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## **Training and Development of Cassava Chips MSMEs in Lingga Tiga Village: Efforts to Increase Capacity and Competitiveness of Local Products**

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### **Abstract**

Lingga Tiga Village has great potential in developing cassava chips MSMEs, but still faces various obstacles such as limitations in management, marketing and product innovation. This community service aims to provide training and assistance to cassava chips MSMEs in Lingga Tiga Village to increase production capacity, business management and marketing strategies. The methods used include training, mentoring and evaluation. The results of the service show an increase in the knowledge and skills of MSME players in managing businesses, as well as the formation of more effective marketing strategies. It is hoped that this activity can encourage village economic growth and increase the competitiveness of cassava chips products in the wider market.

**Keywords:** *MSMEs, Product Innovation, Marketing*

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## **INTRODUCTION**

MSMEs (Micro, Small and Medium Enterprises) play a strategic role in the Indonesian economy, especially in creating jobs, reducing poverty and encouraging economic growth at the local level. Data from the Ministry of Cooperatives and SMEs (2022) shows that MSMEs contribute 61.07% to Indonesia's Gross Domestic Product (GDP) and absorb 97% of the total workforce. However, despite their significant contribution, many MSMEs, especially in rural areas, still face various obstacles that hinder the development of their businesses. One of them is the cassava chips MSME in Lingga Tiga Village, which, although it has great potential, is still hampered by business management problems, product innovation and marketing strategies that are not yet optimal.

Lingga Tiga Village is known as one of the cassava chips production centers in the region. Cassava chips are a superior product that is not only consumed locally but also has the opportunity to be marketed to wider areas. However, based on initial observations and interviews with local MSME actors, several fundamental problems were found. First, unstructured business management, especially in terms of financial management, production planning and quality control. Second, there is a lack of product innovation, where the products produced tend to be monotonous with unattractive flavor variants and packaging. Third, marketing strategies are still traditional and do not utilize digital technology, so product marketing reach is limited.

Several previous studies have revealed the importance of training and capacity development for MSME actors. For example, research by Wulandari and Nugroho (2021) shows that business management and marketing training significantly improves the performance of MSMEs in the processed food sector. In addition, a study by Sari and Pratama (2020) states that product and packaging innovation is a key factor in increasing the

competitiveness of MSME products in the modern market. Meanwhile, research by Handayani and Wijaya (2019) suggests that the use of social media and e-commerce can expand the marketing reach of MSME products, especially in rural areas.

Based on these findings, this community service activity is designed to provide concrete solutions to the problems faced by cassava chips MSMEs in Lingga Tiga Village. This activity aims to increase the capacity of MSME players through training and mentoring which covers three main aspects: (1) business management, (2) product innovation, and (3) marketing strategy. Business management training focuses on financial management, production planning, and quality control. Meanwhile, product innovation is directed at developing more attractive flavor variants and packaging designs. The marketing strategy is focused on utilizing digital technology, such as social media and e-commerce, as well as strengthening product branding.

Through this activity, it is hoped that cassava chips MSMEs in Lingga Tiga Village can increase production capacity, develop more innovative products, and market their products more effectively. Apart from that, this activity is also expected to have a positive impact on the village economy, such as increasing the income of MSME players, creating job opportunities, and strengthening the competitiveness of local products in the wider market.

This article will explain in detail the implementation of community service activities, starting from identifying problems, implementing training and mentoring, to evaluating the resulting impact. Thus, it is hoped that this article can become a reference for various parties interested in developing MSMEs, especially in the processed food sector, as well as making a real contribution to improving the welfare of the community in Lingga Tiga Village.

## RESEARCH METHODS

### 1. Needs Identification and Analysis

- Conduct an initial survey to identify the condition of cassava chips MSMEs in Lingga Tiga Village.
- Interviews and discussions with MSME players to understand the challenges faced in production, marketing and business management.
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to determine an appropriate training strategy.

### 2. Training Program Design

- Develop training modules that include:
- Production techniques and product innovation for cassava chips.
- Improving food quality and safety standards.
- Digital marketing strategy and local product branding.
- Simple financial management for MSMEs.

### 3. Implementation of Training and Workshops

Training will be carried out through the following methods:

- Interactive Workshop: Hands-on practice in making cassava chips using more modern and hygienic techniques.
- Digital Marketing Simulation: Use of social media and e-commerce to increase market reach.
- Case Study: Lessons from successful MSMEs that have developed in similar sectors.

#### 4. Assistance and Implementation

- Direct assistance in implementing training results into MSME operations.
- Regular monitoring and evaluation of the impact of training.
- Providing business consultations for participants.

#### 5. Program Evaluation and Sustainability

- Hold reflection and discussion sessions to assess the success of the program.
- Provide recommendations for sustainability strategies for MSMEs so that they continue to develop after the training ends.
- Connecting MSMEs with strategic partners such as cooperatives, distributors or digital platforms to expand marketing networks.

## RESULTS AND DISCUSSION

Training and development of cassava chips MSMEs in Lingga Tiga Village has provided significant results in various aspects. The training participants, consisting of MSMEs and local communities, succeeded in improving their skills in processing cassava into quality chips. They are taught more hygienic processing techniques, the use of varied spices, and attractive packaging methods. After the training, the quality of cassava chips produced by MSMEs in Lingga Tiga Village has improved, as can be seen from the crunchier texture of the chips, a more consistent taste, and the use of raw materials whose quality is more guaranteed.

Apart from improving quality, training participants are also taught to innovate products, such as creating new flavor variants (spicy, sweet, salty and salty orange) as well as developing derivative products from cassava, such as cassava sticks or cassava chips with chocolate coating. This innovation helps MSMEs to attract more consumers and reduces the risk of dependence on just one type of product. Another focus of the training is increasing product competitiveness through packaging and branding. Participants are taught to design more attractive packaging, include clear labels, and create logos and brand names that are easy to remember. Good packaging also helps products to have a higher selling value, thereby increasing profit margins.





Digital marketing strategies are also an important part of this training. Participants are taught how to utilize social media such as Instagram, Facebook and WhatsApp to reach a wider market. They are taught how to photograph products professionally, create interesting content, and manage orders online. Digital marketing has a big impact on MSMEs because it allows them to interact directly with consumers and understand market needs better.

The impact of this training is not only felt in economic terms, but also in social terms. By increasing production capacity and product quality, the income of MSMEs also increases, which in turn improves the welfare of local communities. This training also encourages an entrepreneurial spirit among the community, so that it can become a model for developing MSMEs in other areas.



## CONCLUSION

This community service activity has succeeded in increasing the capacity and competitiveness of cassava chips MSMEs in Lingga Tiga Village. The training and mentoring provided has had a positive impact on increasing production, product innovation and marketing strategies. However, to ensure sustainability, support is needed from the local government and related stakeholders in the form of funding and facilities.

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