



Sago-Based Food Product Creation Training To Increase Competitiveness In The Market In Ngenang Island

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Abstract

Community service with the topic "Training on Creation of Sago-Based Food Products to Increase Competitiveness in the Market on Ngenang Island" aims to improve community skills and knowledge in utilizing sago as an innovative food raw material. This activity aims to improve the local economy, encourage the emergence of new entrepreneurs in the field of sago-based culinary, and preserve local wisdom related to food. In this activity, the community is trained to process sago into food products that have added value, with innovations in terms of taste, appearance, and packaging that can compete in local and regional markets. The implementation of this activity is expected to contribute to increasing the competitiveness of local products, the economic welfare of the community, and the preservation of the tradition of using sago on Ngenang Island. In addition, this activity also provides benefits for educational institutions by increasing credibility in community service and opening up opportunities for research collaboration. The impact on the government includes improving the regional economy, food security, and preserving local culture.

Keywords: Training, Sago, Creation

INTRODUCTION

Diversification / diversification of food consumption according to the Regulation of the Minister of Agriculture No. 43 of 2009 is the process of selecting food that is consumed not depending on only one type but on a variety of food ingredients (Afriani et al., 2022). The existence of products that are able to achieve competitive advantages contributes significantly to regional economic growth both at the national and local levels in improving people's welfare (A. A. Gunawan et al., 2023). New Product Development There is strong evidence that launching a new product to market is essential to create a competitive advantage (Syahrul et al., 2020). MSMEs that are able to make good use of marketing show that these MSMEs are not only able to attract consumer interest, but also able to win the hearts of consumers. Therefore, the development of MSMEs needs to be optimized because the existence of MSMEs makes a great contribution to the economic development of the Indonesian country (Dermawan et al., 2022). One of the interesting MSMEs to develop is the culinary business (Yeni et al., 2022). One of Indonesia's riches is the diversity of its cuisine (Saati et al., 2022). Indonesian cuisine is still evolving in terms of taste and variety, but it is also using technology to reach a wider audience and give customers more choice when they visit Indonesia to sample its delicious cuisine (Aufa et al., 2024). Local raw materials have the potential to support traditional culinary, be it food or beverages are





products that have important value in the tourism industry in a region or region (Afriani et al., 2022).

The local basic ingredient that is being developed by the Riau Islands regional government is sago which can be made into flour as a raw material for making snacks. Sago is an important food ingredient that is widely found in the Riau Islands, Indonesia. Made from the sago tree (Metroxylon sago), this plant thrives in wetlands and swamps, which are abundant in the region. The existence of sago trees in the Riau Islands is very vital, not only as a source of carbohydrates for the local community, but also as a promising economic commodity. The local community has long relied on sago as a staple food, which is processed into various products, such as raw sago, agricultural sago, and instant sago. In addition, the sustainable exploitation and management of sago resources is important to maintain the ecosystem and welfare of the people in this area, especially in the midst of environmental changes and development pressures. Thus, sago is not only a raw material, but also an integral part of the culture and daily life of the people of the Riau Islands. Sometimes the problem faced by partners is the lack of knowledge about how to make sago as a raw material for making healthy and hygienic contemporary snacks and does not have equipment, packaging methods and product marketing methods (W. Ben Gunawan et al., 2022). Ngenang Island, as one of the islands in the Riau Islands, holds great potential in the development of Micro, Small, and Medium Enterprises (MSMEs) based on culinary products from sago. With abundant natural resources, Ngenang Island has fertile land for sago tree cultivation, as well as a rich culinary tradition. Innovations in processing sago into various culinary products, such as sago cakes, crackers, and other traditional foods, can encourage local economic growth. By utilizing the available raw materials, MSME actors on this island can not only meet the needs of the local market, but also reach a wider market, both domestic and international (Indrayani & Kahyani, 2023). Promotional efforts and product quality improvement will also help introduce the culinary richness of Ngenang Island, making it an attractive culinary tourism destination. Thus, the development of sago-based MSMEs on Ngenang Island is expected to contribute to the welfare of the community and the preservation of local culture.

