

# Empowering Mosque Youth in Banana Cultivation, Processing, and Marketing of Banana-Based Snacks

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## Abstract

This research aims to empower mosque youth in Parangbanoa Village, Palangga District, Gowa Regency, in optimizing the use of existing natural resources, especially banana trees, through cultivating, processing and marketing banana-based snacks. Parangbanoa Village has natural potential in the form of abundant banana plants, but it has not been utilized optimally by the community, especially the mosque youth, in creating products of economic value. For this reason, training and mentoring activities are carried out involving mosque youth in the process of cultivating good bananas, processing bananas into snacks such as banana chips, banana cake and banana pudding, as well as effective marketing strategies to increase product competitiveness. The method used in this research is Mentoring and Empowering through a Participatory Action Research (PAR) approach, where mosque youth are directly involved in every stage of the activity. The results of the activity show that mosque youth are increasingly skilled in processing bananas into various snack products which have good market potential. Apart from that, they also gain new knowledge about marketing techniques that can be used to introduce their products to a wider market. Through this program, it is hoped that mosque youth in Parangbanoa Village can improve the family economy, create new jobs, and make bananas a superior commodity that can be processed into high-value products.

## 1. Introduction

Parangbanoa Village, Palangga District, Gowa Regency has natural resources in the form of abundant banana plants. The majority of residents have banana trees so they need to be empowered to cultivate banana plants to be processed into various kinds of snacks which, apart from being consumed, are also sold directly or online via Instagram or Facebook. However, the abundance of bananas is not matched by the ability of the community, especially the youth of the Parangbanoa village mosque, to cultivate, process and market them. For cultivation, sometimes land is limited, on the one hand, people pay more attention to whether there are new shoots on the banana tree so that its survival is maintained by paying attention to the condition of the soil and watering it.

The manufacturing process is quite simple, just using a grill, a steamer for boiling, a mill and a blender to smooth and mix with other mixtures so that various kinds of banana-based snacks can be made. The technology in making it is quite easy and simple, does not

require complicated (modern) equipment, capital is relatively small, raw materials are easy to obtain, marketing is relatively easy because the ingredients are familiar, can be processed into several varied preparations. Marketing business activities are experiencing development even though there is competition in the business world, which is becoming more and more competitive day by day.

Marketing activities include all activities carried out by the community, especially teenagers from the mosque in Parangbanoa Village, Palangga District, Gowa Regency, starting from the consumer identification process, raw materials and supplies of bananas as well as processed products that have been made into a variety of snacks, which really depend on the marketing strategy of the marketing mix, namely the use of the strategy. ; products, prices, distribution and promotions carried out by the community, especially teenagers from the Parangbanoa Village mosque, Palangga District, Gowa Regency, which not only aims to win the competition and this has an impact on increasing the sales



volume of various snacks such as banana chips, banana layer cake, banana pudding, sale, nuggets, fried banana flour, banana sponge cake, banana tart cake, fried banana fan and unti roko-roko on the one hand can increase people's income, especially youth at the Parangbanoa Village mosque, Palangga District, Gowa Regency.

The current problem in Parangbanoa Village, Palangga District, Gowa Regency is that the harvest of bananas is abundant, but the residents have not maximized their use of bananas to make food that has selling value, and have not been able to process them more creatively and innovatively into various kinds of snacks, so we University Community Service Team Cokroaminoto Makassar will provide training, direction, create traditional tools that facilitate the burning process of used drum waste as well as for peeling bananas from boards tied with larger knives and cultivation education, processing various kinds of snacks from banana raw materials and marketing strategies that can improve income and welfare of the community, especially teenagers at the Parangbanoa Village mosque, Palangga District, Gowa Regency.

Based on the background, the service team this time is trying to encourage the community, especially the youth of the Parangbanoa Village mosque, Palangga District, Gowa Regency, to be more creative and more innovative in cultivating, processing bananas into snacks and improving better and more reliable marketing strategies, for the community, especially mosque youth. Those who are unable to process bananas into various types of food in the form of snacks need to be given training and counseling and help in making traditional tools such as used drums to be used as tools for burning or steaming bananas. in processing bananas into various snacks that can increase people's income, especially teenagers from the Parangbanoa Village mosque, Palangga District, Gowa Regency.

The problem currently being faced is that local natural resources in the form of bananas

are very abundant, but the community, especially teenagers from the Parangbanoa Village mosque, Palangga District, Gowa Regency, cannot process bananas into various kinds of snacks and various banana-based foods, the tools used are still very limited in producing the number of products so production is small and the tools used are still very traditional, and it is difficult to market them well and most residents consume their own bananas with limited processing capabilities such as frying and boiling them as well as selling raw bananas to the market at a selling price. which is quite cheap. This service activity ran smoothly and received a very positive response from the community.

