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INCREASING THE ECONOMIC VALUE OF TARO THROUGH CHIP INNOVATION AND SELLING-PRICE DETERMINATION

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Abstract*. This community service program aims to transform the use of taro in Tiworiwu 1 Village, Ngada Regency, from a low-value animal feed into a high-value commercial snack, while also educating the community about calculating the Cost of Goods Produced (COGP) and setting selling prices. Using the Participatory Action Research (PAR) method, the program included training in product diversification (Original, Balado, and Chocolate flavors), precision slicing, soaking in limewater, packaging in labeled standing pouches ("Kripik Tale"), and cost-accounting assistance. The evaluation showed that processing 1 kg of taro into four packs of chips generated sales revenue of IDR 32,000, an increase of IDR 24,000, or 300%, compared with the initial raw-material value of IDR 8,000 per kg. The evaluation also indicated a 61.0-percentage-point increase in the partners' average skills, from 26.7% to 87.7%. The actual COGP was calculated at IDR 5,500–6,000 per pack, enabling the setting of profitable selling prices of IDR 8,000–10,000 per pack. In conclusion, the practice-based mentoring program increased the added value of taro and improved residents' financial literacy. To support economic sustainability, the village government is advised to facilitate the establishment of a Joint Business Group (KUB) or a village-owned enterprise (BUMDes) unit, obtain P-IRT certification, and expand marketing networks to souvenir shops in Ngada Regency.*

Keywords: *cost of goods sold, economic value, taro chips*

Abstrak. Kegiatan pengabdian masyarakat ini bertujuan mengalihkan pemanfaatan ubi talas di Desa Tiworiwu 1, Kabupaten Ngada, dari pakan ternak bernilai rendah menjadi keripik komersial bernilai tinggi, sekaligus mengedukasi masyarakat mengenai kalkulasi Harga Pokok Produksi (HPP) dan penetapan harga jual. Menggunakan metode *Participatory Action Research* (PAR), pelaksanaan meliputi pelatihan diversifikasi produk (rasa Original, Balado, dan Cokelat), pemotongan presisi, perendaman air kapur sirih, pengemasan standing pouch berlabel "Kripik Tale", serta pendampingan akuntansi biaya. Hasil evaluasi menunjukkan bahwa pengolahan 1 kg ubi talas menjadi empat bungkus keripik menghasilkan nilai penjualan sebesar Rp 32.000, meningkat sebesar Rp 24.000 atau 300% dibandingkan dengan nilai awal bahan baku sebesar Rp 8.000/kg. Evaluasi juga menunjukkan peningkatan rata-rata keterampilan mitra sebesar 61,0% dari 26,7% menjadi 87,7%. HPProd riil terformulasi sebesar Rp 5.500–Rp 6.000/bungkus, sehingga memungkinkan penetapan harga jual yang menguntungkan sebesar Rp 8.000–Rp 10.000/bungkus. Kesimpulannya, pendampingan berbasis praktik berhasil meningkatkan nilai tambah ubi talas dan literasi keuangan warga. Sebagai tindak lanjut keberlanjutan ekonomi, Pemerintah Desa disarankan memfasilitasi pembentukan Kelompok Usaha Bersama (KUB) atau unit BUMDes, mengurus perizinan P-IRT, serta memperluas jaringan pemasaran ke toko oleh-oleh di Kabupaten Ngada.

Kata Kunci: harga pokok produksi, nilai ekonomi, keripik talas

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INTRODUCTION

Copyright (c) 2026 Yoanelita M. Hopong, Laurentius Dominicus Gadi Djou, Fransiskus Siku, Katarina Phia, Bunga Leni, Fransiskus N. Berto, Yulita L. Dhengi, Kristianus D. Dewata, Anselmus Apri, Maria C. Matrisia, Maria Marlinda Kae. This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Tiworiwu 1 Village, located in Jerebuu District, Ngada Regency, has considerable potential for taro cultivation. From a socio-geographical perspective, the local economy is largely characterized by small-scale agricultural activities and traditional livestock farming. This condition is consistent with the findings of Bhae et al. (2022), who reported that agriculture constitutes a major livelihood in Jerebuu District, while livestock farming is generally practiced as a supplementary economic activity by farming households. Although taro is available in considerable quantities, its economic potential has not been fully optimized to serve as a sustainable source of household income. For many years, the commodity has primarily been used for household consumption or as animal feed, resulting in limited economic value beyond its immediate subsistence function.

