

## Research Article

# Increasing Mocaf-based Businesses in West JAVA

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**ORCID**Dede R. Oktini: <https://orcid.org/0000-0002-2417-449X>\*Yudha Dwi Nugraha: <https://orcid.org/0000-0002-9992-4777>Allya Roosaly: <https://orcid.org/0000-0003-2329-0429>Dewi Rahmi: <https://orcid.org/0000-0001-7513-2284>**Abstract.**

The problem of small entrepreneurs lies in the drying of cassava chips. Incomplete drying causes the color to become black, the taste and aroma to be less than perfect. The drying technique used was sunlight, because during the rainy season the production cannot be continued with limited stock and increased number of orders, while stock is limited and orders increase. This program is directed to an apprenticeship with the aim to make oven in the future. Another problem is the need to expand. Therefore, training on making mocaf noodles was held because the market for noodles was high. The market will be wider through product/derivative diversification, which has implications for increasing people's income and welfare. Another activity is involving participants in online marketing training. The purpose of PKM is to increase and maintain production continuity and increase profits through the creation of derivative products. The target audience were people who are already engaged in the mocaf business, small culinary entrepreneurs. The training methods involved tutorials and technical training based on Islamic values. Based on the results of the apprenticeship, small equipment can be easily made; however, the larger ones were not completed due to the shortage of funds. The manufacturing and marketing of noodles have been occupied by a number of small culinary entrepreneurs, and sold to meatball traders and consumers who were customers initially.

**Keywords:** production, diversification, mocaf, noodles

## 1. INTRODUCTION

This PkM is directed to developing of entrepreneurship that has been running while still focusing on MOCAF. Business development is important in order to maintain sustainability and improve people's welfare [1] while focusing on Mocaf is the right strategy for SMEs to concentrate themselves to be more focused to achieve expertise and gain competitive advantage in it [2]. The population of Rende village is 12,272 people. The area is relatively fertile, in the form of plantations and rice fields, almost every garden is

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planted with cassava, with good quality. The temperature in Rende village ranges from 20 to 32 degrees Celsius [3].

West Bandung Regency has the 2018-2023 RPJMD (Regional Medium-Term Development Plan), which focuses on increasing village capacity through empowerment, agricultural business development, increasing production and productivity, quality, innovation and added value. The Head of Rende Village in the period 2021 – 2022 really needs help from other parties including universities in order to achieve their goals [4]. The role of cassava farmers and the community in processed food businesses is very much needed considering the economic conditions, especially in the village of Rende, have decreased since the outbreak of Covid- 19, meanwhile the local government has changed the direction of development by prioritizing recovery, especially in the economic sector [5]. The last product developed was mocaf flour made from cassava, the result of PkM LPPM Unisba 2020.

The reality in the field, from the beginning there were no people who produced mocaf flour to exist and has produced about 7 small businesses, 6 of which produce still on a small scale and sells it only to 1 SME who is both a producer and a host, while 1 SME, named Adriza Mocaf, in addition to producing, accommodating, also markets offline and online. Adriza mocaf, led by Ahmad Solehudin, is the only SME that is more advanced and even becomes a buyer for other SME mocaf flour that has not been able to market to a wider market.

This mocaf flour SME has developed in terms of production, namely quality and equipment. The quality of the mocaf produced in terms of color is whiter and does not smell like cassava and its aci content is almost non-existent so it almost resembles wheat flour. The quality of mocaf flour produced by Adriza is better, the measurement is done by comparing it with other mocaf flour on the market, so this is what causes Adriza mocaf flour to get a fast response from *online*. In order to speed up & simplify production, a cutting machine was made using a used motor disc brake and the driving motor from a former *Sanyo*. Until now, the number of machines owned is only 1 unit while other SMEs are still manual. Some already have their own business licenses through the Single Submission in order to facilitate future development such as exports, considering that Mocaf market abroad has open opportunities [6]. The ease of expanding into the export market is also supported by the development of the Shopee business application [7].

