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Peanut Candy Production and Marketing Training for the Makmur Jaya Business Unit, Gwinjaya Village, East Bonggo District, Sarmi Regency

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ABSTRACT

The natural resource processing industry in Gwinjaya Village, East Bonggo District, Sarmi Regency has begun to produce results, particularly in the form of food products. Food products are derived from the processing of food ingredients available around Bonggo as agricultural products. The variety of food products produced is still limited; this is because they have not had the opportunity to obtain real information about the manufacture of various food products. Residents in the Bonggo district generally farm peanuts. Processed peanut products include candy made from peanuts mixed with cream, milk, and margarine, in the form of a sheet, with a sweet taste and quite durable for storage. Peanut candy is very popular with young and old, as well as children. This product is not yet produced in East Bonggo, even though it has a high economic value compared to selling peanuts as is. The training was implemented in collaboration with the Business Unit of the Kampung Makmur Jaya Owned Enterprise located in Gwinjaya Village, East Bonggo District, Sarmi Regency, Papua Province. The training aims to train business unit members in making peanut candy and marketing it, which will be developed into a commodity to be marketed around the village, district, regency, and across districts that can increase income for the community. The training was conducted by providing candy production materials, followed by marketing tips. It began with a demonstration by students who had been trained by the instructor, followed by a trial of candy making carried out by the training participants, and marketing tips for peanut candy products. Evaluation was carried out by tasting the candy resulting from the activity and comparing it with candy on the market in terms of taste, aroma, smell and texture through organoleptic tests of the level of preference for the resulting product seen from the aroma, texture, color, appearance using a Likert scale with a scale of 5, namely (1) Dislike, (2) Less like, (3), Somewhat like, (4) Like, and (5) Really like. Outputs have been obtained in the form of peanut candy products and price per unit of peanut candy.

Keywords: Peanut candy; Marketing training;

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INTRODUCTION

Candy is a type of confectionery that falls into the sugar confection category. Sugar confections include products made from caramel, fondant, marzipan, and pâté de fruit (Ottombrino et al., 2023). Candy can also be interpreted as nougat, derived from the Latin word "Nucatu," known in Spain as "Turron" (Torro de' Agraoumont) (López-Mas & Romero del Castillo, 2022). It is estimated to have existed since the 15th century and was brought by European traders to Arabia and from there to Indonesia. Various types of nougat generally contain brown sugar and granulated sugar, caramelized and mixed with nuts. Variations of nougat vary depending on the additional ingredients, such as chocolate, eggs, and milk (Butter & Squares, 2023), honey, and various fruit juices (White et al., 2023). When making it, it is important to find the right proportions between the ingredients to prevent it from becoming soft and to produce crystallized nougat (Böhme et al., 2021). A long-standing candy variation in Indonesia is known as candy-candy, a food product widely produced in Salatiga, Central Java (Wijayanti & Kristianti, 2021). Candy is made from brown sugar and granulated sugar, plus peanuts. The product varies depending on the type of nut added, such as cashews (Sutrisno et al., 2023). Naturally, it has a variety of flavors and prices, especially when spiced with spices, such as ginger (Arvianti et al., 2021). In addition to peanuts and cashews, soybeans can also be used to make candy (Ismayasari et al., 2014). Generally, it is produced on a home-based basis without machinery; however, machines are used to increase productivity (Suroto et al., 2021). Peanuts, the main ingredient in candy production, have the potential to produce a unique texture, aroma, and flavor. Sago flour, which has been used in sweet bread making (Makmur, 2017), can also be added to candy. Sago can also be converted into sugar (Bujang, 2018) after enzymatic processing (Yetti et al., 2007) and heating (Gunaedi et al., 2016). Sago is a source of carbohydrates, which are essential for food (Hariyanto, 2011), so its addition to candy increases its nutritional value. The main ingredient, besides sugar, is peanuts; in this case, peanuts, which are widely available in the Bonggo area, are used (Gunaedi et al., 2023). Peanut productivity in the Bonggo area is 785 kg/ha/seed (Malik, 2012). If such a large peanut harvest is not utilized and only sold as raw materials, its economic value is low compared to being diversified into various forms of food. Food diversification with peanuts has been carried out in the form of peanut sago bagea (Gunaedi & Zebua, 2023). The Kampung Makmur Jaya Owned Enterprise is located in Gwinjaya Village, East Bonggo District, Sarmi Regency, and has a business unit engaged in the food sector. The types of food ingredients managed for sale are still raw materials. Gwinjaya Village is known as a producer of peanuts which are sold in the form of still-shelled and dried peanuts. The price per kilogram varies depending on the quality and type of peanuts. In general, they do not enjoy the results of sales according to the price set by the government because the location is quite far from the district or provincial capital. Sales expect collectors at a lower price than that set by the government. Therefore, it is necessary to process these raw food materials into ready-to-eat, long-lasting, and marketable foodstuffs at a relatively higher price than the raw materials. The residents generally make their living as farmers, with peanuts being their main crop.