This situation highlights the importance of developing value-added agricultural products through food processing and small-scale agro-industrial activities. Evidence from Ngada Regency demonstrates that processing taro into chips can generate substantial economic value, with an added-value ratio of 89.31%, indicating the potential of local agricultural commodities to contribute to food security and improve rural economic opportunities (Ngaku et al., 2025). Therefore, the abundant availability of taro in Tiworiwu 1 represents an opportunity to diversify household income, strengthen local economic activities, and improve community welfare through appropriate processing and marketing strategies.

More specifically, the community of Tiworiwu 1 Village faces two major challenges. First, in terms of production, residents have limited knowledge and skills in processing raw materials into marketable, value-added food products. They have traditionally sold their harvest in raw form at low prices or used it as animal feed, without attempting to diversify their products. Second, in terms of management and finance, residents face significant challenges in basic business financial management. Microbusiness operators in the village do not yet understand how to calculate the actual Cost of Goods Produced (COGP) or how to set profitable selling prices. As a result, small businesses often incur hidden costs because local labor and auxiliary materials are excluded from product cost calculations (Dewi et al., 2026; Sihotang & Fathonah, 2025).

In response to these problems, product diversification using locally available raw materials is an essential strategy for strengthening food security (Anam & Kurniati, 2025; Nono et al., 2025; Romelah, 2025) while also stimulating the rural economy (Ayal et al., 2026). Various studies have emphasized that processing local tubers into packaged snacks can increase their selling value several times compared with selling them in their conventional form (Handayani et al., 2024) (Pratama, 2025). Product innovation training has been shown to expand market opportunities and strengthen partners' capacity for self-reliance (Hamijaya et al., 2025) (Prayoga et al., 2025). In addition, training in pricing based on Cost-Plus Pricing using the actual Cost of Goods Produced (COGP) has been shown to help protect rural microbusinesses from the risk of losses caused by hidden costs (Dewi et al., 2026; Sihotang & Fathonah, 2025).

Based on the urgency of these challenges and the theoretical review, this community service program offers an integrated mentoring initiative carried out by students participating in the Thematic Community Service Program (KKNT) under the Healthy, Strong, and Inclusive NTT Movement (Gentaskin). The initiative focuses on two main interventions. First, the technical production intervention provides practical training for residents of Tiworiwu 1 Village to transform taro, traditionally used as animal feed, into commercially marketable chips through improved processing techniques and attractive product packaging. Processing taro into value-added food products can increase the economic value of local agricultural resources and strengthen household income (Ngaku et al., 2025; Putra et al., 2019).

Furthermore, attractive packaging and product diversification are important components in improving the marketability and competitiveness of taro-based products (Suriati et al., 2024). Second, the managerial and financial intervention provides education and assistance in preparing simple cost accounting records to calculate the actual Cost of Goods Manufactured (COGM) and determine competitive and profitable selling prices. Accurate production cost calculations, including raw materials, direct labor, and manufacturing overhead, are essential

for establishing appropriate selling prices and maintaining business profitability (Halim et al., 2023; Purwanto, 2020).Through this combination of practical and educational interventions, the program aims to foster sustainable economic self-reliance among the residents of Tiworiwu 1 Village.

