

Value-Added Analysis of Hanjeli (*Coix lacryma-jobi* L.) into Dodol and Soap and its Marketing in KWT Mekar Mandiri, Waluran Mandiri Village, Waluran Sub- district, Sukabumi District

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Abstract

Background - The utilization of hanjeli as a food source has been widely carried out in West Java through agroindustries, resulting in various processed products such as dodol, soap, rice, flour, porridge, brownies, tape, rengginang, crackers, cereal, and lemper. Agroindustry plays an important role as it can generate added value from fresh agricultural products. Agroindustries in rural areas, particularly small and medium-scale businesses and home industries, have significant potential, position, and role in creating an economic structure that can provide economic services, implement equitable development, and drive economic growth while achieving economic stability (Khoiriyah, 2012). Waluran Mandiri Village, located in Waluran District, Sukabumi Regency, is home to a women's farmer group called the Kelompok Wanita Tani Mekar Mandiri. This group develops and processes hanjeli plants into various food and non-food products with high economic value. This study aim

Purpose - This study aims to assess the performance of the Kelompok Wanita Tani Mekar Mandiri, analyze the added value obtained by the group from the processing of dodol and hanjeli soap, and examine the marketing mix of the processed dodol and hanjeli soap products in the Kelompok Wanita Tani Mekar Mandiri.

methodology - This research uses primary data and secondary data. The analytical tool for added value was quantitatively analysed using the Hayami method.

Findings - The results showed that the Mekar Mandiri Women Farmers Group empowered the community through hanjeli-based local product innovation, producing quality hanjeli dodol and soap. Diverse member characteristics, local resource management, and partnerships with farmers ensure a consistent supply of raw materials. The processing process generates added value of Rp.124.430,25 for dodol and Rp.201.025 for soap.

Originality - There has been no research on the added value of hanjeli dodol and soap in the Mekar Mandiri Women Farmers Group, so this research topic is new to the Mekar Mandiri Women Farmers Group.

Keywords: Dodol, Women Farmers Group, Added Value, Soap, Marketing
