

Development of Sweet Potato Commodities as an Innovation and Downstreaming Effort

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Abstract

Cikalong Village, West Bandung Regency, has considerable potential for sweet potato production; however, the commodity is generally sold as a low-value raw product. Product innovation and digital marketing offer opportunities to increase its economic value and expand its consumer market. This community service program aimed to strengthen the entrepreneurial capacity of local community members in developing innovative sweet potato-based culinary products and preparing them as potential local souvenirs. The participants consisted of 12 prospective entrepreneurs/community members from Cikalong Village, who participated in a series of production training and mentoring activities. The pre-test and post-test evaluation involved 12 participants from Cikalong Village who participated in the sweet potato product development training and mentoring program. The results demonstrated a measurable improvement in participants' knowledge and skills, with the average score increasing from 60% in the pre-test to 87% in the post-test, representing a 27-percentage-point increase or a 45% relative improvement. The 12 participants received hands-on training and mentoring covering sweet potato processing, product innovation, production techniques, and product development. The production mentoring was conducted through several experimental stages. The first experiment did not produce the expected product characteristics. A second experiment was subsequently conducted by modifying the raw material, including the use of honey, but the resulting product still required further improvement. Therefore, a third experiment is planned, particularly in the finishing stage, through adjustments to additional ingredients and processing techniques. Although the training improved participants' knowledge and practical skills, the final product had not yet reached a market-ready stage during the community service period because the production process required approximately nine days. Consequently, the economic impact and sales performance of the product could not yet be measured during the implementation period.

Keywords: sweet potato, product innovation, entrepreneurship, community service, mentoring.

INTRODUCTION

Cikalong Village, West Bandung Regency, has an agricultural resource base that provides an opportunity for developing value-added food products based on locally available sweet potatoes. At the regency level, sweet potato remains one of the food crops produced in Bandung Barat. Official regional planning data report sweet potato production of 3,657 tons from 254 ha of harvested area in 2024, although this represented a decline from 5,049 tons in 2020. The existence of sweet-potato farming households in Bandung Barat is also documented by BPS through its agricultural census-based statistics on households and individual agricultural enterprises cultivating sweet potatoes.

Despite this production potential, raw sweet potatoes generally have a relatively low unit value compared with processed food products. National producer-price statistics from the Ministry of Agriculture show that the average producer price of sweet potatoes was approximately Rp5,013/kg during 2024, while the monthly price ranged from Rp4,230 to Rp5,312/kg. In May 2025, the national producer price was Rp4,562/kg. These data illustrate the relatively limited value captured at the raw-commodity stage and provide a rationale for exploring product diversification and processing.

The specific problem addressed by this community service activity is therefore not simply the availability of sweet potatoes, but the gap between local raw-material potential and the community's capacity to convert that resource into standardized, marketable, value-added products. The intervention addressed this gap through hands-on training and mentoring for 12 prospective community entrepreneurs, covering product innovation, processing techniques, experimentation, finishing, and introduction to product commercialization and digital marketing. The pre-test and post-test results provide evidence of an improvement in participants' knowledge, with the average score increasing from 60% to 87%, a gain of 27 percentage points. However, the activity also revealed a second gap: product development requires repeated experimentation before a consistent and market-ready product can be achieved. The initial production experiment did not produce the expected characteristics, while modification of the raw material, including the use of honey, in the second experiment still required further refinement. The planned third experiment focuses on the finishing stage and adjustment of additional ingredients and processing techniques. Thus, the community service activity addresses both a knowledge and skills gap and a product-development gap, rather than assuming that training alone immediately produces commercial income.

One of the potential local natural resources growing in the Cikalong village area is sweet potatoes. In each district, sweet potato production reaches 50-58 tons per hectare. Several farmers (named Ratini and Kusnadi) said each harvest can produce 50-100 quintals, while the overall average in this village can reach 30-40 tons per harvest. The sweet potato harvest is sold to wholesalers (bandars) at a price determined by the dealers themselves and the price varies depending on the time, quality, and who the dealer is buying from. Sometimes it is Rp. 3,000 per kg, but at times it can reach Rp. 5,000 per kg. This low price is accepted by farmers because the planting process is easier and the growth process is also easy, where watering is only done when the sweet potatoes are planted until the roots grow and strengthen, after which they are left to be exposed to rainwater. The sweet potato harvest period ranges from 3 to 4 months.