Ngenang is a village in Nongsa District, Batam City, Riau Islands, Indonesia. The area of this village is 81.47 km², with the population being the least populated in the city of Batam in 2020, which is 1,473 people, with a density of 18 people/km². Ngenang Island has great potential as a tourism destination, because the area is still natural with a friendly community. Moreover, its location is close to the main islands of Batam, Singapore, and Malaysia. In recent years, Ngenang Island has turned into a tourist destination. Initially, this island was only a place for the Malay community to live, now the island which measures 81.47 square kilometers is visited by many foreign tourists, ranging from Malaysia, Singapore, to Japan. Not only is it a tourist destination,





Ngenang Island is also a place for the production of woven fabrics, batik, and knitting accessories. All of these crafts are done by the indigenous people of Ngenang Island, the majority of whom are women. Ngenang Island has a beautiful village atmosphere. After visiting the three galleries, tourists can also play on the beaches on this island. MSMEs on Ngenang Island are crucial in the development of sago-based businesses. By implementing good raw material management practice standards, MSME actors can ensure the quality of the sago raw materials produced, as well as maintain environmental sustainability. The development of MSMEs on this island does not only focus on increasing production quantity, but also on product innovation (Vairana et al., 2024). Entrepreneurs on Ngenang Island began to explore various processed sago, such as healthy snacks that combine local flavors with modernity. This innovation not only increases product competitiveness, but also attracts wider consumer interest, both at the local and national levels. With the support of training and understanding of cooking methods. MSMEs on Ngenang Island can continue to transform, produce high-quality and diverse products, and contribute to the economic growth of the local community. The Community Partnership Program Implementation Team provides solutions to partner problems through counseling and training as well as assistance in making snack product creations with sago-based ingredients. The purpose of this PKM community service is to increase the knowledge and skills of partners in the process of making Sago-Based Food Product Creations to Increase Competitiveness in the Market to develop an entrepreneurial spirit

COMMUNITY OVERVIEW

Community Service Activities (PKM) in the form of cooking demonstrations of processed sago products on Ngenang Island were carried out to answer the needs of the community in utilizing local potential that has not been processed optimally. Even though Ngenang Island has abundant sago resources, people still tend to sell sago in raw form, so the economic value is low. This problem is exacerbated by the limited knowledge and skills of the community in creating innovative and competitive processed products. Through this training, the community is given a solution in the form of improving skills in processing sago into value-added products that can be marketed, so that it can encourage sustainable local economic development. This training is designed to open new business opportunities and increase income by empowering the potential of sago as a superior product of Ngenang Island.

To support the success of Community Service (PKM) activities in the form of cooking demonstrations of processed sago products on Ngenang Island, several adequate resources are





needed. One of the most important is experts and facilitators who are experienced in food processing, especially in the use of sago as a basic ingredient. A competent team of instructors can provide effective and applicable training so that the community is able to understand processing techniques well. In addition, this training requires various cooking equipment, sago processing equipment, and additional materials such as flavoring ingredients, natural dyes, and packaging to produce innovative products. To support the smooth implementation, the training location must also be prepared with adequate facilities, such as an open kitchen or demo room that allows participants to see firsthand each stage of the processing process.

The main challenge in the implementation of this activity is the limited logistics on Ngenang Island, which may be difficult to reach and has limited access to modern materials and tools. The solution offered is to utilize materials and tools available in the local environment, as well as teach simple technologies that can be applied practically by the community. In addition, the limited initial knowledge of participants in processing sago is also a challenge that must be overcome. Therefore, the training materials are prepared from basic to advanced levels with easy-to-understand methods, as well as hands-on practice sessions so that participants can apply the skills taught. After processed sago products are successfully made, the next challenge is the competitiveness of the product in a wider market. For this reason, this training also includes additional sessions that discuss marketing strategies, attractive packaging, and branding so that products from Ngenang Island have an appeal in markets outside the region.