The problem that hinders the running of businesses related to equipment and production is from drying, considering that the mocaf flour production process requires sufficient sunlight to dry or dry the chips that have been formed. The degree of

dryness affects the quality of color and taste. During the rainy season, production stops temporarily, while orders from customers use the remaining stock and many orders are not served. The plan is that in the summer, production will restart and make larger stockpiles to meet customer needs during the rainy season. However, because the market continues to develop, sustainable production is needed because if production is only carried out during the dry season, it is not necessarily sufficient. Therefore, equipment is needed to heat the chips using an oven, in order to keep the production of mocaf flour even though it is the rainy season but can still run so that production is no longer too dependent on sunlight.

Another problem is that there is a need for derivative products as diversification so that businesses grow faster [8] from mocaf flour, considering that although there are already people who are in the mocaf flour business, these small mocaf flour entrepreneurs still want their derivative product business to expand the market to another segment. In addition, in order to achieve economies of scale, this SME in addition to selling the mocaf flour itself also sells its derivative products at low prices because the raw materials are purchased from the company itself at a low average cost so that they can compete in the market. The alternative is to make mocaf noodles. This is based on the reason that the noodle market is high [9] and will be marketed together with mocaf flour considering that mocaf flour already has subscriptions. Another reason is that it is supported by culinary experts who have been in the culinary business for 20 years located in Rende Village who are also willing to be sources for making mocaf noodles. Not all people are able and interested in producing and pursuing a mocaf flour business considering that making mocaf flour requires a skill so that the results are of good quality [10] so those who are unable to make mocaf flour will be directed to pursue the processed business. The target of this PkM are small entrepreneurs of mocaf flour and some of them come from small entrepreneurs of culinary snacks that are already running.

The purpose of this service is to increase production capacity to meet demand that has not been served so far, increase revenue through the sale of derivative products and improve online marketing capabilities. The village head strongly agrees with the PkM idea because 2020 has produced results, namely increasing the number of people who are able to create jobs.

The reasons for choosing a small mocaf flour business in Rende Village are:

1. Small mocaf flour entrepreneurs in Rende Village still need assistance in the form of equipment, especially chip heaters/ovens, in order to maintain production continuity even in the rainy season. One of the representatives has tried to ask a

mechanic in Cimareme for help to build an oven and has agreed, but does not yet have the funds. This indicates how serious this small businessman wants to be in the mocaf flour business and wants to develop it.

2. The demand for mocaf flour produced by small entrepreneurs in Rende village is increasing after marketing it through the Lazada online application, but because the stock is limited so that further demand is not served
3. Wants derivative products, especially noodles because the noodle market is high, including customers who want healthy noodles, expand the type of business to be more able to earn profits not only from one product and supported by resource persons, namely noodle producers who have 20 years of experience
4. The Unisba-Rende distance is 44,8 Km.

The mocaf flour micro enterprise as a result of the PkM program in 2020 resulted in about 7 micro-enterprises run by the Rende community who have their own cassava plantations. At the time of the training on making mocaf flour there were about 40 participants, but only a few who were serious about pursuing their business, because making mocaf flour had its own way that not all of them mastered. During the mentoring activity, these diligent participants continued to experiment up to 8 times, only getting the best formula compared to mocaf flour that was already on the market after discussing with the professor who created mocaf flour from Jember. During the mentoring period, one of the participants also visited a place where various materials were made from cassava, including mocaf flour. Through various information from experts, then experiments were made at home, so that maximum results were obtained where the color of the flour was whiter, had a distinctive aroma and the aroma of cassava was lost and the aci content was very minimal so that it almost resembled wheat flour [11].

Participants also conducted experiments to make food from mocaf flour and the results showed varied, if the food is fried, the mocaf absorbs more oil so it is wasteful, but if the food is steamed and burned, the results are better than those using other ingredients. Consumers include Bandung, Lembang, Jakarta, Bekasi, Banten, Depok, Tasikmalaya, Bogor, Tangerang, East Kalimantan, Medan, Bali. The consumers are people in the city who care about health. When stock runs out, customers cannot be served. Stock is only done during the summer season, so once the rainy season comes, production cannot be done. This is because there is a drying process for the chips that have been formed by a self-made cutting machine. The chip drying only relies on sunlight because it doesn't have a dryer. Therefore, production is very minimal. This micro-entrepreneur temporarily halted production, waiting for the dry season to arrive