This can be seen from the high enthusiasm of the participants by asking various questions, both regarding the banana cultivation process, processing, and marketing strategies for various banana-based snacks. In addition to training, counseling and community discussions and helping to make tools that support the production process so that production results are greater and it is hoped that they can improve their skills so that participants' knowledge can be disseminated to all the surrounding communities. Banana cultivation is needed so that the harvest is abundant by providing explanations and good practices for planting bananas and efforts to expand land need to be implemented with a focus on only planting bananas and other plants should not be planted around the banana plants.

Community Service: The participants who attended were in line with the expected targets. The successful implementation of Community Service activities has very important benefits for the people of Parangbanoa Village, Palangga District, namely increasing knowledge and skills, especially regarding cultivation, processing bananas into banana-based snacks and marketing strategies that can increase community income in Parangbanoa Village, Palangga District, Regency. Gowa



Banana cultivation that is good enough should be balanced with good post-harvest and processing technology so that it becomes a food that is useful for the community and can be used as a livelihood that can increase people's income in Parangbanoa village, Palangga subdistrict, Gowa Regency. Innovative and creative training, discussions and counseling have provided systematic explanations regarding banana cultivation, processing bananas into various snacks is believed to be able to increase the added value of products as well as marketing strategies that can increase community income, especially mosque youth in Parangbanoa village, Palangga subdistrict, Gowa Regency.

Marketing activities in the business world are becoming increasingly competitive, including all activities carried out by the community, especially teenagers from the Parangbanoa village mosque, starting from the process of identifying consumer needs, which is very dependent on the marketing strategies pursued by the community, especially teenagers from the Parangbanoa village mosque, which not only aims to win market competition but also aims to win market competition. but also aims to provide consumer satisfaction in all respects to increase the sales volume of various snacks such as banana crackers, banana layer cake, banana pudding, banana tart cake, fried banana fan and roko-roko unti.

Management of a marketing system that utilizes distribution channels effectively and efficiently can have an effect on increasing the income earned by the community, especially youth at the Parangbanoa village mosque in Gowa district. Building a business is not an easy thing, it is required to maintain and develop its existence, besides that you also need to pay attention to several things such as business management capabilities and development efforts. In its development, it faces obstacles or problems, especially marketing problems for its production results. To be able to win the competition in a competitive market, the community, especially

the teenagers of the Parangbanoa village mosque, need a strategy.

Strategy formulation must pay attention to the marketing environment in which there are variables or factors that influence it, both those that can be controlled (controllable) and those that cannot be controlled (uncontrollable). Thus, the marketing strategy must be able to provide an overview of what the community, especially the youth of the Parangbanoa village mosque, will do in using every opportunity or opportunity in the target market. Marketing strategy includes the marketing mix, namely the use of strategy; product, price, distribution and promotion.

## 2. Literature Review

Community empowerment is an economic development concept that embraces social values. This concept reflects a new development paradigm, namely people centered (a group of people), participatory (participatory), empowering (empowering), and sustainable (sustainable).

Marketing strategy is a fundamental tool planned to achieve company goals by developing sustainable competitive advantages through the markets entered and marketing programs used to serve the target market. Basically, marketing strategy provides direction in relation to variables such as market segmentation, target market identification, positioning of marketing mix elements and marketing mix costs. Marketing is a social and managerial process in which individuals and groups obtain their needs and desires by creating, offering and exchanging things of value with each other. The core concepts are: needs, desires and requests; product, value, cost and satisfaction; exchange, transactions and relationships; market, marketing and marketer. The goal of marketing is to know and understand customers in such a way that the product suits them and sells itself.

The importance of paying attention to planting techniques by sight. The growing conditions depending on the banana plant are:

1. A wet, humid and hot tropical climate supports banana growth. However, bananas are still able to grow in subtropical areas. In conditions without water, bananas still grow because water is supplied from the juicy stems but production cannot be expected
2. High speed winds such as wind beetles can damage leaves and affect plant growth.
3. Optimal rainfall is 1,520–3,800 mm/year with 2 dry months. Variations in rainfall must be balanced with groundwater levels so that the soil is not flooded.

