

## Analysis of Human Resources Based on Interest and Talent in Cassava Processing Innovation through the 3P Program (Production, Packaging, Marketing) in Minggir Village

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### Volume

6

### Issue

1

### Edition

May

### Page

230-239

### Year

2025

### Abstract

**Purpose:** This study aims to analyze human resources based on interests and talents in cassava processing innovation through the 3P Program (Production, Packaging, Marketing) in Minggir Village, highlighting its role in local economic development.

**Method:** Using the ABCD (Asset-Based Community Development) approach, data were collected through interviews, participatory observation, and documentation to assess community involvement.

**Practical Application:** The 3P Program encourages local women and cadres to engage in cassava product innovation, offering a replicable model for rural entrepreneurship and community empowerment.

**Conclusion:** The research shows strong human resource potential in Minggir Village, evidenced by the active participation of PKK women and cadres in the 3P Program, contributing to sustainable local innovation and economic growth.

### Article History

Submission: 27-11-2024

Review: 21-12-2024

Accepted: 09-01-2025

### Keyword

Human Resources;  
Interest Talent;  
Innovation;

### How to cite

Rahmawati, L. Y., Soraya, I., Anshori, A. J., Sa'diyah, I. S., Nurfani, N. A., Nurrohman, A. F. (2025). Analysis of Human Resources Based on Interest and Talent in Cassava Processing Innovation through the 3P Program (Production, Packaging, Marketing) in Minggir Village. *Jurnal Pengabdian Masyarakat*, 6(1), 230-239  
<https://doi.org/10.32815/jpm.v6i1.2460>



## Introduction

Welfare is the hope for all individuals wherever they are. These welfare efforts are in the form of security, comfort, and satisfaction of all daily needs. One of the things that can be done to achieve regional welfare is an effective village strengthening and community development program. This community empowerment activity is defined as a community education process that begins with knowing the problem and then creating an empowerment program that can achieve the goal of community welfare. The concept of asset-based community development (ABCD) is one of the strategic approaches in implementing development in the community.

Research by (Rahman, 2018), in the concept of community empowerment, the target of empowerment is no longer called a weak group, the community has no potential. In fact, the community is seen as a group that actually has the potential to get out of various problems, including the problem of improving socio-economic living standards. What happens to community groups in terms of empowerment is the lack of access to maximize their potential and the limited resource system that helps people realize their potential. Power in empowerment also requires the role of a facilitator to identify existing potential and connect it with other resource systems to collaborate towards increased capabilities.

Knowledge of village assets is one of the alternatives used in the ABCD concept. The assets referred to in this case are the potentials owned by the community that are used to implement village development programs. These assets can be in the form of possibilities that exist within individuals, such as intelligence, compassion, and mutual cooperation. Other possibilities come from natural resources. There are four criteria to understand the ABCD concept: problem-based approach, rights-based approach, asset-based approach, and needs-based approach. The problem-based approach is about the social possibilities that arise from the problem itself. Change is born from everyone's concerns. In the concept of empowerment, the community is no longer seen as a weak community and has no potential. In fact, the community is considered a community that has the potential to solve various problems. Problems that often occur are related to improving the quality of social and economic life.

However, in the communities we encounter, there is often limited access to optimize the potential of existing assets, all due to the limited resources that are expected to provide convenience to the community. Given its potential, we also need the role of a facilitator who can identify all the possibilities that exist and collaborate with other sources to improve the ability of the ABCD concept to meet their own needs. Needs are related to welfare and comfort and must be met in daily life.

These elements of life's needs are what trigger a person to make changes in themselves. The Rights-Based Approach standard then becomes the welfare-based community development standard. An example of the application of the ABCD model is the provision of capital to support activities in the process of empowering individuals. Assistance in the form of medical resources in emergency situations is also a form of the rights-based approach concept. Furthermore, it is necessary to apply the criteria for an asset-based approach. These criteria are used based on the basic potential of the community itself. Examples of such potential include intelligence, compassion, mutual cooperation, and participation. Some examples of these potentials can provide great benefits for the implementation of community empowerment. Based on solidarity and unity, this is expected to increase the sensitivity and intelligence of the community, making it easier to identify community problems and find solutions to overcome them. Another aspect of asset-based community empowerment is natural resources. Although ABCD is an external aspect, natural resources are the most important aspect in supporting empowerment programs. The natural resource aspect is a gift from God that must be preserved and made natural. Examples of potential natural resources include fertile land, abundant oceans, fertile natural conditions,

