

Increasing Value Added and Competitive Advantage by Technology Adoption

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Abstract : Research and community service is one of important lecturer assignment in Indonesia. This article was made to meet those needs by assisting home industry entrepreneurs of various chips in Banyuwangi. Community service in this scheme are intended to increase the revenue of craftsmen of chips by improving value added of chips through food engineering technology. Ibu Anisa has produced various kinds of chips that are breadfruit chips, banana chips, yam chips, and cassava chips. In business development, Ibu Anisa facing various problems both in terms of production and management aspects. The process of production and management and marketing are still conventional so that increased demand cannot be offset by production capacity. A researcher team of STIESIA has assist partners in the processing stage, from manually to the technologically. This activity has a positive impact to However, this process has not been reached on sustainable marketing aspect, which is where the partners are still difficult to reach a wider market because of limited access.

Keywords : food engineering technology, value added of chips, community service

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