Figure 1. Peanut Candy

The product to be introduced is a candy made from peanuts, sugar, and margarine. It has never been produced before because a lack of equipment and skilled personnel. Training is intended to enhance knowledge in new product creation and marketing, as communication with scientific and technological sources remains limited. Community service programs, including those on the peanut candy production process, are expected to foster stronger communication and scientific application between higher education institutions and community groups engaged in the utilization of local natural resources.

METODE

The community service program will address issues arising from the peanut candy product encountered by partners in the Kampung Makmur Jaya Village-Owned Enterprise, specifically production and marketing issues. The implementation stages include:

1. Socialization

The socialization program will explain the community service program funded by the 2026 Non-Tax State Revenue from the Public Service Agency of Cenderawasih University through the Institute for Research and Community Service. The theme of this activity is Peanut Candy Production and Marketing Training for the Kampung Makmur Jaya Village-Owned Enterprise, Gwinjaya Village, East Bonggo District, Sarmi Regency, Papua Province. The issues addressed are aligned with the partners' needs, namely peanut candy production and marketing. This activity is expected to produce peanut candy products that are popular with the public, have legal standing and a brand, and can increase production. The marketing aspect will discuss determining profit and loss and the cost of peanut candy per unit, managing raw materials and finished goods, and marketing strategies, with the aim of marketing the soy sauce throughout the Bonggo and Sarmi regions and beyond.

2. Peanut Candy Production

The learning method is a lecture-based approach to the science and technology of peanut candy production. This is followed by a demonstration of peanut candy production by community service workers assisted by students. After the peanut candy samples are made, a demonstration is conducted by representatives from the student participants and members of the business unit, a business entity owned by the Makmur Jaya Village.

