

Training and Mentoring Youth in Flavored Banana Chip Production as a Rural Enterprise in Lang-Lang Village

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ABSTRACT

This training and mentoring program aims to strengthen the entrepreneurial capacity of youth in Lang-Lang Village, Singosari District, Malang Regency, through the production of flavored banana chips. Utilizing the Asset-Based Community Development (ABCD) approach, the program identifies and leverages local assets particularly banana cultivation to develop value-added products. Participants received practical training in banana processing, flavor development, modern packaging techniques, and digital marketing. As a result, the youth improved their technical skills and successfully produced high-quality banana chips with innovative flavors such as chocolate and tiramisu. They also expanded market reach through platforms like Instagram and Shopee. The initiative not only enhances individual entrepreneurial competencies but also contributes to local economic development. This program exemplifies a sustainable and replicable model for community-based economic empowerment by promoting youth engagement, local resource utilization, and digital literacy in rural enterprise development.

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INTRODUCTION

Lang-Lang Village, Singosari Subdistrict, has great potential in the agricultural sector, particularly banana production. However, this potential has not been optimally utilised by the community, especially the younger generation. Given the important role of youth in local economic development, a training programme is needed to improve their entrepreneurial skills through product innovation based on local potential (Kania et al., 2021).

Banana fruit is one of the local raw materials that can be utilised into various preparations in strengthening food security (Lucas &

[Jomanga, 2021](#)). Bananas are a source of energy, a source of sugar or carbohydrates, and contain high levels of protein and fat. Bananas are classified as an agricultural product with a short shelf life, with bananas ripening and rotting in less than a month. They can increase respiration due to the sudden release of carbon dioxide. This can lead to banana deterioration and rapid rotting. This makes the bananas wasted and redundant. Therefore, further processing is needed by processing bananas into banana chips. Chips are processed foods derived from a variety of fruits, vegetables or tubers that are cut into thin slices and processed by a drying process in the form of frying with hot oil ([Frîncu et al., 2022](#); [Saini et al., 2023](#)). Chips are also relatively easy to make, available in various variants and flavours, and are widely consumed in Indonesia ([Ginting et al., 2024](#); [Haverkort et al., 2023](#)).

Flavoured banana chips are one of the simple processed products with stable market demand. By developing flavours such as chocolate, vanilla, and tiramisu, the product has more appeal to consumers. The processing of bananas into flavoured banana chips is a process that uses simple technology so it is easy to develop. Previous research has shown that processing local materials into value-added products can increase community income and encourage the creation of new business opportunities ([Al Hinai et al., 2022](#); [Chen et al., 2021](#); [Syofya, 2023](#)). Therefore, this programme is designed to empower the youth of Lang-Lang Village through training in the production of flavoured banana chips.

METHODS

The method in this program uses the ABCD method (Asset, Based, Community, Development) which leads to the context of understanding and internalizing assets, potential, strengths, and maximum utilization. A reference method that leads to awareness of the existence of positive power and energy possessed by the community which must be identified, known, understood, internalized, and then mobilized by the community itself within a framework towards increasing the welfare and empowerment of all elements of the community ([Coy et al., 2021](#); [Kadariya et al., 2023](#)).

The theoretical approach is based on the principle of positive deviance, an approach to changing individual and social behavior patterns based on the reality that in every society although it may not be much there are people who practice unusual successful strategies or behaviors, which allow them to find better solutions to the problems faced than their peers. These strategies and behaviors lead to greater success and achievement than others. This reality suggests that basically society (members of society) have their own assets or resources to make the positive changes that are expected.

The ABCD approach has five key steps as the basis for community assistance, namely Discovery, Dream, Design, Define, and Destiny, which are implemented in the following form:

1. Discovery, based on research in Lang-lang village, there are several findings related to economic potentials that can be developed, including in the fields of agriculture, plantations, especially bananas

- which have the potential to become processed snack product variants and variations in processed flavors.
2. Dream, holds training to process snacks into several variants of banana farming products that are given a variety of flavors and more attractive packaging methods, labeling, and contemporary product marketing by utilizing information technology such as Facebook, Instagram, Shopee and the like, it is hoped that product marketing will be wider and increase community income, and not only limited to local areas.
 3. Design, training in designing processing systems, as well as sales by creating an online shop in Lang-lang village with information media to facilitate marketing.
 4. Define, determine priority products that have more potential to be developed and as the identity of Lang-lang village's typical food.
 5. Destiny, a training aimed at and attended by young people from Lang-lang village and other community members.