and is currently working on making a dryer. Efforts have been made through discussions about the abilities of the mechanic experts in Cimareme, and the mechanic agreed, but because they do not have the capital, the tool has not been made. Mocaf business owners already believe and feel that sales through online business applications are very helpful in marketing, it has been proven when offered to village communities and local traders, the response is very less, while online, many consumers order until they run out of stock. However, mastery of how to run online business applications perfectly has not been mastered, so it is considered very urgent to be mastered immediately considering the dry season is approaching, therefore online marketing guidance is needed. Selling mocaf flour alone is not enough to get big profits, therefore it is necessary to create derivative products from mocaf flour. This is so that entrepreneurs focus on running a mocaf-based business so that they become increasingly skilled. Therefore, training in making mocaf noodles will be given. The marketing will be done online because it is optimistic that the market is large and is supported by trainers from culinary experts.

The integration and internalization of Islamic values in PkM activities is applied especially in providing solutions related to the problems faced by small entrepreneurs of mocaf flour, namely: Educating that business must adhere to Islamic ethics [12] as stated by Rosul (HR Bukhari & Jabir) who reads: "May Allah have mercy on people who are tolerant (easy) when selling, tolerant when buying, tolerant when fulfilling obligations and tolerant when demanding rights". Exemplified by Abdurrahman bin Auf who is rich from business because he does not take much profit and does not use usury. Another form is that doing business must be honest [13], for example, consumers place an online order, when the product is not available, it is notified to the consumer so that consumers do not wait, as said by Abu Sa'id Radhiyallohu Anhu, that the Prophet said: "True and trusted traders join the prophets, the righteous (shidiqin) and the martyrs" (HR Tirmidhi).

## 2. METHOD

Method The problem approach method is based on the importance of understanding the target audience on all aspects related to PKM activities. The implementation method consists of: Activity Plan a. Program Socialization: Provide an overview to Partners about the business of mocaf flour and its derivative products with various problems to achieve success, from production to marketing. b. Action Plan: Formulate details of coaching activities in detail to Partners because each step of coaching requires Partner's participation. c. Preparation of Business Plans: Business plans for agricultural derivative products need to be prepared as part of the commercial business process.

The business plan is prepared as a direction for business activities and will serve as a guide for monitoring and evaluating business development. d. Introduction The potential of mocaf as a source of local ingredients that has the potential to be developed into various diversified/derivative products, one of which is noodles which have great potential considering the very wide market. So development is directed where there are certain locations that are used as sources of cassava production, several other locations are directed as producers of mocaf flour, and other locations are directed as culinary producers of processed mocaf flour, one of which is mocaf noodles. e. Procurement, namely the procurement of machines/ovens for cutting chips so that production can be carried out continuously and in larger volumes. f. Procurement, namely the procurement of mocaf noodles. g. Processing, namely making mocaf noodles. h. Marketing Management: Marketing of mocaf noodles begins with a market test first. The market test is carried out during the PKM program.

The agenda for the activity is as follows:

1. Making an apprenticeship plan to gain knowledge of making tools, namely cassava drying ovens, with the structure of looking for internships, asking for approval to do apprenticeships, appointing apprentices, making drying ovens independently.
2. The event during the training on making mocaf flour began with a pretest, then continued with the provision of Islamic entrepreneurial motivation theory, theory on diversification, training on making mocaf noodles, post test. At the meeting during the mocaf noodle training, several examples of processed mocaf flour that had been processed by the proposer team were also exhibited.

Each PkM group was given the ingredients for making mocaf noodles, namely mocaf flour, wheat flour, eggs and a noodle thickener, namely Kie, then given the task of doing an experiment at the home of the group leader, making mocaf noodles. The experimental results are then submitted to the trainer and others are then given a response in the form of a feasibility assessment.

The next stage is marketing mocaf noodles to consumers, where consumers at this early stage are meatball sellers in the surrounding environment, which in the future will be marketed to other consumers through online business applications, along with the mocaf flour itself.