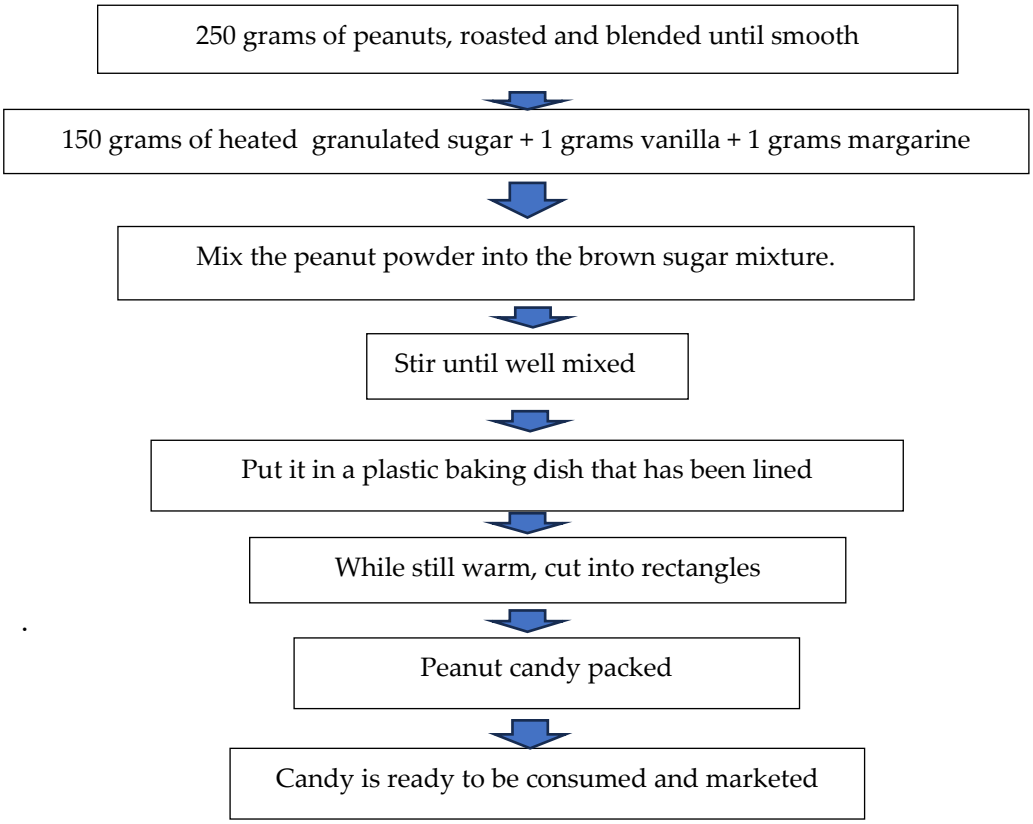


Figure 2. Peanut Candy Production Flowchart

3. Peanut Candy Marketing

The peanut candy products produced need to be marketed to recover production costs and generate profits for the business. This activity will cover marketing topics, including determining profit and loss and the cost of peanut candy per unit, managing raw materials and finished goods, and marketing strategies. The goal is to market the soy sauce throughout the Bonggo and Sarmi regions, as well as beyond the production area.

4. Evaluation

The evaluation was conducted by conducting an organoleptic test of the resulting peanut candy compared to existing candies on the market using a Likert scale of 15, with 1 being dislike, 2 being somewhat dislike, 3 being somewhat like, 4 being like, and 5 being very like, based on taste, texture, color, and aroma.

5. Program Sustainability.

Following the training on peanut candy production and marketing, the equipment and materials were handed over to the partners for further testing and repetition. Product improvement and certification will be conducted after the participants/partners have produced peanut candy products to their satisfaction.

RESULTS AND DISCUSSION

The production of peanut candy was carried out by the presenter and the community members involved in the activity.



Figure 1. Training participants making peanut candy.



Figure 2. Peanut candy successfully made by participants and instructors

1.Organoleptict test

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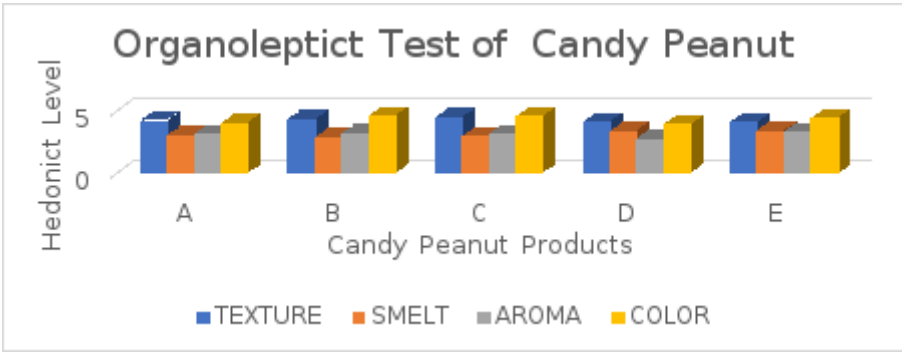


Figure 3. Organoleptic testing of peanut candy to assess preference levels based on specific parameters: texture, smell, aroma, and color.

