

Diversification of Gorontalo Cake Products (Belekoa) In Order to Increase Income for The Group of Businesses Together in Gandaria Village, Tolangohula District, Gorontalo District

Meriyana Fransisca Dungga¹, Agus Hakri Bokingo²
Universitas Negeri Gorontalo

PRELIMINARY

1.1 Potential Potentials and Problem Identification

Today's society is undergoing a very rapid and complex change, due to advances in science and technology. Overall change occurs in almost all aspects of life. The job market has changed dramatically, both due to the influence of information and global technology. Changes that are so fast have an impact on the demands of society. The impact of these changes requires changes in patterns and institutional management strategies that are more appropriate, so that they can provide an appropriate response to the challenges that exist. Likewise, what happens in the management of the Production Unit requires effort in order to develop it. Guidance on product development and its quality is needed. Product development (product development), basically is an effort to always create new products, improve old products in order to meet market demands and customer tastes. The demands and desires of customers always develop in line with the development of science, technology and information, therefore developing products, including product diversification is a challenge that must be sought. Customers need products that are always new and specific. To realize this, continuous innovation is needed so that the production unit as a business will continue to live and develop.

Government policy in implementing food security by utilizing as much as possible local food is very appropriate because it is available in sufficient quantities throughout the region and easily developed in the local area. Local food is the main ingredient in making traditional food based on recipes for generations that are consumed by ethnic groups in specific areas. This means that traditional food has a strategic role in strengthening food security. One of the potential local food commodities to be processed into a variety of traditional food preparations is rice. Various types of traditional rice-based foods that are spread throughout the archipelago.

The development of traditional processed food in rice in food diversification can support food security. Efforts to realize and overcome various food security problems will continue to be important issues throughout life. The right to obtain food is inherent in every individual for life. Therefore, food security at the household level must be realized from time to time. In the context of strengthening food security through food diversification, the use of traditional food needs to pay attention to food based on diverse, nutritious and balanced local resources, improvement of local food consumption patterns, food quality and safety, utilization of appropriate technology, and efforts to increase the added value of traditional food (Nainggolan 2004).

Increased public awareness to choose a pattern of quality food consumption with balanced nutrition is the right momentum for the development of food diversification. Diverse food becomes important considering there is no one type of food that can provide complete nutrition for a person. Diverse food consumption will complement each other's nutrient deficiencies from one type of food to another (Khomsan 2006). The diversity of processed traditional foods from rice makes it a prospective diversification ingredient for local food. A touch of food technology will improve the status of traditional rice-based foods from inferior to superior. This starts from the selection of materials, maintained sanitation, processing stages according to standards that can maintain the destruction of functional food compounds, until they are ready to be served. Furthermore, products need to be packaged in such a way as to promote traditional food with specific, unique flavors, and to follow trends in products.

In Gandaria Village, Tolangohula District, Gorontalo Regency there are still people who rely on their livelihood from businesses in agriculture. The condition of the land is still fertile so much is

planted with rice and other crops such as sugar cane. In daily life, there is often a large amount of leftover rice thrown away in vain by the community around their neighborhood. In fact, if you can process it, it can produce something useful from the leftover rice. In Gorontalo you may already be known for snacks from dried rice (Belekoa)

Leftover rice which is then dried or commonly called Aking rice may only be known by the middle to lower classes because their knowledge is limited in terms of processing. But we tried a new breakthrough that is processing the Aking Rice into a unique and innovative snack. Belekoa traditional cakes can be flavored with various flavors and improve the quality and quality of these snacks, as well as packaging in a unique form that will not only be known by the middle and lower classes, but also popular and can be enjoyed by all people ranging from children to the elderly. In addition to generating profits, the use of leftover rice is also an environmental conservation of bad habits of the community, especially housewives, disposing of rice that is still suitable for consumption on the grounds that rice has been more than one day. Therefore, instead of being wasted and becoming waste, and to avoid the emergence of boredom, belekoa snacks with various flavors can be used as an alternative solution.

Based on the explanation above, we raise the theme "Diversification of typical Gorontalo cakes (Belekoa) in order to increase revenue for joint business groups", especially in the location of Gandaria Village, Tolangohula District, Gorontalo Regency, Gorontalo Province.