Selling sweet potatoes as a commodity at a low price averages a daily income of Rp 20,000, which is insufficient to meet a family's needs. Therefore, efforts are needed to create sweet potato-based products as processed food ingredients with higher nutritional value. Value added (added value) using technology to create dried sweet potatoes that can be packaged in modern and attractive packaging, so that this product resembles products sold

in online stores with a truly new taste and a modern touch and adapts to the tastes of both young and old.

Developing modern processed food products is crucial for increasing profitability, competitiveness, and business sustainability amidst changing consumer behavior. Product modernization includes creating products with good shape and texture, attractive packaging that protects the product from air, including flavor innovation, increasing nutritional content, production efficiency, and adapting to market trends, halal trends, and health trends. Innovative, unique, and high-quality products allow entrepreneurs to increase selling prices because innovation can make products premium. Products that are low in sugar and made from natural ingredients can increase market appeal. In addition, the trend ready to eat Ready-to-eat (ready-to-eat) products are very popular because they offer convenience and have high sales potential. Modernization through packaging technology can extend shelf life, significantly reducing losses due to expired products. Product innovation can attract new consumers. By updating traditional regional products with more modern packaging and contemporary flavors, local businesses can reach a wider consumer base, including millennials and Gen Z. Adapting to digital trends through platforms and social media allows for higher visibility and direct sales.

This Community Service activity has a high urgency as an effort to increase the profits of farmers, especially Sweet Potatoes, who have been selling them in the form of raw sweet potatoes at a price of Rp. 3,000 - Rp. 5,000 per kg into a modern processed product called date sweet potato because it resembles dates with a price per 100 grams of around 35,000 so that per kg can reach Rp. 350,000. This is a very large profit difference so it is very interesting to realize.

The purpose of this community service is to prepare prospective entrepreneurs in the culinary field, especially the results of sweet potato innovations that are processed in a modern way so that they produce different flavors with modern packaging so that they can be used as local souvenirs in the Cikalong area and the Cirata dam tourist spot through production training and mentoring until they produce products that meet standards (have maximum elasticity until they are not sticky, no fibers appear clearly, resemble dates, have a light sweet taste) in order to obtain much greater profits, with a syllabus that has been designed previously through the results of experiments developed by the PKM team, namely the Sweet Potato Date Production Training Syllabus, which integrates the technical competencies of low-sugar Sweet Potato Date production, entrepreneurship, Islamic business ethics and digital marketing.

The training method uses a holistic approach through the main stages, namely analysis of the needs of sweet potato date production skills, entrepreneurial competencies, digital marketing competencies (using digital platforms, utilization of social media), determining the required equipment, implementing training, training evaluation, mentoring. The goal is to carry out training and mentoring from sweet potato date production to packaging, provide entrepreneurship and digital marketing training through digital platforms and utilization of social media, evaluate the effectiveness of the training and provide recommendations to the government, especially the Village Head, especially in the development of new products (innovations) of local agricultural products.

The theory used to provide solutions to problems faced by society. First, New Product Development, according to Kotler et al., (2022) explains how companies systematically create and launch new products to meet market needs and achieve competitive advantage. The types of new product development are: Completely new products (radical innovation), Improvements to existing products, Product repositioning, Line extensions (new variants). Second, Innovation & Downstreaming discusses how new ideas, technologies, or methods are

created, developed, and adopted in society or organizations to create economic and social value. Innovation can take the form of new products, new production methods, new markets, new sources of raw materials, or new industrial structures. This theory views innovation as the result of interactions between government, industry, and universities. triple helix) and the driving factors are technological change, market competition, consumer needs, government regulations, and globalization (Handini et. All, 2025). Downstreaming is the process of processing raw materials into semi-finished or finished products with higher added value before being sold or exported. Third, packaging, according to Astiti, et. all (2023), packaging is the activity of designing and producing a container or wrapper for a product that functions to protect and increase its selling value. Packaging has two main dimensions: functional (protecting the product) and communicative/psychological (attracting attention and building a brand image). The function of packaging is to protect (protect from physical damage, protect from contamination, extend shelf life). Other functions are as information (composition labels, how to use, expiration dates, legality and certification). Other functions are promotion (color, design, and attractive shape, building a brand image, differentiation). Other functions are easy to open, easy to carry, easy to store. Color can build emotions, shape can increase attraction, typography shows brand character, material shows quality. Packaging is often a major factor in impulse buying. The packaging hierarchy consists of primary packaging, secondary packaging and tertiary packaging. Modern packaging is not only wrapping, but adds value through premium design, environmentally friendly packaging (recyclable, using biodegradable materials, reducing plastic waste), multifunctional packaging. Packaging helps create a visual identity, strengthen positioning and increase customer loyalty. Fourth, Entrepreneurship is a person's mental attitude, mindset, and character that encourages them to create, develop, and manage a business by boldly taking risks and recognizing and capitalizing on opportunities (Ambarwati, 2020). The following explains the main elements of an entrepreneurial spirit:

- a. Self-confidence means believing in one's own abilities in making decisions and facing challenges.
- b. Opportunity-oriented, namely being able to see business opportunities around you, even from problems faced by society.
- c. Dare to take risks, namely being ready to face uncertainty, but still with careful calculations and planning.
- d. Creative and innovative, namely being able to create new ideas or develop products/services to make them more valuable and different from competitors.
- e. Independent means not depending on other people and being able to take responsibility for the decisions taken.
- f. Persistence and never giving up means continuing to try even when facing failure or obstacles.
- g. Results-oriented
- h. Focus on achieving goals, profits and business development

Entrepreneurial Management is the process of systematically managing a business by combining management functions and an entrepreneurial spirit to create, develop, and maintain a business so that it remains growing and competitive. This means not only having the courage to start a business, but also being able to plan, organize, run, and control the business effectively (Oktini, 2019). Important elements in entrepreneurial management are financial management, production management, marketing management, and human resource management. Fifth, Digital Marketing, according to Hanief & Oktini (2024),

marketing strategy is a series of goals, targets, policies, and rules that provide direction in the implementation of marketing efforts at appropriate levels, references, and allocations as a form of company response in facing the changing environment and competition. Marketing or promotion strategy via the internet or other digital tools is a plan that must be carried out by the marketing division, and the actions or decisions taken must be based on an analysis of the situation and also the goals of a company in order to know and target the achievement of these goals.

The implementation of digital marketing-based marketing management is very important for processed food businesses to face several challenges and opportunities, including:

1. Shifting Consumer Behavior: Today, most consumers of processed products, especially young people, are more active and connected through digital platforms. They tend to search for information, compare products, and make purchases online. Therefore, it is necessary to adapt to these digital consumption patterns to reach a wider market.
2. Increased Marketing Efficiency: Digital marketing strategies enable sweet potato and date businesses to optimize costs, time, and resources. Digital marketing tools such as social media, websites, and e-commerce can help expand marketing reach at a more affordable cost than conventional methods.
3. Consumer Data Analysis: Digital platforms provide more detailed data and analytics on consumer behavior, preferences, and trends. Sweet potato and date food businesses can leverage this information to develop more accurate marketing strategies, personalize products, and make data-driven decisions.
4. Building brand image and trust
5. Increase sales and market share.

Sixth, Islamic Ethics in Digital Marketing, according to Latifah (2024), according to the Indonesian Ulema Council (MUI) fatwa No. 146/DSN-MUI/XII/2021, transactions using online shopping platforms are permitted as long as they comply with Islamic principles of buying and selling. This fatwa emphasizes the importance of transparency, honesty, and fairness in every online transaction. Furthermore, every transaction must fulfill the pillars and conditions of buying and selling stipulated in Islam to be valid and blessed. This demonstrates that Islam is able to adapt to changing times without neglecting established principles. (MUI National Sharia Council, 2017).

Digital marketing is available to facilitate buying and selling transactions, such as through Shopee and TikTok. Transactions conducted on these platforms must comply with the provisions of online shopping permitted in Islam, as outlined by the Indonesian Ulema Council (MUI):

- a. A valid sale and purchase agreement between the seller and the buyer.
- b. Goods and/or services traded must comply with sharia and applicable laws and regulations.
- c. Payment must be in accordance with sharia principles, and can be made via transfer, electronic money, or cash at retail outlets.
- d. Handover of goods can be done directly or via an expedition service.
- e. If using an expedition service, there must be an ijarah contract according to the agreement.
- f. The buyer has the right to object if the item does not match the description.
- g. The shipping service provider is responsible for damage to goods during shipping.

