



Entrepreneur Community Prospect of Snack Made from Local Food by Balinese Women



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Abstract

This quantitative descriptive study describes the entrepreneurship of local snacks food products made by Balinese women, which include the potential of local food for cassava and sweet potatoes, efforts to empower Balinese women in processing potential local food in their region, marketing strategies, adaptability to business activities with domestic activities, constraints in the development of food production businesses, the benefits of the business community, and the public response to local cassava and sweet potato products. The research subjects were Balinese women food entrepreneurs in the area of Buleleng which specialized in processing local cassava and sweet potato food. Research data were collected through interviews and observations. The study found that Balinese female entrepreneurs develop food products made from local cassava and sweet potato foods, namely traditional snacks and modern snacks, sufficient quality of production, small-scale businesses (home industries), using online marketing strategies (through social media), communities business has benefits and an important role for smooth and sustainable business, adaptability of entrepreneurial activities and high domestic tasks. The development of entrepreneurial snacks made from local food made from cassava and sweet potatoes has a great opportunity to develop. The community gave a positive response to snacks from cassava and sweet potatoes.

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1. Introduction

Economic difficulties due to the deterioration of the tourism sector after the first Bali Bombing (12 October 2002) and the second Bali Bombing (October 1, 2005) urged Balinese women to help increase family income. Food production entrepreneurship is one of the opportunities and hopes for Balinese women to increase family income in the midst of fulfilling the duties of a household obligation. The opportunity to empower household skills that are generally owned by women or involve most women should also be achieved by Balinese women.

Entrepreneurship development in food production in the modern age is not as easy as expected, not only can compete with similar products which each have a competitive advantage but how to find market opportunities and be able to meet consumer tastes that tend to vary is a challenge that must be solved by food entrepreneurs. In addition, food production must meet the rules of the Food and Drug Supervisory Agency (BPOM). Food businesses must not only meet the rules, but the most difficult is to make consumers believe the product is hygienic, nutritious, and attractive to consumer tastes. Development of food production entrepreneurs such as snack products has many challenges, especially for small-scale business units (household scale), because in addition to demanding adequate management and management skills, there is also time availability in fulfilling consumer orders, especially during holidays. To produce a food product, it requires sufficient knowledge and skills related to materials, how to make it, and how to present it, including packaging to meet quality standards so that consumers are interested.

Various snack products are available in the market with various advantages of each product. To be able to attract consumers and look for market opportunities, efforts are needed to create creative and innovative products by making products that are different from products that are already available in the market in general. Local products with local excellence have a great opportunity to be developed by increasing the added value and image of local food ingredients into quality food products both organoleptic and presentation.

Each region in Indonesia has different local food advantages according to the level of production and consumption. [Jokinen et al., \(2009\)](#), stated that food is a strong element of local identity and culture and appears as a counterforce to the social and economic impacts of globalization. In Indonesia, the diversification of food consumption based on local food is still varied and tends to focus on staple food and has not emphasized the importance of optimizing the potential of local food. The role of local food in people's food consumption patterns is increasingly perceived to be lacking ([Martianto et al., 2009](#)). Efforts from both the government and the community are needed in promoting the consumption of local food by processing local food into diverse foods so that it can increase the benefit of local food ingredients. [Lambert et al., \(2006\)](#) stated that efforts to increase the added value of local food can be done by changing the shape, function, quantity. The local food consumption movement will support and generate economic development in the region by encouraging a "local buying" campaign and promoting local and regional entrepreneurship ([Jensen, 2010](#)).

The territory of Indonesia including Bali has a variety of local food ingredients that are still not optimally empowered, for example, tuber crops, namely cassava and sweet potatoes. Almost all regions of Indonesia, including Bali, produce cassava and sweet potato products with high productivity. The Bali region, which consists of 8 regencies and 1 municipality, is also a producer of cassava and sweet potatoes which have a fairly high productivity category.