METHODS

The community service program employed the Participatory Action Research (PAR) method through direct mentoring (Yanah et al., 2025; Kemmis & McTaggart, 2008) which was conducted in three main stages. The first stage involved preparation and training in food processing. The team provided outreach and practical training on making taro chips in several flavors: Original, Balado, and Chocolate. The training covered precision slicing, soaking the slices in limewater to achieve a crispy texture, and frying techniques (Wahyuni, 2012; Aboubakar et al., 2009). The second stage focused on packaging and branding. Participants received assistance in packaging the chips in plastic standing pouches and applying product labels or stickers to make them suitable for commercial sale (Purnomo et al., 2025). The third stage involved mentoring in COGP calculations and selling-price determination.

The training covered the calculation of actual production costs, including raw materials, packaging, energy (kerosene), labor costs, and equipment depreciation (Adawia & Puspasari, 2020; Octaviano & Rahmah, 2026). Finally, the program evaluated improvements in the partners' skills through structured interviews based on a set of questions administered directly to community members before (pre-test) and after (post-test) the activities (Creswell & Plano Clark, 2021). This structured interview method was selected to ensure that evaluation data collection was inclusive, communicative, and flexible enough to accommodate the characteristics of the local community. Interview data were analyzed descriptively and quantitatively to measure percentage changes in the partners' knowledge and skills. They were also analyzed descriptively and qualitatively to confirm changes in participants' attitudes and responses through direct interview quotations (Creswell & Plano Clark, 2021). The interviews were conducted in Indonesian, using clear and communicative language alongside everyday local expressions to ensure that the material was easily understood by village residents.

RESULTS AND DISCUSSION

Increase in the Added Value of Taro

Before the KKNT Gentaskin program, taro in Tiworiwu 1 Village was used for household consumption or as animal feed. The raw taro was valued at approximately IDR 5,000–8,000 per kilogram. Through processing training, the taro was developed into chips packaged in standing pouches.



Figure 1. *Initial outreach and information session with the community*

The processing results showed that 1 kg of taro could produce four packs of chips, generating sales revenue of IDR 32,000—an increase of IDR 24,000, or 300%, compared with

the initial raw-material value of IDR 8,000 per kilogram. This change indicates the potential to increase added value through the processing of local commodities (Lestari et al., 2026). However, sales revenue should not be equated with net profit, as production costs must still be considered (Dita et al., 2024; Suparyati & Wardiwiyono, 2024). Therefore, product innovation needs to be accompanied by accurate COGP calculations and appropriate selling-price determination (Halim et al., 2024; Setiawan et al., 2024).

Innovation in Tale Chip Production, Packaging, and Branding

The activity began with the participation of village residents and KKNT Gentaskin students in collecting taro as the main raw material, followed by hands-on practice in making taro chips. This collaborative approach encouraged active community involvement while providing participants with direct experience in utilizing locally available agricultural resources. The product innovation process began with a demonstration of taro chip production, which was met with great enthusiasm by the residents.



Figure 2. *Peeling the taro and frying taro slices after soaking in limewater*

The processing began with sorting high-quality taro, peeling and washing it thoroughly to remove soil and other impurities, and then slicing it thinly with a precision slicer to ensure uniform thickness and consistent product quality. Uniform slicing is an important factor in achieving more consistent frying results and desirable chip characteristics (Sharma et al., 2025). The slices were then soaked in a limewater solution for approximately 15–30 minutes to help remove the sap and improve crispness during frying. This pretreatment stage was intended to improve the physical characteristics of the raw material before further processing. Taro processing studies have also demonstrated the importance of pretreatment methods in reducing antinutritional factors and improving the suitability of taro for food products (Sharma et al., 2025).



Figure 5. *Packaged kripik tale in three flavors*

After being fried until cooked and drained of excess oil, the chips were divided into three separate containers for flavoring: Original, Balado, and Chocolate. This flavor diversification was introduced to provide consumers with different product choices and expand the potential

market segments for the resulting snack products. Similar product diversification initiatives have been implemented in community-based taro processing programs to improve product development and business opportunities (Suriati et al., 2024). The final stage involved packaging the chips in modern, transparent standing pouches with product-label stickers featuring the local brand name "Kripik Tale."