Community service with the topic "Training on the creation of sago-based food products to increase competitiveness in the market on Ngenang Island" can be formulated as follows:

1. Increasing Knowledge and Skills: Providing people with an in-depth understanding of the benefits and potential of sago as a basic food ingredient, as well as training them in developing sago-based food products with creativity and innovation that can compete in the market.
2. Improving the Local Economy: Helping the people of Ngenang Island improve the local economy through the development of sago food products that have added value, so that they can give birth to product innovations and increase income.
3. Increasing Product Competitiveness: Producing sago-based food products that have uniqueness, quality, and attractive packaging to be able to compete in the local and regional markets.
4. Local Entrepreneur Development: Encourage the emergence of new entrepreneurs in the field of sustainable sago-based food by providing knowledge on the processing of sago





ingredients into more valuable products.

5. Preservation of Local Wisdom: Preserving local traditions and culture in the use of sago as a staple food by providing new innovations that are relevant to current market needs.
6. With this goal, it is hoped that the people of Ngenang Island can make optimal use of local natural resources, improve economic welfare, and maintain sustainable food traditions.

The benefits of community service activities with the topic "Training on the creation of sago-based food products to increase competitiveness in the market on Ngenang Island" can be divided into three categories, namely for institutions, communities, and the government:

A. Benefits for Institutions:

1. Strengthening the Reputation of the Institution: This activity can strengthen the role of the Batam Tourism Polytechnic institution as an agent of change that contributes to community empowerment and the improvement of local products.
2. Research Capacity Building and Service: Through this training, institutions can utilize the results of sago-related research as an innovative food product, strengthening collaboration between academics and practitioners.
3. Increasing Credibility in Service Activities: This activity increases the credibility of the Batam Tourism Polytechnic in implementing service programs that have a real impact on the community, as well as supporting the Tri Dharma of Higher Education.

B. Benefits for the Community:

1. Improvement of Skills and Knowledge: The people of Ngenang Island will acquire new skills in processing sago into creative food products that have added value in the market.
2. Better Economic Opportunities: With the ability to create new sago-based products, people can open up new business opportunities, increase income, and create jobs.
3. Increased Competitiveness of Local Products: The sago-based food products produced can have a higher selling value, and are able to compete with other food products in the local and regional markets.

C. Benefits for the Government:

1. Regional Economic Development: The government can see this activity as an effort to improve the local economy, especially in remote areas such as Ngenang Island, by encouraging people to take advantage of the potential of existing natural resources.
2. Increasing Food Security: The development of sago-based products which are local commodities can help government programs in food diversification and national food security.
3. Preservation of Culture and Natural Resources: The government can promote this program as part of efforts to preserve local culture and manage natural resources





sustainably, while reducing dependence on imported foodstuffs.

METHODOLOGY

Target Audience

The target audience of community service with the topic "Training on the creation of sago-based food products to increase competitiveness in the market on Ngenang Island" can be divided into several categories of society as follows:

1. Local Small and Medium Enterprises (MSMEs):

- a. Description: Local entrepreneurs who are already involved in the food industry or home-based businesses on Ngenang Island.
- b. Benefits: Gain new skills in processing sago into innovative products, as well as knowledge of marketing strategies and improving product quality to be more competitive in the market.
- c. Impact: Can expand product variety and increase business revenue through sago-based products.

2. Housewives:

- a. Description: Housewives who want to contribute to the family economy through a home business.
- b. Benefits: Get practical skills training that can be run from home, as well as guidance to start a sago-based food business.
- c. Impact: Improving family welfare through productive economic activities.

3. Sago Farmers:

- a. Description: A local farmer who depends on sago plantations on Ngenang Island for their livelihood.
- b. Benefits: Understand the added value of sago products that are not only sold as raw materials but can also be processed into high-value food products.
- c. Impact: Increasing local demand for sago, providing new business opportunities, and increasing income from sago farming products.

4. Youth/Youth:

- a. Description: Local youth who have an interest in entrepreneurship and want to build a business based on local potential.
- b. Benefits: Get entrepreneurship training and sago-based creative product development, as well as digital marketing knowledge.
- c. Impact: Encouraging the emergence of a generation of young entrepreneurs who take advantage of the potential of sago as an attractive product for the modern market.