E-commerce facilitates buying and selling transactions, a tangible manifestation of the increasingly sophisticated developments of this era. However, this technological advancement does not eliminate long-standing Islamic law. Islamic jurisprudence explains that "Basically, all transactions are permissible, unless there is evidence that prohibits them." This means that even though transaction methods change and evolve, as long as there is no evidence that prohibits them, the transaction is permissible (Nurdin et al., 2022). This principle demonstrates the flexibility and relevance of Islamic law in facing changing times, as long as it adheres to established sharia principles. Therefore, Muslims can continue to conduct transactions comfortably and safely in the digital era without abandoning their religious values.

METHOD

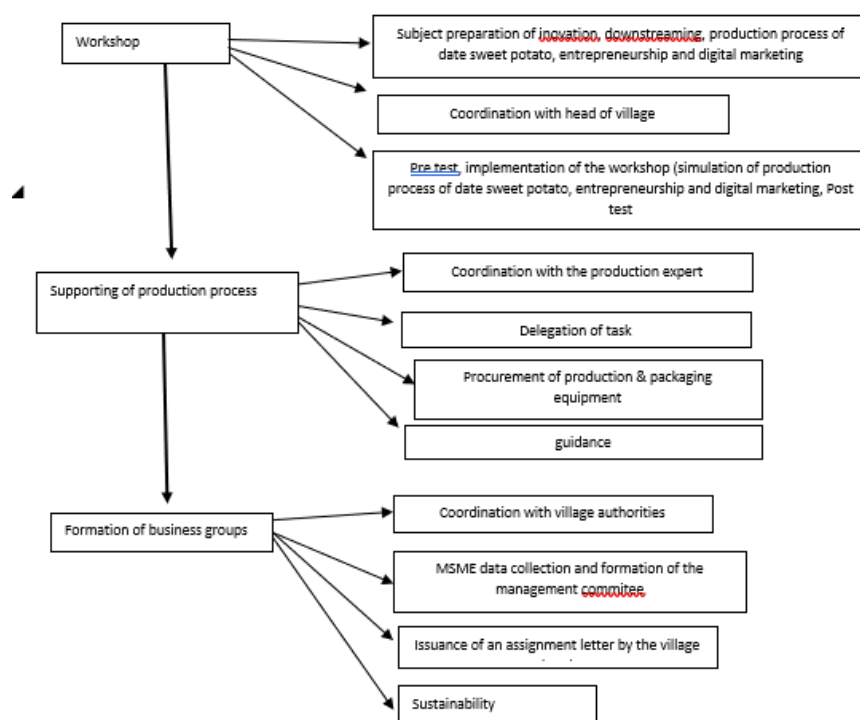


Figure 1. Flowchart Methodology

The image above shows the steps for implementing the activity. Several strategies implemented can be grouped into three stages, namely stage 1, training. The training activity began with a briefing and assignment of tasks for each committee member. Each member of the PKM team is a lecturer with qualifications in entrepreneurship and marketing management and an active student. The PKM team then coordinated with the village to determine the time. The village coordinated with the community who are active entrepreneurs or those interested in entrepreneurship. The village also provided a training venue. At the appointed time, the PKM team, village officials, and PKM participants were present at the time and place provided to participate in the training event. During the training, the material presented included a simulation of making sweet potatoes and dates, entrepreneurship (entrepreneurial spirit), and entrepreneurial management (new product development, innovation, downstreaming, and digital marketing).

The second phase is mentoring, which includes two types of mentoring: mentoring on the sweet potato date production process and mentoring on packaging, including the vacuum process. This mentoring is not carried out in one day but can be done several times as needed,

this is because the sweet potato date production process requires sufficient time due to the process of planting and drying under the hot sun. Training participants are given tasks to conduct experiments, then the PKM team will coordinate and mentor on a specific schedule and evaluate the results. The next mentoring is packaging the sweet potato date and ending with the vacuum process.

Assistance with the production, packaging, and vacuum processes requires equipment. Therefore, another program involves procuring equipment to be purchased from several stores. This equipment includes trays, knives, basins, buckets, steamers, stoves, drying mats, plastic product covers, product covers, packaging equipment, and vacuum cleaners. This set of equipment will be given to the village, which will then be used by training participants who are serious about starting a sweet potato and date business.