The packaging process was designed not only to improve the product's visual appeal and brand identity but also to protect the chips during storage and distribution. Appropriate packaging materials play an important role in maintaining the quality and shelf life of processed taro products (Sloan et al., 2016). This packaging made the finished product more hygienic, attractive, and marketable, while providing the community with an initial step toward developing a recognizable local food brand.

HPP Formulation and Selling Price Determination

Based on the cost-calculation mentoring for one production batch yielding 40 packs of taro chips, the actual Cost of Goods Produced (COGP) was calculated as presented in Table 1.

Table 1. *Cost of goods produced and profit calculation for taro chips (40 packs)*

Cost Component / Description	Cost (IDR)	Cost per Pack (IDR)
Raw materials and packaging	Rp 110.000	Rp 2.750
Energy costs (kerosene)	Rp 10.000	Rp 250
Labor costs	Rp 12.500	Rp 312,5
Equipment depreciation	Rp 8.000	Rp 200
Total basic production cost (before seasoning)	Rp 140.500	Rp 3.512,5
COGP, Original flavor (+ IDR 2,500 for seasoning)	-	Rp 6.000
COGP, Balado flavor (+ IDR 2,330 for seasoning)	-	Rp 5.850
COGP, Chocolate flavor (+ IDR 2,000 for seasoning)	-	Rp 5.500

Source: Researcher-processed data, 2026

Based on the calculations in Table 1, two selling-price strategies were established direct sales (IDR 8,000 per pack): This generates a net profit of IDR 2,000–2,500 per pack (total net profit = IDR 89,750). Consignment sales through local shops (IDR 10,000 per pack): This provides a commission of IDR 2,000 to the shop owner without reducing the village community's net profit margin.

Evaluation of Improvements in Participants' Skills

The evaluation results show that, before the activity (pre-test), the villagers' average level of understanding was 26.7%. This indicates that the villagers already had an intuitive basic understanding of how taro could be used, but had not yet mastered hygienic

Table 2. *Evaluation of Participants' Skills and Understanding Based on Structured Interviews*

Skill Evaluation Indicator	Pre-Test (%)	Post-Test (%)	Increase (%)
Skills in producing innovative chip products	35,0	90,0	55,0
Skills in COGP calculation/production costs	20,0	85,0	65,0
Skills in setting selling prices and profit margins	25,0	88,0	63,0
Overall average	26,7	87,7	61,0

Source: Researcher-processed data, 2026

processing techniques that meet commercial standards or structured business financial management. After receiving mentoring and interactive training (post-test), the participants' average skills and understanding increased substantially to 87.7%, an increase of 61.0 percentage points. The greatest improvement was recorded in COGP calculation skills (65.0 percentage points), followed by sales-price determination (63.0 percentage points). This suggests that basic cost-accounting education based on cost-plus pricing helped raise the villagers' awareness of the need to calculate all actual production costs, including hidden costs such as fuel and labor. As a result, villagers could determine competitive and profitable selling

prices. Overall, the community service program was effective in transforming the knowledge and practical skills of Tiworiwu 1 Village residents, supporting progress toward economic self-reliance based on local commodities.

CONCLUSION

This community service program successfully transformed the use of taro in Tiworiwu 1 Village from primarily serving as animal feed into a processed food product with high commercial value. The innovation of producing taro chips demonstrated the potential to significantly increase the economic value of this local commodity. Through basic cost-accounting assistance, villagers learned to calculate the actual Cost of Goods Produced (COGP), ranging from IDR 5,500 to IDR 6,000 per pack, and to set profitable selling prices of IDR 8,000–10,000 per pack to support the sustainability of village microenterprises. Based on the evaluation using structured interviews, the program significantly improved participants' skills and understanding, with the average score increasing from 26.7% in the pre-test to 87.7% in the post-test. To sustain the program's economic impact, the Tiworiwu 1 Village Government is encouraged to facilitate the establishment of a Joint Business Group (KUB) or a village-owned enterprise (BUMDes) unit focused on taro-based products. This initiative should be followed by obtaining P-IRT certification and expanding marketing networks to souvenir shops throughout Ngada Regency.

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