SUSTAINABLE RESULT AND POTENSIAL

This counseling activity is focused on training activities on the creation of sago-based food products to increase competitiveness in the market on Ngenang Island. The counseling participants were specifically for traders who sell on Ngenang Island. The training method used in this activity focuses on innovation activities, principles and tourist satisfaction. The stages of providing counseling materials are as follows:

Table 1. Materials and presenters on community service

It	Material	Publisher
1	Introduction to History, Benefits and Processed Sago Products: Collection of data on local raw materials, traditional foods from local residents. Local culinary analysis, Identification of local raw materials, Use of frequently used cooking methods	Team 1 : Miratia Afriani, S.ST., MH
2	Demonstration of Sago-Based Product Creation: Cooking method of processed sago with frying techniques. The use of traditional cooking utensils. Time and temperature management in cooking.	Team 2 : Rosie Oktavia Puspita Rini, MM.Par Hans Steven Sihombing
3	Product Packaging: Development of new recipes with traditional ingredients. Flavor and serving adjustments for modern tastes. Community-based culinary business development. Collaboration with local tourism actors.	Team 3 : Dewey Aurora Mikasari, M.M Kamelia Santika

The results achieved from Community Service (PKM) activities in the form of cooking demonstrations on Ngenang Island show an increase in community skills in processing sago into value-added food products, such as sago-based snacks. The community now not only relies on the sale of raw sago, but is also able to produce innovative products that can be marketed at higher prices. In addition to increasing income, this activity also strengthens public awareness of the wider potential of the local economy. The sustainability potential of this program is huge, because the skills that have been taught can continue to be applied and developed by the community. With the support of the government and related institutions, this activity can be the forerunner of the emergence of a sago-based home industry on Ngenang Island, which not only improves the welfare of the local community but also contributes to the overall economic development of the region.





Figure 1. Introduction of Sago Processed Products



Figure 2. Cooking Demo of Sago-Based Product Creation



Figure 3. Signing of the Implementation of Community Service Activities



Figure 4. Product Recipe Submission

Participating in various activities as described above can maintain the activeness of the mind and open up insights that allow people to continue to obtain the information they need and at the same time make plans to get it. Training activities are one of the efforts to increase public understanding of consumer changes and the rapid need to innovate. A change in cooking is needed. It determines and regulates the recipe to be made, the cooking ingredients needed, cooking utensils, and the time in the process of cooking food. So that the cooking process gives rise to creativity and innovation. Cooking will be very fun if you succeed in creating and making delicious dishes that are loved by many people, especially by tourists. However, learning to cook is something that requires a lot of preparation if you remember many things that must be prepared before cooking. Not to mention that after that they are scattered to understand the needs and desires of tourists. Of course, these things take up quite a lot of time, while other jobs are still waiting.





The proper preparation of ingredients and cooking methods is an important factor that will grow the market. Planning and preparation in cooking method innovation, including:

- a. Understanding the raw material products owned by the region
- b. Prepare traditional recipes that can be lifted and introduced
- c. First, read the recipe from start to finish to ensure an understanding of the ingredients and methods.
- d. Conduct a review of the recipe. Create an action plan and allow enough time for each step.
- e. Starting the arrangement of dishes through cooking and serving methods.
- f. Plan the necessary equipment needs
- g. Calculate the ingredients and complete the preparatory steps
- h. Promoting local cuisine through different appearances

CONCLUSSION

Community Service Activities (PKM) in the form of cooking demonstrations of processed sago products on Ngenang Island have succeeded in having a positive impact on the local community. This training improves the community's skills in processing sago, which was previously only used in raw form, into innovative food products that have a high selling value. This contributes to increasing people's income and opening up new business opportunities. This activity also encourages public awareness of local potential and the importance of diversifying sago-based products as part of regional economic development. In addition, this activity provides a strong foundation for building a sustainable home industry, by utilizing abundant local resources.

SUGGESTION

In order for the results of these activities to be sustainable, it is recommended to hold more in-depth advanced training, especially related to marketing strategies, product packaging, and business management. Support from the government and related parties in the form of access to capital, more modern equipment, and continuous assistance is also needed to ensure that people can develop their businesses independently. In addition, it is necessary to consider establishing cooperation with a wider market, both at the local and national levels, so that processed sago products from Ngenang Island can be known and accepted by more consumers.





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