## 2.1. Approach Method

The approach to assisting participants in business development is described as follows :

Science and Technology Transfer Approach Method carried out by the Unisba PKM Team at each stage using the principle that every innovation received by the Partner goes through the process: Listening, Knowing, Trying, Evaluating, Accepting, Believing, Implementing. Through these processes, it is hoped that innovation can be adopted on an ongoing basis, and the target audience has the ability to analyze the development of their business, and are able to develop the innovations they have mastered. In order for each process to run well, the delivery of innovation to partners is taken through the stages of explanation, discussion, practice and mentoring. In general, the approach process to assist Partners in increasing production and diversifying products based on mocaf flour is described in Figure ?? . Figure ?? shows that the solution to the problem of mocaf producers in Rende village starts from the approach stage to partners, namely small mocaf entrepreneurs in order to explore information that is the cause, while the other community, namely producers of processed food market snacks to support increased production from the diversification of mocaf flour into mocaf noodle products.

Production problems can be overcome by increasing production capacity by procuring chip drying equipment through apprenticeship activities, while increasing profits is done by increasing the procurement of other processed products, namely mocaf noodles as a derivative product with a very wide market. Meanwhile, other skills are improving the technical ability to sell through online business applications.

## 3. RESULTS AND DISCUSSION

The planning stage begins with coordination with oven technicians located in Padalarang, precisely in Cimareme sub-district. Coordination is carried out with the aim of identifying the material requirements to make an oven until the oven can be operated along with the amount of costs that must be provided. The PKM team provided assistance of Rp. 3,500,000, the funds are used to help increase the purchase of materials needed. Based on the results of the discussion, it was decided that the procurement of materials was carried out by the technician, while the participants just used it, then a spending schedule was determined along with the provision of the budget and materials must be available before the internship activity. Then, the apprenticeship period was scheduled for 2 months and at intervals considering the

time required was quite long due to budget constraints. Apprenticeship for 2 months has not been able to produce finished goods for the oven because there are still materials that cannot be purchased so they are still waiting for the budget to be collected.

The following are the stages in making a drying oven:

This type of oven consists of several types, namely heating ovens, drying ovens, heating ovens. The apprenticeship is specially centered for drying ovens. The equipment needed is a blow machine, press machine, ponan, drilling machine, scissors, hammer, nails, iron, glue and the material is zinc roll. The first stage is to determine the type and model. For the production of mocaf flour, what is needed is a drying oven type with a square model using tiers, this is done so that more cassava chips can be dried at one time. The next stage is assembly, which begins with cutting and shaping the oven according to the desired model, the plates that have been formed by the press machine are glued using nails, and some use glue on certain parts. Drilling machines are used to make the holes needed so that the components can be connected to each other. The next stage is the installation of tools for equalization, namely so that it is dry evenly and is standardized using time. This is done to avoid erratic temperatures, so that they are not too dry or too wet. The apprenticeship has not yet produced an oven, because it is still waiting for the drying equalizer.

On Monday, March 28, 2022, the PKM team held training on making mocaf noodles, namely noodles made from mocaf flour to the community in RT 03 and 04, RW 13, namely Pinang Siang and Malingping villages. The number of participants who were invited was only 30 people but those who attended exceeded 60 people, which were dominated by adult women. This event starts at 13.00 and ends at 17.00 WIB. At this event, the first session was filled with an *opening speech* from the village head Rende, who was represented by the village secretary, Mr. Beben. In this session, it was conveyed about the appreciation of the village head for this activity which he considered very beneficial for the community. Based on the previous experience of PKM, the village head felt that it was helpful to increase the number of businesses run by the community, and the number of those producing mocaf flour was increasing, which initially consisted of only 1 group consisting of 6 households, has increased in other RWs but the number has not been surveyed comprehensively. certain. The village head also stimulated and encouraged the community to diversify their business into the processed food business made from mocaf flour, one of which was mocaf noodles, considering that these mocaf noodles could be sold to meatball traders in the surrounding area who were already and definitely willing to do shelter. This