Organoleptic testing of the peanut candy produced by the residents of Kampung Gwinjaya during a training session indicated that the product was well received, with scores falling in the 34 range. These results reflect the level of consumer preference for peanut candy.

2. Product Price and Benefits.



Figure 4. The Peanut Candy

Calculating the Cost of Goods Sold and Profit for Peanut Candy

Candy Raw Materials (1 production run = 25 units)

Raw Material	Quantity of Ingredients	Unit Price (Rp)	Total (Rp)
Peanut	1 kg	58.000	58.000
Sugar	1 kg	25.000	25.000
Margarin	200 gram	15.000	15.000
Total			98.000

Cost of other consumables

Consumable item	Amount	Unit Price (Rp)	Price Total (Rp)
200 ml Candy Packaging Cup	24	1500	36.000
Labeling @ Rp.200/unit	60 unit	200	12.000
Gas refill (240 gram)	1 can	21.000	21.000
Electricity	Enough	15.000	15.000
Water Supply	Enough	10.000	10.000
Total			**94.000**

Direct labor cost

Labor cost (3jam)	Jumlah	Price Unit (Rp)	Total Price (Rp)
Direct Labor	2 person	7.500/hour	45.000

Indirect Labor	1 person	5.000/hour	15.000
Total			**60.000**

Work Equipment

Equipment	Quantity	Unit Price (Rp
Tray	1 unit	50.000
Cutting board	1 unit	25.000
Stirring rod	2 unit	20.000
1000 g scale	1 unit	140.000
Small Mortar	1 unit	25.000
Round Jar	1 unit	75.000
Stainless steel basin	1 unit	50.000
Food Chopper	1 unit	170.000
Teflon pan	1 unit	150.000
Knife	1 unit	10.000
Gas Stove	1 unit	318.000
Spatula (stirrer)	1 unit	10.000
Total		1.108.000
Total Rental Cost:5% x 1.108.000,00		54.400

Calculation of the cost of goods manufactured

Cost Item	Cost Amount (Rp)
Raw Materials Costs	98.000
Labor Costs	60.000
Other Material Costs	94.000
Equipment Rental Cost (Fixed Cost)	54.000
Total Cost	306.000
Total cost for producing 24 cups of peanut candy	
Cost per Unit of Product Total Production Cost/Number of Units Produced 306.000/24 cups = Rp 12.750/cup	

Calculating Profit

Desired selling price	Rp. 15.000
Production cost per cup	Rp. 12.750
Profit per unit	Rp. 2.250
Profit for 24 units	Rp. 54.000

Desired Selling Price	Rp. 20.000
Production cost per Cup	Rp. 12.750
Profit per Unit	Rp. 7.250
Profit for 24 unit	Rp. 174.000

An analysis of peanut candy production costs, conducted by the residents of Kampung Gwinjaya in conjunction with a UNCEN community service initiative, indicates that producing peanut candy is highly beneficial for the community. Peanuts can be processed into a product that the community can enjoy, store, and sell, based on the established cost calculations.

CONCLUSION

The community service initiative resulted in the creation of a processed agricultural product—peanut candy—by the residents of Kampung Gwinjaya, alongside a calculation of its production costs. This food product is highly beneficial for both the community and the village administration, helping to improve health outcomes and boost local income.

Funding Statement

The implementation of peanut candy training in Kampung Gwinjaya Village, East Bongo District, Sarmi Regency, Papua Province can be carried out with funding from non-tax state revenue funds, Cenderawasih University Public Service Agency, and 2026 Budget Year.

Ethical Compliance

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Declaration of Helsinki and its later amendments or comparable ethical standards.

Conflict of Interest declaration

The authors declare that they have no affiliations with or involvement in any organization or entity with any financial interest in the subject matter or materials discussed in this manuscript.

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