Table 1

Harvest area, production, and productivity of cassava and sweet potatoes by Regency/city in Bali in 2015

Regencies/City	Cassava			Sweet potato		
	Harvest area (ha)	Production (tons)	Productivity (tons/ha)	Harvest area (ha)	Production (tons)	Productivity (tons/ha)
1. Jembrana	36	452	12.56	0	0	0
2. Tabanan	56	757	13.52	11	129	11.73
3. Badung	254	6009	23.66	462	8238	17.83
4. Gianyar	247	3816	15.45	126	746	5.92
5. Klungkung	751	5989	7.98	76	1522	20.03
6. Bangli	307	5614	18.29	1113	11729	10.54
7. Karangasem	5605	55748	9.95	1344	14206	10.57
8. Buleleng	753	7685	10.21	9	85	9.44
9. Denpasar	-	-	-	-	-	-
Total	8009	86070	10.75	3141	36655	11.67

Source: Bali Central Statistics Agency (BPS), updated April 18, 2018

Until now, some people still consider cassava and sweet potatoes as low-grade food ingredients which are generally consumed by the poor. Processing of cassava and sweet potatoes in addition to being a staple food has not been done much. In Bali, cassava and sweet potatoes are generally processed as rice mixers, known as rice of *moransele*. Processing other kinds of traditional snacks and chips, with family consumers and the surrounding community. In addition, the knowledge and skills of people in local food processing, especially cassava and sweet potatoes are still very limited. Efforts to increase public knowledge and community skills in processing local food such as cassava and sweet potatoes into a variety of creative and innovative products that have economic value have not been optimally carried out by the people in an effort to increase family income. Related to Bali as a tourist destination, processing cassava, and sweet potatoes into innovative cake products, has the potential to be a culinary tourism destination. The opportunity to develop local cassava and sweet potato food into good flavored snacks is very high, especially by involving Balinese women as processors while marketing them.

In the current reform era, despite equal rights and obligations of men and women, Balinese people, even most people in the world still tend to position women as household affairs. Many women consider this to be a barrier to women, but many still consider it as a division of tasks/functions in the family. Women's duties in domestic affairs are still highly valued in Bali. Continuous development of the role of Balinese women is needed to be better able to face global challenges and national demands, and efforts to drive changes in perspectives, inspire strategic and concrete steps in efforts to empower Balinese women in all areas of their lives.

Efforts to empower Balinese women in the productive economy of the family can be sought through the growth of interest and motivation in the business sector with a directed and sustainable learning process. This aims to enable Balinese women to develop their potential in utilizing various assistance and opportunities that exist both individually and in groups. In general, Balinese people tend to group in carrying out various activities, the principle of mutual cooperation is still inherent strong enough in the community, especially in rural areas. Sumodiningrat (2002), stated that empowerment through a group approach is stated to be more effective and efficient in terms of resources. Through problem-solving groups faced by the people, it will be easier to overcome, because each group member will help each other in the problem solving process. In

addition, in groups, each person can express their aspirations and feelings, learn about themselves and their environment, formulate a plan solution, and act for the common good (Sadan, 2004). Grouping can lead to a sense of togetherness that can encourage the learning process, collectively find solutions to problem-solving, and mobilize resources among group members.

Related to the many domestic tasks carried out by Balinese women, establishing and building business groups is an alternative for business continuity which is carried out especially at certain times which require Balinese women to focus on household activities and social activities in the community. The many religious activities and social activities (*menyamabraya*) sometimes become obstacles in running food entrepreneurship. On the one hand, many orders actually come during holidays and social activities such as fulfillment of orders for religious ceremonies, wedding receptions, and other social activities. The formation of communities or similar entrepreneurial groups can be a solution to the problem with consideration through the community can help each other, share knowledge and skills, because the activities in each region are usually different.

Based on the results of data collection related to the knowledge and insights of Balinese women about local food and the need for training in processing local food through questionnaires and interviews with 30 Balinese women from various regions in Buleleng Bali who were subsequently used as research respondents, data were obtained, namely:

Table 2
Knowledge regarding local food and training needs analysis

No.	Statement	Percentage	Description
1.	Recognize the terms for local foods and their examples	67%	Although familiar with the terms of local food most have not been able to cite examples of local food in their area
2.	Having knowledge of cassava and sweet potato food crops	97%	One person is still hesitant to answer the types of cassava and sweet potatoes and their benefits
3.	Having experience processing cassava and sweet potatoes into food products, especially snacks	53%	Even though they had processed cassava and sweet potatoes into snacks, but the variety of products made still for household consumption such as compote, <i>getuk</i> , chips, cassava and steamed sweet potatoes, fried cassava
4.	Having knowledge of cassava and sweet potatoes can be processed into flour	27%	Most do not yet know that cassava and sweet potatoes can be made flour and how to make them. Respondents who stated that they knew that cassava and sweet potatoes could be processed into flour, information obtained from online media (internet).
5.	Experience in taking courses/training in making various snacks from cassava and sweet potatoes	0%	All said that they had never taken a course or training in processing snacks from cassava and sweet potatoes
6.	Interested and requires training in processing cassava and sweet potatoes into snacks such as cakes, brownies, cookies, cupcakes, and donuts	100%	All respondents expressed interest and needed skills training to process cassava and sweet potatoes into snacks
7.	Interested in entrepreneurship of selling trained cassava and sweet potato products	93%	Two people stated that they were not interested in entrepreneurship, with the reason that their skills were only for provision when they are married.

Source: Processed data (2017)

Based on preliminary data which is also used as a need assessment, it illustrates that the importance of dissemination efforts related to the potential of local food for cassava and sweet potatoes to be developed into food products that are more diverse and have flavor by changing its shape so that it has added value. The opportunity to empower Balinese women in processing local food is very high, given the high interest (all respondents) to acquire skills related to processing local food. The empowerment activities of Balinese women through skills training will have an impact on increasing the ability and independence of Balinese women so they can compete and have the opportunity to increase family income and improve their standard of living.

Sadan (2004), stated that the empowerment process can have an impact on human activities in the direction of change from a passive state to an active state, which can also have implications for self-acceptance and self-confidence. Another opinion states that psychologically-personal, the empowerment process is related to how efforts to develop knowledge, insight, self-esteem, ability, competence, motivation, creation, and individual self-control (Eko Soetoro, 2004). Based on these opinions, empowerment activities aim to realize changes that can be made through a continuous learning process. Mardikanto (2005), stated that to be able to change, empowerment should be designed as a form of education that is able to foster a lifelong spirit of learning.

The empowerment process in this study was carried out through a participatory training approach, which involved Balinese women in training in processing local food ingredients. The training aims to train Balinese women related to mastery of knowledge, attitudes, and skills that can later become the provision of living their lives so they are able to be independent and improve their standard of living. Ife & Tesoirero (2008), stated that training has the most specific educational role because it involves teaching people to do something. While skills function for social mobility such as self-confidence, increasing participation in society; improve the quality of people's lives, for global competitiveness, and have the potential to change lives (BIS, 2010).

2. Materials and Methods

This study uses descriptive quantitative and qualitative descriptive research methods, where descriptive analysis is an analysis that aims to present a comprehensive picture of a phenomenon or event or condition in an object of research, in this case, is the community (Balinese women) in snacks made from local food, which are written in narrative form (Patton, 2009). To find out the field conditions of the research carried out through the elaboration of data and field observations related to potential local food sources in the research area, social conditions of the community, as well as obtaining data related to knowledge and skills needed by Balinese women, as well as marketing opportunities for the products produced. Data collection in the field was carried out by observation, interviews, and other secondary data collection.

The data in this study are more directed to pure qualitative data and qualitative data that is quantified. Qualitative data includes data from observations and interviews. These data more describe the scope of community social and data related to the views of the community that are difficult to disclose through the collection of quantitative data. Some qualitative data that are quantified include the attitudes/responses of trainees to the implementation of training programs and products produced by local cassava and sweet potato products. Data were obtained from the results of filling out questionnaires using a Likert scale. The Likert scale is a measure that states the respondent's agreement or disagreement with a statement on the intensity scale (Miller, 1977). Data collection is based on the opinions of trainees, namely strongly agree (SS), agree (S), disagree (TS) and strongly disagree (STS). The range of scales used is 4 to 1. In this study, researchers did not include opinions with doubtful categories (quite agree), because the researchers expected a firm response from each participant so that the choice was hesitant to be eliminated. The training program was arranged in the form of learning following the pattern of non-formal education, namely the availability of training and assessment materials to support training activities.

The public response regarding snack products made from cassava and sweet potatoes, the researchers assisted by Balinese women entrepreneurs who actively sell snacks made from cassava and sweet potatoes asked consumers to give their testimonials which can be seen from several aspects such as the appearance of product color, texture, taste, and packaging. Data collection through taste tests based on the opinions and tastes of consumers based on the level of preference, namely very like (SS), like (S), quite like (CS), dislike (TS)

and very dislike (STS). The range of scales used is 5 to 1. The number of consumers who gave testimonials was limited to 30 people for each product, considering the types of cakes tested for taste were quite varied (four products). Taste testing was done by giving each consumer a taste test sheet, where consumers were asked to give a response by choosing according to their respective levels of preference. To measure interest (tastes) on cake products, researchers used an interest scale model assessment tool.