The next step is the formation of a business group, which begins with the agreement of all parties and is communicated during the training. This activity requires not only agreement but also approval from the authorized official, the village head. The benefits of forming a business group include facilitating coordination and collaboration, facilitating development and coaching, and allowing the group to utilize facilities derived from programs such as PKM (Community Empowerment Program) or other future programs, as well as collaboration with other parties.

The expected sustainability of this PKM is the provision of assistance to the community and monitoring of post-training developments and it is hoped that all training participants in Cikalong village will be able to produce processed sweet potato and date food products and run offline businesses (at home, at outlets, at Cirata tourist attraction outlets, at Rest Area outlets) as a typical Cikalongweta regional food, as well as online through the use of digital platforms such as Shopee and Tiktok to get more and wider consumers so that the business of processed food made from local commodities is guaranteed to be sustainable.

RESULT AND DISCUSSION

Partners in this PKM are partners engaged in the productive economy, while the problem areas handled concern the fields of production, packaging, entrepreneurship and digital marketing. The production sector concerns how to produce sweet potato dates as a new product development/innovation/downstreaming from raw sweet potato materials into processed products that can be eaten at any time, unique taste, healthy because of low sugar content, durable because packaged with good packaging and vacuum. Another problem is in the field of entrepreneurship, how to foster the entrepreneurial spirit of the Cikalong village community who are already productive but still limited in making new breakthroughs for the commodities produced in this village, inspiration is needed to come up with ideas for developing commodity products into products that provide more added value so that sweet potato commodities that were previously sold in the form of commodities at low prices become more expensive so that people can enjoy the benefits of this business. In addition, how is the management, namely regarding marketing, which is currently trending using digital marketing.

Initial Stage

The PKM team held a meeting with village officials to confirm the presence of sweet potato farmers and plantations, as well as a number of culinary entrepreneurs. Based on the investigation conducted by the village secretary, there are more than 30 residents who have sweet potato gardens with varying sizes, some planted sweet potatoes per 1 stake (400 m² to 5 stakes/2000 m²). The harvest is sold to middlemen at an average price of IDR 3,000 per kg. Meanwhile, some culinary entrepreneurs are focused on sweet potato-based production and

businesses. The processed sweet potato-based products they are focused on are traditional preparations that have been passed down from generation to generation. The income obtained from the sweet potato business for farmers and sweet potato processing businesses is only sufficient to meet daily needs but cannot meet the entire harvest period, so they still have to earn a living through other livelihoods.

The next stage is to meet one of the farmers and business actors based on sweet potatoes, and confirmed about the income from their business results, the results of the meeting concluded that farmers and culinary business actors based on sweet potatoes have not been able to achieve income that is able to meet daily needs from harvest to harvest, therefore enthusiastic to participate in training and mentoring in making sweet potatoes processed so that they resemble dates, with the hope of enriching processed products as a result of innovation and downstreaming of sweet potatoes and can increase family income.

The next stage is to plan a meeting to provide technical supplies and entrepreneurial motivation. The PKM team coordinates with the village and community to prepare for the meeting, preparations include determining the location where the chosen place is the home of the PKM participants considering that the village hall is closed because the meeting is held to coincide with the red date holiday on June 1, 2026, which is the birth of Pancasila, other preparations include providing ripe sweet potato and date materials where there are examples of finished products that can be purchased in the online market from China whose purchases must be made well in advance of the training meeting and require a long time because purchases cannot be made in large quantities but rather in retail. Other preparations include providing equipment in the form of drying ovens, buckets, knives, steadyers, plastic packaging, vacuum cleaners and sweet potatoes. Equipment and sweet potatoes will be used after the training takes place on a day mutually agreed upon between the willing participants and their companions. The next preparation is providing snacks and lunch to be held during the training.