232) Analysis of Human Resources Based on Interest and Talent in Cassava Processing Innovation through the 3P Program (Production, Packaging, Marketing) in Minggir Village, Rahmawati, L. Y., Soraya, I., Anshori, A. J., Sa'diyah, I. S., Nurfani, N. A., Nurrohman, A. F.

fisheries, plantations, and agriculture.

"Creativity" means the activity of producing services or goods and includes creativity regarding the value of producing services or goods. The Ministry of Tourism and Creative Economy of the Republic of Indonesia said that the creative economy will play an important role in the future because it is born from creativity, which is a renewable source of energy. This allows creative industry to act as a driver of growth in employment, economy, trade and innovation.

In accordance with the opinion of experts regarding the entrepreneurial process according to Carol Noore quoted by (Bygrave, 1996) argues that "The entrepreneurial process begins with an innovation, an innovation is influenced by internal and external factors, internal factors such as education and experience, external factors are activities, roles, and opportunities. therefore, innovation develops into entrepreneurship through a process influenced by the organizational and family environment (Suryana, 2001)". Entrepreneurship training considers the talents, skills and potential of community members. This means that the training concept is based on a needs analysis of potential participants and allows participants to choose appropriate topics (Ansar & Rahayu, 2014).

Minggir Village is one of the agricultural villages that has great potential in the development of cassava-based products. Cassava is a food crop that is easy to cultivate and has become an important part of the agricultural sector in this region. However, cassava management so far tends to focus on raw products, which have low selling value. In fact, the development of processed cassava products can have a significant economic impact on rural communities.

According to data from the Pasuruan Central Bureau of Statistics, around 70% of Minggir Village residents work in the agricultural sector, and cassava is one of the leading commodities produced. Unfortunately, the majority of the harvest is sold in fresh form, without further processing. This causes dependence on fluctuating market prices, so that farmers' income is often unstable. Based on research conducted by the Agribusiness Development Center in 2022, processed cassava products, such as chips, mocaf flour, or tape, have a selling value up to three times that of raw cassava.

In addition, the trend of cassava-based local food consumption continues to increase, in line with the national food diversification campaign. This provides a great opportunity for Minggir Village to develop a cassava-based MSME sector. By focusing on innovating processed cassava products, the village can not only increase community income but also strengthen local identity as a center for producing quality processed cassava.

To support this success, Minggir Village can adopt a community-based approach, involve training in cassava processing technology, and build partnerships with modern markets and digital platforms. Support from local government and non-governmental institutions can also accelerate this development through financing programs and wider market access. With these potential natural resources and empirical support, it is time for Minggir Village to focus on processed cassava products as the main strategy to improve the welfare of the village community.

Entrepreneurship training is important as an effort to empower human resources, especially in Minggir Village. In this context, the 3P training (Production, Packaging, Marketing) offers a holistic approach in building entrepreneurial skills. Through this training, participants including PKK women and cadres can learn how to produce quality products, package products attractively and professionally, and market products effectively. These steps aim to add value to local products while increasing competitiveness in the wider market.

One of the main reasons for the importance of this training is the need to explore and understand the interests and talents of PKK women and cadres in Minggir Village. These potential human resources often have the desire to contribute to the family and village economy but are limited in their access to training and mentoring. With the 3P training, they can identify their abilities, hone new skills, and utilize them to develop sustainable businesses. In addition, the training is also designed to build participants' confidence and self-reliance. By

understanding efficient production processes, attractive packaging techniques, and appropriate marketing strategies, PKK women and cadres can become more confident in managing their businesses. The training also serves as a platform for collaboration and experience sharing among community members, creating an environment that supports innovation and creativity.

The hope of this training is to create a sustainable positive impact, both individually and in the community. Participants are expected to be able to apply the knowledge gained to create new business opportunities or develop existing businesses. In addition, this training is expected to increase family income, encourage village economic growth, and create a more productive community. In the long run, the impact is also expected to strengthen community solidarity through cooperation and mutual support in building a more advanced local economy.