On the other hand, planting techniques include:

1. Determining the Plant Pattern. The banana plant spacing is wide enough so that in the first three months it is possible to use an intercropping/alley planting pattern between the banana plants. Intercropping/alley crops can be vegetables or seasonal food crops. In most banana plantations in Asia where rainfall is high, bananas are planted together with coffee plantations, cocoa, coconut and arecanuts. In West India, bananas for export are grown permanently with coconuts.
2. Making a planting hole. The size of the hole is 50 x 50 x 50 cm for heavy soil and 30 x 30 x 30 cm or 40 x 40 x 40 cm for loose soil. Plant spacing is 3 x 3 m for medium soil and 3.3 x 3.3 m for heavy soil.
3. How to Plant Planting is done before the rainy season (September-October). Before planting, the hole is given organic fertilizer such as 15-20 kg of manure/compost. Organic fertilization greatly influences the quality of fruit taste.

Bananas are not only consumed fresh but are also consumed in processed form. Bananas can be processed into banana flour, puree, beer, vinegar, chips, sale, dodol and sauce. Banana plants are versatile plants. Apart from the fruit, other parts can also be used. Banana weevils can be used as soda as a raw material for soap and potash fertilizer. The stems can be used to produce fiber as raw material for cloth and animal feed. Banana leaves are widely used as traditional food wrappers.

This processed banana product is an innovation that has various interesting variants, it is hoped that they will be able to compete in the processing industry and be able to become processed products with added value that can increase people's income and become a forum for improving people's skills. Millennial food processing is developing along with developments in technology and knowledge. Swastha (2019) For this reason, society is required to be able to continue to exist in local and global markets. There are many strategies that can be used to survive and become a business that can meet community needs. Bananas are an ingredient that can be processed with various kinds of preparations. Various types of preparations such as banana chips, banana sponge cake, wet cakes, banana nuggets, and other processed products.

### 2.1 Agency Theory (Agency Theory)

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### 2.2 Signal Theory

A marketing strategy is a set of business steps that have been combined at the product presentation level to attract consumers to buy a product. Not only does it attract consumers to put products in their baskets, marketing strategies also ensure buyers become familiar with the products offered, verify and repeat product purchases. ( Assauri, 2017) .

### 3. Research Methods

The method used in this community service is the Mentoring and Empowering method which is part of the Participation Action Research (PAR) method.



There are several important elements that need to be considered in community service activities using the PAR method. These include:

1. Raising awareness in society, understanding, realizing that there is a value system in society.
2. After knowing the information and understanding the problems with the community through small group discussions and finding solutions together, do it carefully
3. The PAR method consists of three interrelated words that are interconnected, namely participation, research and action.

This means that the results of research that has been carried out in a participatory manner are then implemented into action. Actions based on true participatory research will be right on target. The evaluation of the implementation of this community service program was carried out by providing a questionnaire to provide solutions to problems related to processing bananas into various snacks. Another method is to analyze qualitatively descriptively the conditions before implementing banana cultivation, processing bananas into chips and marketing strategies and after carrying out these activities.

The training activity on processing various banana-based snacks is beneficial because the community, especially mosque youth in Parangbanoa village, Palangga sub-district, Gowa Regency who are ready to be trained and willing to be monitored and evaluated on program achievements from start to finish will be able to feel the benefits, especially by increasing the income they earn. Activity methods include; Implementation of activities is carried out by:

1. Providing practices in cultivating plants so that the harvest of banana plants is greater as well as training on how to process bananas into various banana-based snacks and tricks and marketing strategy efforts to be more competitive. In carrying out this training verbally, there is a presentation on

the making of various snacks complete with a flow diagram of the processing process, brochures/papers are also given regarding the technology of processing bananas into banana chips, banana layer cakes, banana pudding, sale, nuget, flour fried bananas, bolupisang, banana tart cakes. , fried banana fan and roko-roko unti. The community is expected to be able to improve their skills in more depth regarding processing bananas into banana chips, banana layer cake, banana pudding, sale, nuget, fried banana flour, banana cake, banana tart cake, fried banana fan and roko-roko for money, which can increase people's income, especially mosque teenagers in Parangbanoa village, Palangga subdistrict, Gowa Regency

2. Providing practical activities for processing bananas into banana chips, banana layer cakes, banana pudding, sale, nuget, flour fried bananas, banana sponge cake, banana tarts, fan fried bananas and unti roko-roko which are ready to be consumed and marketed. In general, the implementation of activities can be said to have been successfully carried out according to plans and schedules. Below are details of the success of this activity, which ran smoothly and received a very positive response from the community.