1.2 Proposed Problem Resolution

The business of making a typical Gorontalo cake (Belekoa) conducted by a joint business group in Gandaria Village, Tolangohula District is an alternative in increasing community income. However, this potential has not been optimally utilized. Adapu. the problems in the joint business group in the Gandaria Village of Tolangohula Subdistrict are:

1. Product Quality Improvement

The production of typical Gorontalo cakes (belekoa) is still the same as cakes produced in other regions in Gorontalo Province both in terms of taste and texture produced is still the same, this is because there is still a lack of information and knowledge possessed by joint business groups in the village of Gandaria so that in terms of the resulting product has not yet innovated which can distinguish Gorontalo typical cakes (belekoa) from those in other regions. With this, the Gorontalo specialty food produced is still difficult to be glimpsed by the community whose impact has an impact on the income of the joint business group.

2. Product Packaging

Product packaging is something that must be considered, because the packaging of products for typical Gorontalo cakes (belekoa) is still traditional and only looks ordinary as done by businesses in other areas in Gorontalo, so it does not look attractive. It also needs to be attached to the product product packaging label.

3. Financial processing

The problem of food processing and product packaging has also not been supported by adequate financial accounting. The joint business group in conducting production and marketing does not pay attention to its operating budget by taking into account the price of production and also marketing costs that can affect the income of the business, which so far has been done only by estimating costs so it is unknown exactly how much profit is actually

To overcome the above problems, the following solutions are described:

1. Product quality improvement. Diversification efforts need to be made in processing typical Gorontalo cakes (belekoa) by transferring information and skills to joint business groups on how to process belekoa cakes such as by adding a new flavor mixture to the cake which so far has only been mixed with brown sugar and granulated sugar. will be added with for example there is a chocolate or durian flavor or other flavor variants.
2. Product Packaging. To be more attractive to the community, aside from innovating in the management of belekoa cakes, good and correct product packaging must also be done so that

the products produced are different from similar products produced in other regions and can attract interest from the community both in their own area and from other regions who want to make it a souvenir from Gorontalo.

3. Financial Management. In arranging finance and the recording process, carried out by transferring knowledge to the joint business groups in good and correct financial records. With these improvements, it will have an impact on improving the income of the people of Gandaria Village, Tolangohula District.

1.3 Troubleshooting Technology

This activity is carried out using a participatory approach that is carrying out community education and training with academics (lecturers and students) acting as facilitators to be able to learn from each other, share knowledge and experience. The participatory approach is to empower the community to be able to support sustainable human resource development (Saragih, 2002). Besides innovation in processing products offered to the community is appropriate technology so that it can be applied to rural communities. According to Saragih (2002) that a good and appropriate method is by innovation in the way of processing that meets the criteria (a) technically the method can be applied by the user, (b) gives added value and adequate incentives, (c) can be accepted by the user and (d) environmentally friendly

1.4 Profile of Target Groups and Potential / Problems

For the smoothness and sustainability of this Community Service program, this activity involves partners from relevant government agencies, namely the village government of Gandaria and the Traditional Handling Joint Business Group (KUBE) in Tolangohula District, Gorontalo Regency. The role of partners is very important especially in facilitating facilities and infrastructure for Community Service activities and the main program of this activity is training and coordinating and mentoring with villages especially traditional joint business groups (KUBE).

The target of this program is the community which consists of a joint business group of mothers in the village of Gandaria as the core and the target group that produces Gorontalo specialty cakes, belekoa cakes. The joint business group is still lacking in producing belekoa cakes because the products produced are not appreciated by consumers, so it is hoped that with this activity the joint venture group of women in Gandaria village can increase their production so that later they will increase their income which later develops into a home industry stairs. The potential and problems of the target group can be seen in the following table:

Table 1. Target Groups, Potentials and Problems

Target Groups	Joint Business Group (KUBE)	Joint Business Group (KUBE)	Joint Business Group (KUBE)
Potential	The existence of community expertise for generations in making typical Gorontalo cakes, especially belekoa which is the basic ingredient of Aking Rice	The importance of good and unique products and packaging so that they will be more attractive to the public	Willingness to increase income into a larger home industry
Problem	Limitations in information, knowledge and skills to make Gorontalo typical cakes that have a variety of flavor variants that distinguishes from the production of belekoa in other regions.	Processing business has design and packaging constraints that differentiate it from the same processed products as other regions	Lack of understanding of financial management in terms of recording, business financing and capital turnover for subsequent businesses

CHAPTER II TARGETS AND OUTCOME

This Community Service activity aims to foster and empower the community joint venture group (KUBE) in producing typical belekoa Gorontalo cakes. Through the program, it is expected to be able to apply knowledge, knowledge and skills as well as technology to deal with the deficiencies and problems faced by women business groups making typical cakes of Gorontalo belekoa. Besides dedication is an application class for students to be able to interact and work together with the community. In this program the focus is on the joint venture group (KUBE) which is expected to be able to improve the standard of living of the Gandaria village community of Tolangohula District of Gorontalo Regency.