3. Results and Discussions

3.1 Local Food Processing Training: Cassava and Sweet Potatoes

Training was given based on the results of needs assessment analysis, namely the initial knowledge that Balinese women have regarding local food ingredients, local food processing experiences, and interest in improving their knowledge and skills. Processing of cassava in the community was still for household consumption, not many efforts have been made to process cassava and sweet potatoes into products that have economic value and have financial added value. This happens because of the limited knowledge and skills of the people regarding how to process and package cassava and sweet potatoes into creative products and have high selling value (research data, 2017). In addition, the price of cassava and sweet potatoes in traditional markets is relatively cheap, especially buying directly at the farm.

The Balinese people generally use rice flour and wheat flour as a source of carbohydrate food in making intermediate food products in the form of snacks, so that the dependence on rice flour and wheat flour is still very high. Making snacks for *upakara* (religious ceremonies that have symbolic value) is still dominant using rice flour while making snacks for social activities is dominated by using wheat flour as the main ingredient. Many people still do not know and realize the potential of local food for cassava and sweet potatoes as a source of carbohydrates which if used and processed properly and will provide promising economic value. Balinese people generally process cassava and sweet potatoes into food products that are commonly done, such as fried, steamed, or processed into cake products that have been handed down for generations by the family or the surrounding community. Perceptions related to cassava and sweet potato as low-class food are still developing in the community, so the provision of knowledge and skills related to processing local cassava and sweet potato food in an effort to increase added value and the economy needs to be done through participatory training methods and presented in the form of non-formal learning.

The training program started with dissemination activities to participants including the delivery of training objectives and the results to be achieved, the presentation of training materials, dissemination of assessment criteria, and determining the training time. Dissemination aims to make participants and organizers of the training have the same perceptions and agreements regarding training programs. Technical training was carried out in stages, where the training time was divided into two sessions, namely morning and afternoon. This was done by considering the capacity of the practice was inadequate if it was implemented in 1 session with 30 participants. In each session, all trainees gain practical experience directly of how to make snacks that are mutually agreed upon individually accompanied by 2 instructors. The training time was arranged in a flexible manner according to the agreement with the participants, considering that most of the participants are housewives with various activities to take care of their families (domestic duties), social activities in the community, and some have side jobs.

The benchmark for the success of the training objectives was the ability of each participant (performance) in processing local cassava and sweet potato food into predetermined snack products. The success of the training can also be obtained from the response of the training participants by reviewing several aspects of the training program components, namely the response to training material, response to training instructors, response to the usefulness of training, and responses to the products produced (cassava and sweet potato snacks).

Table 3
The response of training participants to the training program

No.	Statement item	Percentage (%)			
		SA	A	D	SD
1.	Training materials				
	a. Materials/modules are easy to read and understand	46,7	53,3	-	-
	b. Materials / modules add insight to knowledge	76,7	23,3	-	-
	c. Stages of material are arranged sequentially and systematically	40,0	60,0	-	-
	d. Materials/modules are easy to understand and apply when practicing	63,3	36,7	-	-
	e. The training material described in the module is interesting and in accordance with the expectations of the participants	76,7	23,3	-	-
2.	Training instructor				
	a. The instructor explains the work procedure before the training begins	80,0	20,0	-	-
	b. The instructor accompanies the participants during the training process	80,0	20,0	-	-
	c. The instructor helps participants solve problems experienced during training	80,0	20,0	-	-
	d. The instructor treats all trainees fairly	56,7	43,3	-	-
	e. The instructor provides clear guidance and direction to the trainees	66,7	33,3	-	-
3.	Cassava and sweet potato products				
	a. Cassava and sweet potato flour can substitute the function of wheat flour in making cakes and bread	56,7	43,3	-	-
	b. Snacks from cassava and sweet potatoes (training products) have an attractive appearance and flavor similar to snacks made without sweet potatoes	76,7	23,3	-	-
	c. Product packaging affects the attractiveness of buyers to buy these snacks	83,3	16,7	-	-
4.	The training program is beneficial for trainees in increasing their knowledge and skills in processing cassava and sweet potatoes	83,3	16,7	-	-