The next stage was to hold the training on Monday, June 1, 2026, at the home of Mrs. Yuyun Yuniati, a resident of Cikalong village, a training participant, and the owner of a two-plot sweet potato garden. Prior to the training, a pre-test was held to determine the extent of knowledge regarding the material to be presented. The pre-test results are as follows:

Table 1. Pre-Test Results

No	Question	Answer	
		Of	No
1	Sweet potato harvest age is around 3-4 months	10	2
2	Sweet potatoes are beneficial for health	5	7
3	I know that sweet potatoes can be made into many kinds of dishes.	6	6
4	I know that sweet potatoes can be made into long-lasting dishes.	0	12
5	I know there are sweet potato products that can be sold to overseas markets.	1	11
6	I know there are sweet potatoes that are processed like dates/ like banana chips	0	12
7	I know how to do business in the style of the Prophet Muhammad (peace be upon him)	3	9
8	I know there is a way to sell through digital platforms.	7	5
9	I know the digital platform shopee seller	0	12
10	I can operate the Shopee Seller digital business application	0	12

After the pre-test was completed, the next step was to provide material on entrepreneurship, a simulation of making sweet potatoes and dates, business ethics following the example of the Prophet Muhammad (peace be upon him), innovation and downstreaming, and utilizing the Shopee digital seller platform. The next stage, after the training and presentation, was the post-test. The post-test was administered to the same participants at the end of the session, using the same questions, and the results were as follows:

Table 2. Post-Test Results

No	Question	Answer	
		Of	No
1	Sweet potato harvest age is around 3-4 months	12	0
2	Sweet potatoes are beneficial for health	12	0
3	I know that sweet potatoes can be made into many kinds of dishes.	11	1
4	I know that sweet potatoes can be made into long-lasting dishes.	10	2
5	I know there are sweet potato products that can be sold to overseas markets.	11	1
6	I know there are sweet potatoes that are processed like dates/ like banana chips	12	0
7	I know how to do business in the style of the Prophet Muhammad (peace be upon him)	12	0
8	I know there is a way to sell through digital platforms.	12	0
9	I know the digital platform shopee seller	12	0
10	I can operate the Shopee Seller digital business application	4	8

Based on the answers, some participants already know the character of sweet potatoes as a food ingredient that will be used as a production object, know how to do business ala Rasulullah saw (honest, selling halal products etc.), and know the digital business platform, but many are still unsure about the ability to run digital business applications, especially Shopee sellers. The next activity is mentoring in making sweet potato dates, which was carried out several days after the training activity took place using sweet potato ingredients and equipment provided by the PKM team. Experiments were carried out several times using regular sweet potatoes and Cilembu sweet potatoes. The experiment has not yet reached packaging because the sweet potatoes made are still limited, but the results are felt to be better, namely from the Cilembu sweet potato type. Regular sweet potatoes, based on the results of the first mentoring, participants were still unable to produce sweet potato dates that meet the criteria, namely sweet potatoes that after being boiled and dried release their honey, so they still have to do the experiment again at a more appropriate time. The sweet potatoes used must be left for 3-6 days / should not use newly harvested sweet potatoes. The drying process shouldn't be too long or too dry, but it should start to look wilted. Experiments are still needed, using a drying oven to compare which produces better results, whether sun-drying or oven-drying.

CONCLUSION

Cikalong Village is a village in West Bandung Regency that has a potential sweet potato, which can be developed into modern processed foods so that the results are much higher in terms of profitability, competitiveness and business sustainability amidst changing consumer behavior. Modernization of sweet potato products includes the creation of shapes, flavors, textures and packaging. Innovative, unique and high-quality sweet potato products allow

farmers to increase selling prices. On the other hand, sweet potato innovation can attract new consumers, by updating traditional typical products to be more modern, can reach a wider consumer who can be reached through adaptation to digital trends by utilizing platforms and social media. This Community Service activity has a high urgency as an effort to increase the income of farmers and business actors in the culinary sector with the aim of preparing prospective entrepreneurs in the culinary sector, especially the results of sweet potato innovations so that they can be used as local souvenirs through production training and mentoring until they produce products that are truly worthy of sale. The implementation is carried out through stages including coordination, situation analysis, training including simulation of the sweet potato date production process, provision of entrepreneurship material, innovation and downstreaming material, business ethics material following the example of the Prophet Muhammad (peace be upon him), utilization of digital platforms, especially Shopee sellers, to sell sweet potato date products. The training begins with a pre-test, the results of which generally show that participants do not understand the material to be presented, followed by training and ending with a post-test, the results of which show an increase in participants' knowledge related to the material that has been presented. The next stage is mentoring where participants conduct experiments at home in groups or individually until participants truly get marketable results. The obstacle to this activity is that the experiment cannot be done once but several times and must wait for the summer because there is a drying process. Experiments can use the traditional model, namely using sunlight, while another method is drying using an oven.

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