The indicators of product achievement for the intended service program are:

1. In the field of production, an increase in the production of Gorontalo specialty cakes (belekoa) through the application of innovation.
2. Marketing sector, improvement in packaging of belekoa products.
3. In the financial sector, the achievement of good financial records and the creation of a joint business group (KUBE) typical Gorontalo cake (belekoa) for good business financing.

CHAPTER III METHOD OF IMPLEMENTATION

3.1 Implementation

The village that will be a partner of Community Service assistance is the village of Gandaria, Tolangohula District. The expertise of making traditional Gorontalo traditional cakes (belekoa) has been shared by the mothers of the joint venture group (KUBE). So, the program carried out is an effort to increase production and diversification, financial and financial calculation programs, and packaging programs.

The method used in increasing the production of Gorontalo specialty cakes carried out by the joint business group (KUBE) is a form of practice in technical matters such as the selection of quality raw materials, the manufacturing process, quality control of the resulting cake, packaging that includes the design of the product label, product safety. Another method that will be developed is learning and practice in developing financing patterns for products. The whole phase will involve students and business groups.

The operational steps to overcome the problem are:

- a. Procurement of several tools and supporting production materials
- b. Procurement of packaging Belekoa products
- c. Product label procurement
- d. Guidance on methods of recording and calculating business financing
- e. Marketing of the product of shoppers itself

Activities to be carried out by students are calculated using students' effective working hours in a month. Description of table of activities and the number of students is:

Table 2. Description of activities and volume in 2 months

No	Activity Name	Program
1	The practice of selecting raw materials and other supporting materials	Raw material preparation process
2	The practice of making a typical Gorontalo cake (belekoa) by adding flavor variants	Production process

3	Packaging practices, label design and expired date	Packaging
4	The practice of recording and calculating financing	Financial management
Total Activity Volume		

CHAPTER IV
RESULT AND DISCUSSION

5.1 General Description

5.1.1 Gandaria Village Description

- Village Name : GANDARIA VILLAGE
- District : TOLANGOHULA
- Regency : GORONTALO
- Province : GORONTALO

A. General

a. Area and Boundary

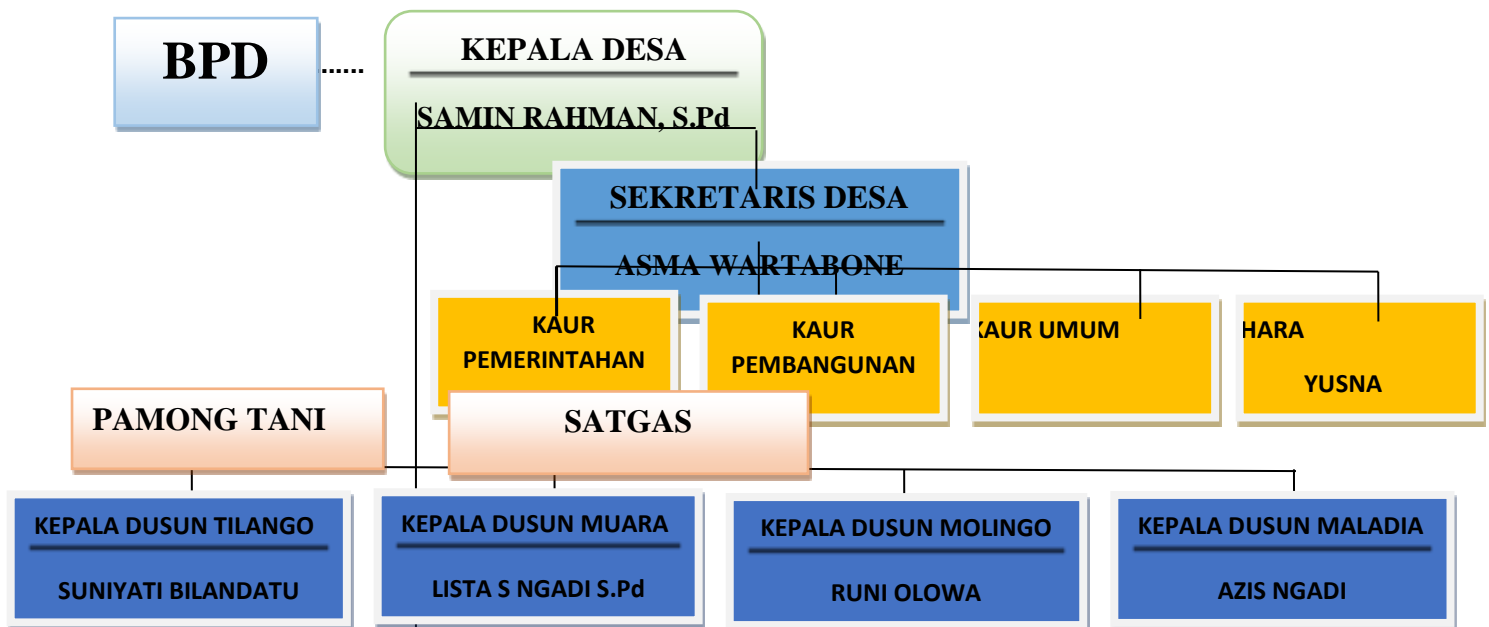
- i. Area : 583,296 Ha
- ii. Boundary
 - South : Bongo River (Diloato Village)
 - North: Lakeya Village
 - West: Ombulotango Village
 - East: Molohu Village
- iii. Geographical Conditions :
 - Total Population : 1727 (Female 870, Male 857)