RESULTS AND DISCUSSION

Introduction to various types of bananas

The first step we took was to introduce various types of bananas to the youth of Lang-lang village because not all types of bananas can be used for chips. The types of bananas that are suitable for chips are kepok bananas or nangkan bananas because they have a soft, crispy texture after being fried. However, both of these bananas have their own advantages and disadvantages. Kepok bananas have a slightly higher price than nangkan bananas. But these two bananas are very suitable for processing into banana chips.



Figure 1. Bananas that are suitable for banana chips with various flavors.

Source: Author's Documentation 2024

Processing Banana Chips with Various Flavors

This training has successfully improved the ability of the youth of Lang-Lang Village in processing bananas into chips with various flavors. The production process includes selecting quality raw materials, using vacuum frying techniques to maintain texture and flavor, and adding spices to create interesting flavor variations (Hidayah, 2020). In the

process of processing banana chips, the first thing we do is train the youth of Lang-lang village how to peel bananas easily, then how to slice bananas to the right size, after that the frying process and also the mixing process with flavor variants. In this training there are two flavor variants, namely chocolate and tiramisu.



Figure 2. Processing of bananas into banana chips with various flavors.

Source: Author's Documentation 2024

Packaging and Labeling

Packaging is an important element in attracting consumer interest. Young people are trained to use modern packaging with designs that reflect local identity. In addition to improving aesthetics, good packaging also helps maintain product quality. Not only packaging, we also teach about making stickers to attract customers. This is in accordance with Masniah's research ([Wianto & Hartanti, 2021](#)), which emphasizes the importance of packaging in increasing competitiveness local products ([Astete, 2022](#)).



Figure 3. Packaging and labeling process for banana chips with various flavors

Source: Author's Documentation 2024

Digital Based Marketing

In the digital era, marketing products through social media such as Instagram and online marketplaces is an effective strategy. Young people are trained to create creative promotional content, utilize product photography, and develop marketing strategies with a clear target market. Research shows that digital marketing can increase product reach up to three times compared to conventional methods (Kasidi, 2024).

Social and Economic Impact

This program has a positive impact on youth entrepreneurship skills and the local economy. Banana chips products with various flavors have been marketed not only in the village environment but also in the surrounding area through online platforms. The income generated from this business is an additional motivation for youth to continue to innovate.



Figure 4. Documentation during the training.

Source: Author's Documentation 2024

CONCLUSIONS

The training on making melted chocolate banana chips provides practical knowledge and skills in processing bananas into delicious and innovative snacks. Through the training process, participants are taught step by step, starting from selecting quality banana raw materials, slicing techniques, proper frying, to the chocolate coating process that gives the chips a sweet and savory taste. In addition, this training also teaches the importance of attractive packaging techniques to increase product selling power. Participants not only gain technical skills, but also an understanding of the market potential of melted chocolate banana chips as a promising business opportunity.

Some aspects discussed in this training include: Choosing the Right Banana Choosing the right type of banana to make chips is very important. Bananas that are too ripe or too unripe will affect the quality of the chips produced. Banana Slicing Process: The technique of slicing bananas with uniform thickness greatly affects the final result of the chips, both in terms

of texture and crispiness. Proper Frying: Participants are taught how to fry bananas at the ideal temperature so that the resulting chips are crispy but not too oily. This technique is important for producing delicious and long-lasting banana chips. Chocolate Coating: One of the unique features of this product is the melted chocolate coating that provides a sweet taste and a different texture from ordinary banana chips. Participants learn how to melt chocolate and coat the chips evenly, resulting in a delicious product. Packaging: Participants are also taught about the importance of attractive and hygienic packaging. Good packaging not only maintains product quality but also affects consumer appeal. Marketing and Product Development: This training also discusses effective marketing strategies for melted chocolate banana chips products. By knowing how to market products properly, participants can develop their businesses more efficiently. Overall, this training is very useful for anyone who wants to start a culinary business, especially in the snack sector, by providing unique products that are liked by many people.

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