Description: SA = strongly agree; A = agree; D = disagree; SD = strongly disagree

Source: Processed data (2018)

Testimonials on cassava and sweet potato products produced during training, 36.7% of participants said they were very fond and 63.3% said they liked. The training participants also stated that training in cassava and sweet potato local food processing skills motivated or provided inspiration to develop it as a product that could be sold, with 66.7% saying it was highly motivated and 33.3% motivated. Furthermore, if there were other local food processing skills training activities as much as 46.7% said they were very interested in participating and 54.3% said they were interested in participating.

3.2 Local Food Processed Products: Cassava and Sweet Potatoes

Competition in the food and beverage industry tends to increase from time to time. Creativity and product innovation are important in marketing because it can increase the intensity of competition for the products offered. Although appetite and drinking tastes are relatively difficult to change, food products that have a distinctive, unique flavor and attractive appearance will be able to attract consumers' tastes. Fahmi (2014), stated that creativity in business is related to the ability to develop new ideas and to find new ways of looking at problems and opportunities, while the product innovation in question is that even though the product is the same but there are parts that are different from most other products.

In this study, snack products from cassava and sweet potato processed from the training provided were steamed cassava brownies, chiffon cake cassava, sweet potato cupcakes, sweet potato donuts, and sweet

potato cookies. The choice of the kinds of snacks was based on the consideration and agreement with the training participants that the snacks have a broad market segmentation, because they are liked by various groups of people, both children and parents and have the opportunity to be developed. The market survey also shows that snacks such as brownies, cakes, cupcakes, donuts, and pastries are in great demand by consumers both for family meals, meals in social activities or for religious ceremonies in Bali.

Steamed cassava brownies, and chiffon cake cassava use cassava flour as the main ingredient with the substitution of 70-80% flour cassava and 20-30% flour. While the sweet potato and donut cupcakes use wet (fresh) sweet potatoes as a mixture of wheat flour. For cookies, it can use 80-100% cassava flour according to the type of cake made. Pastries can also be made by using fresh sweet potato ingredients in making the dough. Snack products from cassava and sweet potatoes have a distinctive flavor and can compete with similar products in the market. To guarantee the quality of the product, it is as minimum as possible to use food chemicals such as food coloring and other additives. To provide color variations to the product, it uses other food ingredients as natural colorings, such as *pandan* leaves, *suji* leaves, and all products without artificial sweeteners. Such as purple sweet potato cupcakes obtained from purple sweet potato ingredients, yellow color from yellow sweet potato, green color using *suji* leaves and pandan leaves, and brown color using brown sugar.



Cassava Brownies Sweet potato cupcakes Sweet Potato Donuts Cassava Chiffon Sweet Potato Cookies
Figure 1. Research Documentation, 2018

Processing cassava and sweet potato into semi-finished products such as *sawut*, chips, and flour is more likely to be processed into a variety of cake products and has a longer shelf life, of course by means of good storage in tightly closed containers. Cassava in the form of flour can be stored in 6 to 10 months and not perishable (Djuwardji, 2009). Bovell-Benjamin (2007), stated that starch and flour processing from sweet potatoes can create new economic activities and employment for farmers and rural households, and can add nutritional value to the food system. Flour of cassava and sweet potatoes can also be used in the making of other products such as roll cake, baked brownies, fruitcake, milk pie (Ariani, 2013; Ekayani, 2015).

3.3 Entrepreneurship of Local Food Snacks Made by Balinese Women

Entrepreneurship is the implementation of the results of training conducted by participants. A total of 10 trainees participated in entrepreneurship assistance and eight people actively implemented the results of training and mentoring by opening a business to sell snacks made from cassava and sweet potatoes. To be able to compete with similar products, the superiority of products is given by prioritizing product quality such as without using artificial sweeteners, fresh products (not sold the next day), and using as minimal as possible the artificial food coloring. Food coloring uses natural ingredients. In addition to being able to compete with other products, innovation and creativity are needed in creating a product that has advantages over competitors, including marketing and promotional support efforts (Ogunsiji, 2017).