## Method

This research uses the ABCD approach using the grounded theory method to explore and understand the potential of human resources based on interests and talents in cassava processing innovation in Minggir Village, Winongan District, Pasuruan Regency. This approach was chosen because it is able to explore in depth the experiences, perceptions, and motivations of MSME actors as well as PKK mothers and cadres who are participants in the 3P training (Production, Packaging, Marketing). In this context, it allows researchers to build theories that emerge from the data collected in the field, thus providing a more authentic and contextual view of the phenomenon under study. This research aims to understand and analyze the interests and talents of human resources in cassava processing innovation in Minggir Village.

The techniques used by researchers in collecting data in this study are as follows:

1. Interviews: Interviews were conducted with PKK women and cadres who had participated in the training as well as MSME actors, and village stakeholders to further explore their interests and talents in cassava processing, and how the 3P training (Production, Packaging, Marketing) affected their abilities and motivation. Interviewers aim to explore their interests and talents in developing cassava processing innovations and the challenges they face.
2. Observation: Researchers were directly involved in training activities and processed cassava production to understand the processes and dynamics that occurred during the training to understand interactions between participants, responses to training materials, and the application of innovations taught.
3. Documentation: includes recording the results of training, processed cassava products produced, and photos of activities.

## Result

The 3P Program (Production, Packaging, Marketing) is a work program designed and implemented by KKN 76 UIN Sunan Ampel Surabaya with the aim of utilizing the abundant cassava potential in Minggir Village. This program is also an effort to build and develop innovations that improve the economy by encouraging through the addition of insight and knowledge, motivating and raising awareness of the potential possessed by the community in Minggir Village. The form of the program is to conduct training for PKK women and cadres in Minggir Village who have interest and talent in various aspects of cassava processing.

*Table 1. Number of Trainees*

Number	Participant	Quantity
1.	PKK	10 Participants
2.	Cadre	5 Participants

Source: Processed primary data, 2024

Human resources are the key to success in developing processed cassava products in Minggir Village. By exploring the interests and talents of PKK women and cadres, providing adequate training and assistance, and building cooperation networks, the potential of human resources can be optimized to create quality and competitive products.

Interest and talent are also important factors in encouraging new innovations. PKK women and cadres in Minggir Village who have a strong interest in culinary and entrepreneurship will be more motivated to develop unique and interesting processed cassava products. Talent in terms of creativity, hand skills, and organizational skills will also greatly support the innovation process.

In the implementation of this program, the selection of PKK women and cadres is based on the interests and talents that have been identified through surveys and observations. This ensures that each individual is placed in a position that suits their expertise, so that they can work optimally. This process also provides an opportunity for the women to further explore their interests and talents to increase their confidence and job satisfaction. Through this 3P program, a lot of hidden potential was discovered in the PKK women and cadres in Minggir Village. For example, there is one participant who has a talent in creating new recipes, one who is proficient in designing packaging, or one who has good communication skills for marketing.

At the production stage, PKK women and cadres who have an interest and talent in cooking and processing food ingredients are created their own forum to develop various cassava-based products. They are given the opportunity to create new innovations such as cassava sponge cake, cassava tape cake, and other preparations. Through this approach, women's natural talents in the culinary field are maximally utilized to create quality products that are highly competitive. To improve the quality and taste of cassava sponge cake, a recipe update was carried out by involving the active role of community members. The initial process began by evaluating the cassava sponge cake recipe that had been used previously. This evaluation included testing the taste, texture and appearance of the sponge cake by a number of community members and obtaining feedback from consumers. The evaluation results identified several obstacles, such as the texture of the sponge cake that was not soft enough and the taste that was not maximized. Based on feedback from mothers in the community, several new formulas were formulated to improve product quality. Each community member contributes to various stages of production, from processing raw materials, mixing dough, steaming process, to packaging. Solid collaboration among community members ensures the efficiency of the work process while producing consistent and quality products.