B. Natural Resources

- i. Natural Resources
 - Plantation : 115,26 Ha
 - Animal Husbandry: 3 kelompok
 - Agriculture : - Ha
- ii. Human Resources
 - Livelihood
 - Farmer : 48 Family Cards
 - Civil Worker: 20 People
 - Laborer : 52 People
 - Swasta : 51 People
 - Trader : 8 People
 - DII /Polri : people
 - Education Level
 - Primary School : 96 org
 - Junior High School : 123 org
 - Senior High School : 120 org
 - Bachelor : 65 org
- iii. Facilities and Infrastructure Supporting Economic Development
 - Infrastructure : 2 ruas
 - Drying Floor : 1
- iv. Product
 - Joint Business : 4 groups
 - Business Model : Cake, Tailor, Animal Husbandry and Workshop Business
- v. Institutional/Economic

- Market : -
 - Bumdes
 - Institutional : Bumdes
 - Bumdes was formed on March 15, 2016 under the name GANDARIA GEMILANG, with a structure of the Chairperson: Riton Rahmat, Secretary: Alex Saleh, Treasurer: Zuni AstutiSpd.I. With a capital of AwalBumdesRp. 62,500,000 with the business unit of Jasad and the Farm
- (Regulation on the formation and AD / ART and BUMDes program)**
- Development: Type of business that is now running is the type of business services and animal husbandry
- (explain the development of BUMDes and the types of businesses that have been carried out by BUMDes)**
- Koperasi : -
 - Equipment Assistance : Carpentry tools (assistance from outside parties)
 - Gapoktan : -\

Village Organizational Structure
 VILLAGE ORGANIZATION STRUCTURE
 GANDARIA VILLAGE, TOLANGOHULA DISTRICT, GORONTALO DISTRICT



5.1.2 General Information on Partner Groups

- Group name: KUBE Kue Randa Food
 - Responsibility: Masni Abdullah
 - Address / Tel / Fax / Email: Gandaria Village Tolangohula District Gorontalo Regency
 - Working Field / Business: KUBE /Food Trader
- GANDARIA VILLAGE, TOLANGOHULA DISTRICT, GORONTALO DISTRICT

5.2 Results and Discussion

5.2.1 Results

The core objective of the implementation of this Community Service Lecture is in accordance with the theme "Diversification of Gorontalo specialty cakes (Belekoa) in order to increase income for joint business groups in Gandaria Village, Tolangohula District, Gorontalo Regency".



This community service activity is intended to improve the quality of Gorontalo specialty cakes (belekoa) through the application of innovations in terms of improving the taste, shape, packaging of belekoa products and achieving good financial records so that the creation of a joint business group (KUBE) Gorontalo specialty cakes (belekoa) for better business financing.

5.2.2 Discussion

In an effort to increase the independence of the community, which allows the community to be able to build themselves and their environment based on the potential, aspirational needs and authority that exist in the community itself, it is very necessary to form other forms of processing activities. Food processing for the community is one of the efforts in presenting a healthy menu for families and can open people's insights to create a household business, and it must start from the smallest environment (family to village). This must be facilitated by the government and all stakeholders including universities.