The chosen marketing method is direct marketing using social media (online) as a means of selling products, for example through Facebook, Instagram, whatsapp group media, etc. This is a current sales trend, where people are more interested in buying products with an online ordering system because, in addition to obtaining complete and clear product info, consumers are also served by buying without coming to the store or to a shop but just waiting at home. Direct marketing is the fastest growing form of marketing (Kothler & Armstrong, 2001). Sales with a direct marketing system are felt more profitable by-product sellers because the product is definitely sold out and production is adjusted to the number of orders obtained. Customers also experience greater benefits with a direct marketing system, more fun, easy and no hassle, and get a more diverse choice of goods. Direct marketing can build sustainable relationships with all customers (Kothler & Armstrong, 2001).

Efforts to sell products by entrusting to the nearest cake shops or stalls have also been attempted, but the sales system is felt to be less profitable for the seller because the product usually does not sell every day and the profits earned are minimal (business assistance interview data, 2018). The types of snacks that Balinese women do are still in the category of small businesses by involving families as supporting staff. Morris (1998), stated that the characteristics of small businesses include family involvement, social orientation, current orientation, and tend not to be aggressive. From the beginning of product introduction to date (February-September 2018), there have been many efforts to improve products so that the quality of products is maintained so that consumer confidence is stronger for snacks sold. Improving the quality of products such as the use of quality, fresh, and minimum ingredients using food additives by always striving to use natural products, for example without artificial sweeteners and without preservatives. The selection and use of packaging, labeling products according to the type of product to make it look more attractive. Product promotion has also been carried out both online and through exhibitions such as exhibitions and product sales at the Buleleng festival, Buleleng Education Expo (BEE), Exhibition at the Buleleng Food Security Service, and the exhibition "Feel the Authentic of Bali at Karangasem 1640".

Food products made from cassava and sweet potatoes have become known to the public, especially the people of Singaraja city and its surroundings. Other marketing areas in Buleleng Regency, almost in all sub-districts of cassava and sweet potato products began to be known to the public, with an ordering system through social media (online). For customers/consumers outside the city who are far enough away, they make buying and selling transactions by making transaction agreements in agreed places. Efforts to introduce and sell products outside of Buleleng Regency have also been attempted, such as to the Kubu-Tianyar Sub-District of Karangasem Regency, Ubud region, Gianyar Regency, Denpasar City, and several places in Tabanan Regency with a reseller system, although still in a limited capacity. Responses related to consumer testimonials were obtained by giving questionnaires to the public (product consumers) to 4 types of snacks made from cassava and sweet potatoes with indicators of color, texture, taste, and packaging. Each product, namely chiffon cassava, sweet potato donuts, cassava brownies, and sweet potato cupcakes were tested by 30 people each, obtained as follows:

Table 4
Response (testimony) to the appearance of color and texture of the product

Product name	Indicator									
	Color presentation (%)					Texture (%)				
	SS	S	CS	TS	STS	SS	S	CS	TS	STS
Sweet Potato Donuts	46,7	46,7	0	6,7	0	50,0	50,0	0	0	0
Cassava Brownies	56,7	33,3	10,0	0	0	56,7	36,7	6,7	0	0
Sweet Potato Cupcakes	43,3	46,7	10,0	0	0	60,0	33,3	6,7	0	0
Chiffon Cassava	73,3	26,7	0	0	0	83,3	16,7	0	0	0

Description: SS = very like; S = like; CS = quite like; TS = dislike; STS = very dislike

Source: Processed data (2018)

Table 5
Response (testimony) to the taste and packaging of the product

Product name	Indicator									
	Taste (%)					Packaging (%)				
	SS	S	CS	TS	STS	SS	S	CS	TS	STS
Sweet Potato Donuts	50,0	50,0	0	0	0	3,3	3,3	13,3	0	0
Cassava Brownies	63,3	30,0	6,7	0	0	0,0	80,0	0	0	0
Sweet Potato Cupcakes	40,0	60,0	0	0	0	20,0	76,7	3,3	0	0
Chiffon Cassava	80,0	20,0	0	0	0	40,0	53,3	6,7	0	0

Description: SS = very like; S = like; CS = quite like; TS = dislike; STS = very dislike

Source: Processed data (2018)