diversification is possible considering that this noodle is liked by all consumers, both in the village and in the city, plus the village of Rende in the RW 12 and 13 areas every Saturday and Sunday is always crowded with Motocross riders and Goesser who come from various regions and even from outside the city. such as the capital cities of Jakarta, Bekasi and Tangerang. The Motocross riders and Goessers deliberately crossed this area/environment towards the road to the forest and the vast rubber plantations and tea plantations of Maswati. The Village Head directed this training to make Mocaf Noodles to be followed by meatball producers with the aim of producing the noodles themselves in order to save costs and to revive the sale of Mocaf flour which has been developed from the results of the 2020-2021 PKM. Other participants are market snack food producers, with the aim of increasing the number of product variants where the noodles produced will be sold to traders or circulated by traveling traders who have been selling various market snacks processed by the community themselves. The participating communities consist of market snack producers where one household produces market snacks that are different from other households, but are distributed by the same traveling merchants consisting of several traveling traders using motorbikes. The distribution is carried out consistently from morning until noon and until it is sold out. The village head is optimistic that the sale of mocaf noodles will be helped through traveling vendors, because mocaf noodles can be made as processed and varied foods.

In the next session, the delivery of material by the PKM team, namely Dr. Dede R Okti, SE., MP who conveyed the motivation for entrepreneurship and strategies to develop business through product diversification. In this session, participants were given entrepreneurial motivation, considering the importance of maintaining and increasing entrepreneurial spirit and motivation in order to maintain and increase income, which is increasingly urgent considering that competition in the business world is getting stronger both in cities and in villages. This is also motivated by the general condition of the Indonesian economy, which is increasingly being eroded by global competition that has been very massive, entering the villages through online business applications which make it very easy to do marketing and sales. Other material regarding business diversification through product diversification, in this PKM is directed to produce mocaf noodles considering that there are already mocaf flour producing in the area as a result of the 2020-2021 PKM conducted by the LPPM Unisba PKM team as well as to support it so that it continues to be known and continues to grow so that can compete globally, which in turn in the Rende village area has become one of the centers of mocaf and mocaf product diversification according to the expectations of the village head that

the village is being directed in order to support Rende village as a community-based tourism village by carrying local wisdom.

The next material was delivered by Dr. Dewi Rahmi, SE., ME who conveyed the competitive strategy in facing global competition in the digital era. In this session, an overview of the current competitive situation, *current issues* in the development of entrepreneurship are presented which indicate the VUCA situation:

1. *Volatility*/ world changes that are very fast, volatile, unstable and unpredictable. No one can predict how the environmental conditions will be in the coming year, especially now that after the Covid-19 pandemic, the environment changes too quickly so the prices of goods and services change very quickly.
2. *Uncertainty*/ future is full of uncertainty so that history and past experience are no longer relevant to predicting the probability and something that will happen.
3. *Complexity*, describes the modern world is more complex than before so that problems and consequences are more layered and affect each other, the external situation faced by business leaders is increasingly complicated.
4. *Ambiguity*, describes the business environment as increasingly confusing, unclear and difficult to understand so that each situation can lead to many and different interpretations and perceptions.

In this session, it was also presented how the situation of the business environment in the digital era is marked by the opening of the door to trade both at the global local level competition which is increasingly wide open, where every entrepreneur has a large enough opportunity to develop a business but the number of competitors is also increasing, therefore entrepreneurs must have a business strategy to deal with it, which in fact many conventional entrepreneurs do not follow the changes so that their turnover has decreased and this digital development has even become a threat. Therefore, in this session various tips were presented to deal with it, namely utilizing technology that is already very urgent, using social media such as Twitter, Instagram, Facebook, Line, Whatsapp, which are not only cheap, but also easy to use and do not require special skills. In addition, entrepreneurs are given insight into the importance of digital marketing, namely promotional activities for a brand/brand or product/service by using digital marketing or using the services of an e-commerce company that sells digital agency services to develop businesses such as SEO (Search Engine Optimization), electronic billboards, television and radio advertisements, email marketing and others. This session also conveyed the importance of being mobile

friendly in setting up in order to invite many visitors to view the online store that was displayed so as to update fresh and interesting information as often as possible. This session also conveyed the importance of social media applications that can be used to help work such as accounting applications, bookkeeping applications, e-commerce applications, administrative applications and so on in order to save costs, time and energy, provide convenience in their use and provide convenience in managing finances and finances. make bookkeeping easier. This session also conveyed the importance of innovating because the business world is changing so fast, even though innovation is not something easy. This session also conveyed the importance of analyzing the business environment both internally and externally in order to identify it in more detail so that entrepreneurs can anticipate the changes that occur.