*Figure 1. Discussion of Cassava Processed Production*



The packaging stage is also a major focus in this program. PKK women and cadres who have interest and talent in design and hand skills are directed to design attractive and functional packaging. Good packaging not only protects the product but also increases consumer appeal. In this program, the women are given training on modern packaging techniques and the use of eco-friendly materials to create products that are not only delicious but also aesthetically pleasing and sustainable. One important aspect in the cassava sponge

cake production process is the packaging, which reflects the quality and identity of the product. The following are the steps taken in the packaging discussion forum, among others:

1. Preparation of Packaging Tools and Materials  
All tools and materials needed are carefully prepared before packaging begins. Participants used environmentally friendly packaging materials, such as recyclable kraft paper, as well as label stickers with community-specific designs. The packaging is equipped with product information, such as the name of the cassava sponge cake, logo, main ingredients, and expiration date. This preparation aims to ensure the product looks visually appealing while supporting environmental sustainability.
2. Sorting and Quality Check  
Cassava sponge cake that has been steamed and cooled is sorted and checked carefully. This process ensures that each piece of sponge cake is free from defects, has the right texture, and meets predetermined quality standards. Only sponge cakes that pass the inspection will enter the next packaging stage.
3. Packaging of Cassava Sponge Cake  
The sorted cassava sponge cake is carefully placed into packaging boxes. Each box is designed to securely hold one or more pieces of sponge cake, reducing the risk of damage during shipment. The box comes with a community-designed label sticker to enhance the visual appeal of the product.
4. Addition of Protective Materials  
Once the sponge cake is placed in the box, protective materials such as bubble wrap or tissue paper are added to keep the product intact during the shipping process. This step is important to ensure that the cassava sponge cake reaches consumers in prime condition.
5. Final Packing and Labeling  
Boxes that have been filled and protected are closed tightly. Next, each box is given a shipping label that includes important information, such as the destination address and contact number. This process ensures the product can be monitored and delivered to the correct destination efficiently.
6. Distribution to Consumers  
After the entire packaging process is complete, the cassava sponge cake boxes are distributed to consumers. Participants work with trusted delivery services to ensure the products reach their destination safely and on time.
7. Evaluation and Feedback  
After the product is received by consumers, participants actively solicit feedback. This evaluation is done to identify aspects that need improvement, both in product quality and the packaging and distribution process. Feedback from consumers is valuable to maintain customer satisfaction and improve service quality in the future.

*Figure 2. Discussion of Cassava Processed Product Packaging*



The marketing stage is a crucial stage in this program. PKK women and cadres who have a talent interest in communication and marketing are involved to develop effective marketing strategies. They were given training on digital marketing, the use of social media,



and other promotional techniques to expand the market reach of Minggir Village's cassava products. Thus, the products produced are not only known at the local level but also have the potential to penetrate a wider market. The digital marketing process is carried out through several stages, including marketing through social media and making pamphlet designs using the Canva application.

The first stage was to assist the mothers' community in creating and managing social media accounts, such as Instagram and TikTok. They were given guidance on how to plan and run a marketing campaign on social media. This included setting up attractive profiles, effective captioning techniques, using hashtags to increase reach, and creating interesting and relevant content to attract consumers' attention. The next stage was training in flyer design using Canva. This training aims to help them create attractive promotional materials so as to increase the attractiveness of the product in the eyes of consumers. The resulting pamphlets became one of the important tools in the community's digital marketing strategy.

*Figure 3. Discussion on Marketing of Cassava Processed Products*



The program not only improves individual skills but also strengthens cooperation and solidarity among PKK members and cadres. Through the established 3P groups, mothers learn to work together, support each other, and share knowledge. This approach creates an environment conducive to innovation and creativity, where each member feels valued and motivated to make their best contribution.

By developing high quality and marketable cassava products, PKK women and cadres in Minggir Village can increase the economic independence of their families, especially for the economy of Minggir Village itself. The income earned from product sales can be used to meet daily needs, pay for children's education, and improve family welfare.

The 3P program also contributes to women's empowerment in Minggir Village. The existence of this program provides opportunities for women to develop their potential and contribute to the development and economy of the village. This program can improve the social status and role of women in society. With continuous innovation, processed cassava products from Minggir Village can become superior products that are widely recognized, both at the local and national levels. This will have a positive impact on the village economy and improve the image of Minggir Village as a creative and innovative village.