Consumers gave positive responses or testimonials and expressed their satisfaction with the products they bought. Most consumers bought snacks made from cassava and sweet potatoes not only once or twice, but even some consumers are also loyal buyers and loyal to every product offered. Some consumers suggested that the product packaging should be made more attractive, especially for the packaging of sweet potato cupcakes. It is recommended to use paper cake as a cake base so that the appearance of the cupcakes is more attractive rather than being wrapped in plastic. Product labeling has also been sought so that the product looks more attractive. The positive responses by the customers resulted in a great opportunity in developing snacks made from local cassava and sweet potato products in Bali. Many consumers' testimonials were also conveyed through the social media of each Balinese female entrepreneur who specializes in selling local food products made from cassava and sweet potatoes. Most gave positive responses and expressed their satisfaction with snacks made from cassava and sweet potatoes.

3.4 Local Food Snacks Entrepreneurial Communities Made by Balinese Women

Eight Balinese women who took part in business assistance and actively sold snacks made from local food of cassava and sweet potatoes online, gave statements both through questionnaires and interviews, that to fulfill consumer orders on regular days (not during the holidays) still could be done well assisted by family members such as their husbands or children. Orders that come usually are not too many in number. As for the fulfillment of orders ahead of the feast, usually orders that come in sufficient quantities and require the power of other people besides family members to assist in fulfilling the order. This happens because Balinese women have a high activity towards the obligation to prepare all the necessities to welcome holidays including domestic duties, plus social obligations. Another problem is the distance/location between the production site and the buyer varies, so it requires time and energy to deliver the product to the consumer. This is one of the obstacles and challenges of selling products online because each order must be delivered to the address of each buyer.

Efforts to increase labor are still being sought, but to obtain workers who have adequate skills in making snacks products are not easy, because the skilled and trained workforce is needed. Based on the constraints that were felt and faced, the idea arose to form a snack entrepreneur community made from cassava and sweet potatoes named O'Sela. This name was chosen according to the processed food ingredients, namely cassava, and sweet potatoes, where the Balinese people call it by the name of *sela* (cassava). Cassava is called *selasawi* and sweet potato is known as *sela bun*. Joining a community is an effort to solve the problems faced by Balinese women in snack business. Based on the results of interviews and discussions with members of the O'Sela community, they stated that forming and joining a similar entrepreneurial community was felt to have many benefits. Many positive things they get in an effort to support the entrepreneurship that is run. Some things that are felt to be useful in joining the community include:

- 1) Every member of the community can share information such as sharing related to the place to purchase materials and equipment needed and sharing new knowledge/skills in product development.
- 2) Mutual reinforcement between community members, especially when experiencing losses due to failed production or the presence of new competitors with similar products.
- 3) Solve problems with fellow community members related to product quality improvements, product sales, and efforts to find customers.
- 4) Conducting Joint Promotion of products through social media or by participating in exhibitions held by people in the area around them.
- 5) Looking for joint solutions related to the problems faced, especially anticipating market competition for similar products.
- 6) Make new innovations in creating new products collectively.
- 7) Creating a sense of togetherness among community members
- 8) Considering that each member of the community is in a different area, then if there are bookings that are outside the production area of one member, it can be assisted by other members whose area is close to the consumer.
- 9) The biggest benefit when getting a lot of orders and cannot be done alone, then through the community, the order is discussed and other community members help fulfill the customer's orders, according to their respective expertise (sharing work according to the expertise to make well-controlled types of cakes)

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- 10) Sharing product prices to fellow community members.
 - 11) Increasing the number of orders that have an impact on increasing the family income.

4. Conclusion

Cassava and sweet potatoes are potential local food types of tubers that have not been widely empowered by Balinese people to become productive food. Community empowerment efforts especially improve the role of Balinese women in the family through the provision of various types of skills training, such as training in processing potential local food produced in the region. Training has a positive impact, namely increasing knowledge and skills and efforts to improve the role of Balinese women in the family through food entrepreneurship activities. The skills possessed can be used as provisions for creativity and work to increase family income. Given the adaptability of the activities of Balinese women with high domestic duties, Balinese women must be good at dividing their time in running a business. Building a business community with similar entrepreneurs provides a solution to the obstacles in running food entrepreneurship, given the high level of domestic activities and social activities that must be done. The business community provides positive benefits and opportunities for Balinese women to continue to develop their business. In addition, the positive response of the community to cake products provides opportunities and hopes for Balinese women in developing entrepreneurship to be greater and broader market segmentation.

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