This can be seen from the high enthusiasm of the participants by asking various questions, both regarding the processing, packaging and marketing of various banana-based snacks. The outputs and achievement targets, Main Performance Indicators (IKU), and IKU Achievement targets are as follows: The first output is in the form of increasing people's knowledge of processing bananas by making various snacks. And the target achievement is direct banana processing training attended by the community. Meanwhile, the Main Performance Indicator (IKU) is the processing of banana-based ingredients into snacks.

On the one hand, IKU's target achievement is national through print media.



The second output is increasing community creativity, especially mosque youth, regarding banana cultivation. And the target achievement is to collect the required data and after that carry out outreach attended by the community, especially mosque youth, who discuss cultivating bananas so that they can increase income. Meanwhile, the Main Performance Indicator (IKU) is an effort to cultivate bananas through productive use of limited land. On the one hand, IKU's target achievement is documentation in the form of precise and reliable photos of banana cultivation.

Meanwhile, the third output is to increase people's insight, especially teenagers mosques related to reliable marketing strategies so that they can increase their sales. And the target achievement is a complete tool for obtaining data and data validity, providing explanations and direction on marketing strategies that can increase sales volume. Meanwhile, the Main Performance Indicator (KI) is the diversity of products in the form of snacks focused on strategy; products, prices, distribution and promotions carried out in order to win the competition, increasing the sales volume of various snacks such as banana chips, banana layer cake, banana pudding, sale, nuget, fried banana flour, banana cake, banana tart cake, fried banana fan banana , unti cigarettes and can increase people's income, especially teenagers. On the one hand, IKU's achievement targets are reference books and journals. The fourth output is processed bananas in the form of snacks which are more competitive.

#### 4. Results and Discussion

The products produced during the training are evaluated and given input to the participants. The participants were assigned to recreate the product in groups in their respective homes to be evaluated at the next meeting. This follow-up activity aims to further hone participants' skills in producing processed banana products that have good organoleptic properties and are accepted by consumers. Practical training evaluation was

carried out to determine the participants' abilities in processing bananas. Evaluation is carried out during the process or practice of making brownies, cakes and steamed cakes.

#### 4.1 Research Results

The results and outcomes targeted by the service are in the form of training, counseling, making products of economic value using traditional tools from used drums and banana cutting tools which are quite simple and do not require large costs in the process of making these tools. The production results in the form of snacks and various cakes as well as food made from bananas have an impact on the economic condition of the community, especially young people from mosques in Parangbanoa Village, Palangga District, Gowa Regency who take part in training and counseling will be motivated to become entrepreneurs, especially making snacks in the form of banana-based snacks and can increase income. community, especially mosque youth.

#### 4.2 Research Discussion

The production results in the form of snacks and various cakes as well as food made from bananas have an impact on the economic condition of the community, especially young people from mosques in Parangbanoa Village, Palangga District, Gowa Regency who take part in training and counseling will be motivated to become entrepreneurs, especially making snacks in the form of banana-based snacks and can increase income. community, especially mosque youth.

#### 5. Closing

##### 5.1 Conclusion

Riset it has had a positive impact on the community, especially mosque youth in Parangbanoa Village, Palangga District, Gowa Regency.

1. Training and counseling, practice and discussions provide an understanding to know more about the right way to cultivate bananas, processing bananas is more innovative and creative so as to make

community members more productive by utilizing bananas, it is necessary to carry out regular assistance to reach the stage of a reliable marketing strategy in order to improve sales volume and gain profits that can increase residents' income.

2. The community, especially mosque youth, implement marketing strategies that include the marketing mix, namely the use of strategies; product, price, distribution and promotion. Training and counseling, practice and discussions provide understanding to know more about the right way to cultivate bananas, banana processing is more innovative and creative so that it makes community members more productive by utilizing bananas, it is necessary to carry out regular assistance up to the marketing strategy stage. reliable in order to increase sales volume and gain profits that can increase people's income.

## 5.2 Suggestion

It is necessary to increase the potential of human resources in order to increase banana cultivation in increasing income and welfare of the community, where the role of local government is very important and very necessary to facilitate the production results from banana cultivation which have been developed into various types of banana-based products into various snacks and foods, cakes and shrimp crisp For the community members in Parangbanoa village, especially teenagers, there is a mosque for more the spirit of working hard to cultivate, process and improve strategies marketing various banana-based snacks to gain more income well before participating in training and counseling so that you can be more prosperous internally meet the needs of daily life. And especially for village governments to supporting the activities of village residents to make entrepreneurship easier and easier obtain adequate capital and facilities in order to market products various banana-based snacks produced by village residents, especially mosque teenagers in

Parangbanoa Village, Palangga District, Gowa Regency.

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