flour, and snacks successfully improved the technical skills of the Tarowang Village



community. It was evidenced by the increase in participants' pre- and post-test scores, as well as their ability to produce independently.

Second, the program successfully established two community business groups active in the production and marketing of tuber-based processed products. The formation of these groups fostered a spirit of cooperation and empowerment, particularly among village women and youth, who had previously been largely excluded from productive economic activities.

Third, the participants began to see an increase in household income. Although still small-scale, the additional income from selling chips and other processed products suggests that this activity has promising economic prospects if further developed through effective marketing strategies and capital support.

Fourth, the success of this community service program was supported by the provision of appropriate technological tools that significantly contributed to the efficiency of the production process. Spinners, digital scales, and cutting tools played a significant role in improving product quality and competitiveness.

Fifth, sustainability was a key focus of this program. The establishment of a business group, the development of a product development roadmap, and plans for further training represent a long-term commitment to maintaining the program's sustainability. Overall, this community service program successfully transformed the community's perception of local commodities, previously considered ordinary, into products with high sales value. Furthermore, the collaboration between the community, universities, and the village government demonstrated that community empowerment based on local potential can be an effective and sustainable strategy for rural development.

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