Increased public awareness to choose a pattern of quality food consumption with balanced nutrition is the right momentum for the development of food diversification. Diverse food becomes important considering there is no one type of food that can provide complete nutrition for a person. Diverse food consumption will complement each other's nutrient deficiencies from one type of food to another (Khomsan 2006). The diversity of processed traditional foods from rice makes it a prospective diversification ingredient for local food. A touch of food technology will improve the status of traditional rice-based foods from inferior to superior. This starts from the selection of materials, maintained sanitation, processing stages according to standards that can maintain the destruction of functional food compounds, until they are ready to be served. Furthermore, products need to be packaged in such a way as to promote traditional food with specific, unique flavors, and to follow trends in products.

The activities that support the processing of traditional Belekoa cake products into various food products include;

- 1) Product quality improvement. Diversification efforts in processing Gorontalo typical cakes (belekoa) by transferring information and skills to the joint business group on how to process belekoa cakes such as by adding a new flavor mixture to the cake which so far has only been mixed with brown sugar and granulated sugar. with for example there is a chocolate or durian flavor or other flavor variants.
- 2) Product Packaging. To be more attractive to the community, aside from innovating in the management of belekoa cakes, good and correct product packaging must also be done so that the products produced are different from similar products produced in other regions and can attract interest from the community both in their own area and from other regions who want to make it a souvenir from Gorontalo.
- 3) Financial Management. In arranging finance and the recording process, carried out by transferring knowledge to the joint business groups in good and correct financial records. With these improvements, it will have an impact on improving the income of the people of Gandaria Village, Tolangohula District.

4) Advanced Bimtek activities

This activity is carried out to apply the results of the training into the form of practice in the place of each group.

CHAPTER V NEXT STAGE PLAN

The process that has been carried out by this service is to carry out the Diversification of traditional Belekoa cake product processing activities for joint business groups in the Gandaria Village, Tolangohula District, Gorontalo Regency.

This program is one of the core programs by training how to make Belekoa cakes for joint venture groups of cakes in the village of Gandaria. After the core activities have been carried out, it has been formed a counterpart partner who is tasked with assisting traditional food processing groups

in the provision of training if there are new types of traditional cakes that can be used as the next business development. This effort is considered as a solution to creating business opportunities for housewives in order to provide additional household income. Furthermore, the fostered group can produce durable traditional cake crafts, various types of cakes and various diverse cake motifs.

The next stage of the plan is still in the stage of developing a model that shows the uniqueness of Gorontalo with diverse motives. The types currently produced are still dependent on customer orders, but need to be developed with more attractive models that can compete with products from outside the district. Another plan is labeling and expiration of the products of the community, so it is hoped that this product can be made as a typical handicraft of the village of Gandaria.

CHAPTER VI CONCLUSIONS AND SUGGESTIONS

7.1 Conclusions

1. Introduction to the diversification of traditional Belekoa cake product processing is one of the works of the Gandaria village community that can increase the income of the Joint Cake Business Group, especially housewives and young women, which if better developed can become a means to improve the welfare of rural communities Gandaria in general.
2. Diversification of traditional belekoa cake products is assisted by students related to the selection of cake tools and ingredients, the manufacturing process, packaging and design selection and calculation of the selling price of the belekoa cake.

7.2 Suggestions

1. It is necessary to continue to develop food processing based on Aking rice into these various food products, especially the labeling of the expiration of the belekoa cake as well as the right packaging for various forms of cake, through further training.
2. Gorontalo District Government needs to facilitate all joint business groups, especially those with traditional cakes in terms of providing business capital to develop their production.
3. It is necessary to promote and disseminate information about various traditional traditional cakes in Gorontalo from various related elements.

BIBLIOGRAPHY

- Abdullah, Maskur. 2005. *Lilitan Usaha Mikro Kecil, Menengah (UMKM) dan Kontroversi Kebijakan*. Medan; Mitra Indonesia
- Bararualuo, Frans. 2001. *Kajian Strategis Pengelolaan Dan Keunggulan Bisnis Usaha Kecil di Indonesia*. Yogyakarta; Aditya Media
- Hafsa, Muhammad Djafar. 1999. *Kemitraan Usaha*. Jakarta; Pustaka Sinar Harapan
- Isono, Sadoko dan Heriadi. 2001. *Pengembangan Usaha Kecil (pemihakan setengah hati)*. Bandung; Penerbit Yayasan Akatiga
- Longenekker, Justin G, Charlos W. J. dan William Petty. 2001. *Kewirausahaan; Manajemen Usaha Kecil*. Jakarta; Penerbit Salemba empat.

**Attachment 1 : Location Map of Community Service Program implementation
Pangi Village, Dulupi District, Boalemo Regency, Gorontalo Province**



Distance Location from Gorontalo State University = 80 Km