The material was delivered with technical assistance by Yudha Dwi Nugraha, S.E., M.Sc. and Allya Roosallyn, S.E., M.Si.

The next session was training on making mocaf noodles. The training was delivered by Mas Eko, a baso noodle trader who produces his own noodles and has about 15 years of experience in the baso noodle business. This training was guided by the PKM Team and practiced in front of the participants.

Here's how to make a simple mocaf noodle and an analysis of its business:

#### 1. Making Mocaf Wet Noodles

Materials needed:

1. Mocaf
2. flour Wheat flour
3. Cassava starch flour
4. water
5. Salt
6. Chicken eggs
7. water
8. Soda Kie as a noodle thickener

Equipment needed:

1. Stove

2. Pan
3. Noodle printing equipment . If you don't have a special noodle mold, you can use a small tool, namely a snack stick mold that is often used by households, whose tools are easy to find in household supply stores at lower prices.
4. Equipment for printing and forming the end of noodles
5. , weighing
6. equipment, adhesive for plastic packaging,

how to make it:

1. Make a comparison between mocaf flour and wheat flour, where the ratio is 1: 2, for example 1.5 cups of mocaf flour, mixed with 3 cups of wheat flour.
2. Mix mocaf flour with flour evenly.
3. Then mix 1 chicken egg into the mixture of mocaf flour and wheat flour Add
4. a little salt to taste
5. Then mix the starch water little by little the chili is stirred evenly
6. Give Kie soda that has been mixed with water, pour in the chili sauce little by little, stir until the dough be smooth.
7. Let stand a few minutes
8. Then after kneading, shape the noodles using a noodle mold. If you don't have a special noodle mold, you can use a small tool, namely a snack stick mold that is often used by households, whose tools are easy to find in household supply stores at lower prices. Noodles can be printed according to taste, can be shaped into small, large, flat or other shapes.
9. Store the noodles that have been formed earlier in a floured place to avoid sticking.
10. Prepare the water to boil, let the water boil on the stove, then put the noodles that have been shaped into it until cooked.
11. Then drain
12. Put the cold noodles into the packaging neatly, then the noodles are ready to be sold.

### 1. Making Dry Mocaf Noodles:

#### Materials needed:

1. Mocaf
2. flour Wheat flour
3. Cassava starch flour
4. water
5. Salt
6. Chicken eggs
7. water
8. Soda Kie as a noodle
9. thickener Plastic packaging

#### Equipment needed:

1. Stove
2. Pan
3. Noodle printing equipment. If you don't have a special noodle mold, you can use a small tool, namely a snack stick mold that is often used by households, whose tools are easy to find in household supply stores at lower prices.
4. Noodle printing and final forming
5. equipment Scales
6. Noodle steamer for dry noodle types Noodle
7. cover device when
8. drying Noodle drying equipment (sieve)
9. Plastic packaging adhesive device

#### The method of manufacture is:

1. Make a comparison between mocaf flour and wheat flour, where the ratio is 1: 2, for example 1.5 cups of mocaf flour, mixed with 3 cups of flour.

2. Mix mocaf flour with flour evenly.
3. Then mix 1 chicken egg into the mixture of mocaf flour and wheat flour Add
4. a little salt to taste
5. Then mix the starch water little by little the chili is stirred evenly
6. Give Kie soda that has been mixed with water, pour in the chili sauce little by little, stir until the dough be smooth.
7. Let stand a few minutes
8. Then after kneading, shape the noodles using a noodle mold. Noodles can be printed according to taste, can be shaped into small, large, flat or other shapes.
9. Store the noodles in a floured container to avoid sticking.
10. Save the noodles that have been shaped earlier in the noodle mold (round or square) with a certain scale size, for example 80 grams for 1 mold.
11. Prepare the water to boil in the steamer, let the water boil on the stove, then add the noodles that are already in the mold, cook for about 10 minutes.
12. Lift and drain on a noodle drying machine (sieve) by turning it upside down to make it look neater.
13. Dry the noodles in the hot sun and cover them with a mosquito net to avoid animals.
14. After drying, put the noodles in a plastic package.
15. Dry noodles ready for sale.

