

Independent Entrepreneurship Program in Making Products: Goguma Ice Cream

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Abstract

Background - This research discusses the development of purple sweet potato-based ice cream in an independent entrepreneurship program implemented in Bogor Regency. The main objective of this activity is to introduce innovative products to the community, especially children in elementary schools, as well as to increase consumer appeal for ice cream that is rich in flavor and nutrition. The research methods included planning, conducting trials, and producing the ice cream by involving the community in the feedback process. Results showed that consumer interest increased thanks to effective marketing strategies, including product demonstrations and social media campaigns. The study concluded that purple sweet potato ice cream offers not only a unique flavor but also significant health benefits, making it a potential healthy snack option for the community. Recommendations for future research include developing new flavors and increasing collaboration with local farmers to support business sustainability.

Purpose - The main objective of this activity is to introduce innovative products to the community, especially children in elementary schools, as well as to increase consumer appeal for ice cream that is rich in flavor and nutrition

methodology - Implementation Method This activity was carried out for 5 months, which began in August - December. The object of this product marketing is farmers in the Bogor district area, to help market purple sweet potatoes to the community and increase consumer interest in Bogor district. Activity Methods 1. Planning In the planning stage, the steps taken by the team are as follows: - Determination of the planning stage: The idea we chose was "ice cream made from purple sweet potato". - Determination of ingredients and tools in making ice cream: purple sweet potato powder, fullcream milk, whipped cream, and other supporting ingredients. Tools such as freezer, mixer, container box. - Financial analysis: conduct an analysis to determine the cost of spending the necessary materials and tools. 2. Activity implementation (trial): at this stage, the following activities will be carried out: - Purchase of materials and tools needed: materials such as purple sweet potato powder, fullcream milk, whipped cream, sweetened condensed milk, food coloring, vanilla. Acquired tools such as containers, stirrers, and ingredient mixers. - Trial making ice cream: do a trial by combining all the ingredients in the container that has been obtained. In this process, follow the recipe and procedures that have been determined. This trial is carried out to find ice cream results that are good and accepted by consumers. - Testimony: after the ice cream making process is complete, then testimony or assessment of the results of making to the nearest community is carried out. In this testimony activity, a trial provides feedback on the quality and texture of the ice cream that has been made. 3. Implementation (production) stage: After conducting trials, the team carried out the production stage with the following steps: - Preparation of tools and materials: prepare tools and materials that have been determined and produce in larger quantities. - Ice cream making: in this process, combining all ingredients in a container with the right ratio and following the recipe and steps that have been determined. - Ice cream packaging: in the packaging process, the processed ingredients will be put into a cooler box so that they are ready to be sold. After that, prepare cups that have been affixed with relevant labels.

Findings - Pelaksanaan Kegiatan Dalam program wirausaha mandiri ini, es krim berbahan dasar ubi ungu yang dikembangkan dari bulan Agustus 2024 berhasil menarik perhatian konsumen. Selama periode tersebut, telah diadakan berbagai inovasi untuk meningkatkan kualitas dan daya tarik produk. Salah satunya adalah mencoba varian rasa yang baru dan desain kemasan yang menarik. Evaluasi menunjukkan minat konsumen semakin meningkat terhadap produk yang tidak hanya menawarkan cita rasa istimewa dari ubi ungu, namun juga memiliki kandungan gizi yang tinggi. Di samping itu, program ini memberikan pengalaman yang berharga dalam bidang pemasaran, produksi, dan manajemen bisnis kepada semua anggota tim. Kegiatan utama dalam program ini adalah melakukan distribusi kepada Masyarakat di wilayah kabupaten Bogor terutama Lembaga Pendidikan Sekolah Dasar (SD) untuk mengenalkan produk kreatif dari mahasiswa dan meningkatkan daya tarik konsumen pada eskrim ubi ungu ini. Tujuan dari kegiatan ini guna diharapkan masyarakat mengetahui bahwa ubi ungu bisa menjadi varian rasa dalam berbagai macam menu hidangan dan dessert yang kaya akan rasa serta nutrisi yang baik untuk tubuh. Edukasi Nutrisi Dengan memperkenalkan ice cream ubi ungu, kami berupaya memberikan pemahaman kepada anak-anak dan orang tua tentang manfaat kesehatan yang dimiliki ubi ungu. Ketika kita mengonsumsi ubi jalar ungu yang kaya akan karbohidrat, serat, dan antioksidan, itu dapat membantu dalam memperbaiki pola makan kita untuk menjadi lebih sehat. Studi menunjukkan bahwa antosianin dalam ubi ungu memiliki sifat antioksidan yang membantu melawan radikal bebas dalam tubuh. Jadi, es krim ini tidak hanya punya rasa istimewa tapi juga memberikan manfaat besar buat kesehatan. Strategi pemasaran Untuk mencapainya, kami merencanakan beberapa strategi pemasaran yang akan kami lakukan, di antaranya: Menyelenggarakan acara demonstrasi produk dengan menyuguhkan sesinistakan es krim di sekolah-sekolah guna menarik perhatian siswa. Ini memberi kesempatan bagi mereka merasakan kelezatan es krim ubi ungu secara langsung. Use social media platforms in the campaign to introduce the product and provide useful information on the health benefits of purple yam. Sharing engaging content such as videos on ice cream making and testimonials from consumers will help increase the exposure of the product. With this activity, we hope that the community can better recognize purple yam ice cream not only as a delicious snack, but also as one of the components in a healthy diet. With the learning process and practical experience, it is hoped that children will have a deeper awareness of the value of local food and realize the importance of a balanced nutritional intake. Therefore, we are determined to continue innovating in the development of purple yam-based products that are not only delicious but also beneficial for public health.

Originality - Product Innovation: This study introduces purple yam-based ice cream, which is an interesting combination of a healthy meal and a snack that children love. High Nutrient Content: Purple yam is rich in nutrients such as anthocyanins, vitamin C, and fiber, so this ice cream is not only delicious but also provides health benefits.

Keywords: products, entrepreneurship,