## **Discussion**

The methodology of this research emphasizes a combination of the ABCD (Asset-Based Community Development) approach and grounded theory to explore the potential of human resources in Minggir Village, particularly focusing on the interests and talents in cassava processing. This approach is ideal for delving into the experiences, perceptions, and motivations of the local community members, such as PKK women, cadres, and MSME actors involved in the 3P program (Production, Packaging, Marketing). By using grounded theory, the study allows for theory building directly from the data collected in the field, providing a more authentic and context-specific understanding of the phenomenon. Data was gathered through interviews, participatory observation, and documentation to ensure comprehensive

insights into the participants' skills, interests, and the impact of the training on their capabilities.

The research findings show that the 3P program has significantly contributed to the empowerment of the local community, especially the PKK women and cadres, in developing innovative cassava products. The program helped participants realize and apply their talents in different stages of production, packaging, and marketing, which ultimately led to the creation of high-quality products with strong market potential. By leveraging the community's culinary skills, organizational abilities, and creativity, the program facilitated the development of various cassava-based products, such as cassava sponge cakes. The introduction of modern packaging techniques and digital marketing strategies further enhanced the appeal and reach of these products. This research highlights the importance of targeted training and community involvement in fostering entrepreneurship, creating opportunities for economic growth, and empowering women in Minggir Village.

## **Conclusion**

The work program implemented by KKN 76 UIN Sunan Ampel Surabaya in Minggir Village, namely the 3P Program (Production, Packaging, Marketing) has the aim of utilizing the abundant cassava potential in Minggir Village and making a new innovation in cassava processing through human resources owned by Minggir Village. In the implementation of this program, the selection of PKK women and cadres is based on the interests and talents that have been identified through surveys and observations. This program can be said to be successful because it can be proven by the enthusiasm of PKK women and cadres in Minggir Village in participating in this program.

In the implementation of this program, PKK women and cadres are allowed to choose their own groups according to the interests and talents that have been identified previously. This aims to ensure that each individual is placed in a position that suits their expertise, so that they can maximize their work output. In addition, this process provides an opportunity for mothers to further explore their interests and talents, which will help them become more confident and more satisfied with what they do.

The activities of this 3P program are a training given to PKK women and cadres in Minggir Village including making products such as cassava sponge cake, cassava tape sponge cake and other processed cassava innovations, making attractive and environmentally friendly packaging designs, and marketing strategies including digital marketing. This 3P program succeeded in discovering many hidden potentials of PKK women and cadres in Minggir Village. For example, some participants have talent in making new recipes, talent in packaging design, or talent in marketing.

Based on the description above, the 3P program implemented by KKN 76 UIN Sunan Ampel Surabaya, has succeeded in identifying great human resource potential in PKK women and cadres in Minggir Village. This can be seen from the enthusiasm and interest of the participants' talents displayed in this program. However, there are still many challenges that must be overcome to develop a sustainable cassava processing business. With the right support and guidance, this business has enormous potential to improve community welfare.

## **Acknowledgements**

I would like to express my sincere gratitude to all those who contributed to the success of this research. My deepest thanks go to the participants in Minggir Village, especially the PKK women, cadres, and MSME actors, whose enthusiasm and commitment to the 3P program made this study possible. I also extend my appreciation to the KKN 76 UIN Sunan Ampel Surabaya team for their support and collaboration in implementing the program. Special thanks to the researchers, community members, and all who helped in the data collection and analysis process. Your contributions have been invaluable in bringing this research to fruition.



238) Analysis of Human Resources Based on Interest and Talent in Cassava Processing Innovation through the 3P Program (Production, Packaging, Marketing) in Minggir Village, Rahmawati, L. Y., Soraya, I., Anshori, A. J., Sa'diyah, I. S., Nurfani, N. A., Nurrohmah, A. F.

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239) Analysis of Human Resources Based on Interest and Talent in Cassava Processing Innovation through the 3P Program (Production, Packaging, Marketing) in Minggir Village, Rahmawati, L. Y., Soraya, I., Anshori, A. J., Sa'diyah, I. S., Nurfani, N. A., Nurrohmah, A. F.

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