The following is a description of the analysis of the business of making wet and dry mocaf noodles:

1. Capital cost
2. Building rental/year (if renting a building) Rp. 7,000,000,-
3. Large noodle printing machine Rp. 1.000.000,-
4. Steamer Rp. 1.000.000,-
5. Weighing Rp. 1000.000,-

The total investment cost is Rp. 9.000.000,-

1. Production cost
2. Mocaf flour 2 kg = Rp. 20.000,-
3. Wheat flour 4 kg = Rp. 60.000,-
4. Egg = Rp. 20.000,-
5. Salt = Rp. 500,-
6. Tapioca flour = Rp. 5.000,-
7. Labor cost / day = Rp. 50.000,-
8. Gas Rp. 8.000
9. Packages Rp. 10,000
10. Total production cost = Rp. 173,500
11. Price per pack : Rp. 173,500 : 108 pieces = Rp. 1.700,-
12. Profit = Rp. 2.300,-
13. Selling price per pack = Rp. 4,000,-
14. If the assumption is to produce 108 packages per day, then the profit per day is  
 $108 \times \text{Rp. } 2.300 = \text{Rp. } 248,400$ . thus the assumption of profit per month is Rp.  
 $248,000 \times 30 \text{ days} = \text{Rp. } 7.452.000,-$ .

The next stage is mentoring, which is carried out to participants who take part in training activities, but not to all participants but only to participants who are serious about increasing their business. This assistance was given to 2 groups, namely 1) To participants who did apprenticeships in making cassava chip drying ovens, the material for making mocaf flour, 2) Participants who were interested in adding a diversified business, namely mocaf noodles and actually doing experiments.

Based on observations and information as well as reports, the apprenticeship participants carried out the apprenticeship 5 times, and produced a new half-finished oven, considering that the funds used were only Rp. 3,500,000, -, that amount of funds is only enough to buy limited materials, not enough to finish so it still takes longer time and additional costs. However, the owner of the oven making business agreed to complete the manufacture of this oven on condition that they waited long enough, this was because the materials needed would be taken from the remnants of making materials from other customers, or waiting for additional funds to be collected.

While the second assistance is carried out on market snack entrepreneurs. Based on observations, information, reports and facts in the field, entrepreneurs who have been working on producing and marketing mocaf noodles are traders of baso noodles and station chicken noodles, where the supply of noodles is carried out by themselves in their kiosks as well as marketing directly at their own meatball and chicken noodle outlets. This trader has no difficulty in marketing because the market already exists. The following is a list of entrepreneurs who are trying to expand their business into the production of wet noodles and selling them to baso traders, while dry noodles do not yet exist due to the need for equipment that takes a long time to manufacture, so it takes time to get to business operations.

## 4. CONCLUSIONS & SUGGESTIONS

### 4.1. Conclusion

Based on the evaluation of the results of this PKM, there are two things, namely: 1) Regarding the increase in the production of mocaf flour, efforts have been made to make a drying oven, but still cannot be completed considering the limited funds that only rely on assistance from the PKM team of Rp. 3,500,000, - so it still takes time for completion which is planned to be continued by using materials that are usually left over from the manufacture of equipment ordered by other customers. The drying oven completion is only about 25% left. Meanwhile, market development is increasing to orders in large and continuous parties, but they have not been fulfilled.

The second thing concerns the increase of mocaf derivation products to other products, one of which is mocaf noodles. After the training, there was an increase in the number of entrepreneurs who were engaged in the mocaf noodle business, which was carried out by baso traders by producing their own mocaf noodles in addition to ordinary noodles, and these mocaf noodles were marketed to existing consumers/customers. There are additional entrepreneurs who expand their business through diversification of mocaf by producing and selling wet mocaf noodles and sold to meatball traders, there are also those who produce other processed foods, namely donuts.

## 5. Suggestions

1. Collect funds to complete the manufacture of drying ovens



2. Increase the number of human resources to produce quality mocaf flour
3. Cooperate in the procurement of cassava raw materials with farmers from other larger areas such as in the Palm Oil area, cooperation can be done through cash purchases or deferrals payment.
4. Making efforts to increase investment capital in the manufacture of mocaf flour.
5. There is still a need to provide guidance to producers and traders of market snacks to produce better mocaf noodle products in order to get a better response from customers.

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