

Village Economic Empowerment through Product Innovation: Training on Corn Compote Ice Making in Rejosari Village, Kendal Regency, Central Java Province, Indonesia

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Abstract:

This community service activity aims to empower the local community of Rejosari Village by providing training on the production of corn ice, a value-added product derived from corn. The primary objective is to enhance participants' understanding and skills in processing corn, thereby improving their economic conditions. The methodology employed includes a series of structured training sessions that encompass theoretical knowledge and practical demonstrations. Initially, a needs assessment was conducted to identify the participants' existing knowledge and skills. Following this, a comprehensive training program was implemented, focusing on the techniques of corn ice production, marketing strategies, and business management.

The results of the training indicate a significant improvement in participants' knowledge and skills. Pre-training assessments revealed that only 30% of participants had a basic understanding of corn processing. However, post-training evaluations showed that this figure increased to 90%, demonstrating the effectiveness of the training program. Participants expressed increased confidence in their ability to produce and market corn ice, which is expected to contribute positively to their household incomes. Overall, this initiative not only enhances local economic development but also fosters innovation within the community.

Keywords: Empowerment, Training, Product Innovation, Community Service

Introduction

Rejosari Village, located in Kendal District, is an area rich in natural resources, especially in the agricultural sector. Maize, as one of the main commodities, plays an important role in the economic life of the local community (Prov Jateng, 2025). The people of Rejosari have long relied on maize as a source of income, but they still face challenges in managing and optimally utilizing their agricultural produce. Despite its great potential, many farmers sell maize in its raw form without processing it into more valuable products. Increasing the economic value of a commodity is very important for the sustainability of MSMEs, by increasing the attractiveness of the product is expected to increase the interest in buying a product (Nugroho et al., 2025).

One of the main challenges faced by the community is the lack of knowledge and skills (Nugroho & Widiastuti, 2024), in this case in processing maize into value-added products. Many farmers do not have access to adequate information and training on

maize processing techniques. As a result, they tend to sell their crops at low prices, resulting in limited profits. This creates a cycle of poverty that is difficult to break, where people are unable to improve their living standards despite having abundant resources.

Community service activities that focus on corn ice making training are very relevant. The training is designed to provide the community with practical knowledge on how to process corn into corn ice, which is an innovative and attractive product. With this training, it is hoped that the community can produce ice corn that is not only delicious but also has wide market potential, both at the local and regional levels. This ice corn product can be a promising business alternative, especially in the summer, where the demand for fresh food and drinks increases.

The training on making ice corn will not only improve the skills of the community, but will also introduce them to the concept of entrepreneurship. By understanding how to produce and market ice corn, the community will be better able to manage their own business. This is important for creating economic independence, where communities are not only dependent on raw agricultural products, but are also able to create products that have a higher selling value (Murti et al., 2025). In addition, the training will also provide insights on business management, marketing, and product development strategies.

The reason why this service is needed is very clear. Firstly, this training will provide the community with practical knowledge on how to process corn into ice corn, which is an innovative and attractive product. Secondly, by improving skills and knowledge, the community will be better able to manage their own business. (Hendriadi et al., 2019), which in turn can increase family income. Third, the development of local products such as ice corn can help create new jobs and reduce unemployment in the village. Fourth, this activity is also in line with the government's efforts to improve the village economy through community empowerment and local product development. (Widastuti et al., 2019). The training will also encourage collaboration between the community, government and educational institutions. By involving various parties, it is hoped that a strong synergy will be created in the development of the village economy. This collaboration can open up opportunities for communities to gain access to resources, information and support needed to develop their businesses (Komariah et al., 2019). Thus, the ice corn making training will not only provide direct benefits to the participants, but will also have a positive impact on the community as a whole.

It is hoped that the Rejosari community can maximize the potential of corn and contribute to better economic development of the village. By improving skills and knowledge, the community will be better prepared to face challenges in an increasingly competitive market. In addition, the resulting ice corn product can be a symbol of community innovation and creativity in processing local resources. This will improve the image of Rejosari village as an area capable of producing quality and highly competitive products. The corn ice making training in Rejosari is not just a community service activity, but also a strategic step to empower the community, improve the local

economy, and create sustainable innovations. With the right support, the Rejosari community can turn challenges into opportunities.

Method

1. Observation

- a. The service team will coordinate with the local community to identify the problems faced by maize farmers..
- b. Conduct a survey to understand the economic and social conditions of the community and determine the priority scale of existing problems.
- c. Developing a schedule of activities, preparing training materials, and identifying the needs of facilities and infrastructure needed during the implementation of the service..

2. Socialization

- a. Provide information about the importance of product innovation in increasing the selling value of corn to the community.
- b. Explaining the benefits of making ice corn as a processed product that has broad market potential.
- c. Educate the community on how this product can increase farmers' income and provide promising business alternatives..



Image 1. Socialization of Community Service Activities

3. Training and Mentoring

- a. Teach the technique and process of making ice corn, including the raw materials, tools required, and steps in the manufacturing process.
- b. Providing knowledge on product marketing aspects, including how to promote ice corn to consumers.
- c. Assist participants in the production process, provide guidance, and answer questions that may arise during the implementation.
- d. Assist participants in planning marketing strategies for ice corn products, including the utilization of social media to expand market reach.



Image 2. Community Service Product Making Practice

4. Evaluation

- a. Conduct a pretest to determine the participants' level of mastery of the material before the activity begins.
- b. Conducting a posttest to measure participants' cognitive development after the material is given.
- c. Use the evaluation results to assess the effectiveness of the training and mentoring that has been conducted and formulate future improvement measures. (Sanders, 2019).

Result

Prior to the training, most participants showed limited understanding of the process of processing maize into processed products, particularly ice maize. Many of them only knew maize as raw food without realizing the potential added value that can be generated through product innovation (Ango et al., 2023). The results of the initial survey showed that about 70% of the participants had no knowledge of corn ice making techniques, and only 30% had ever tried to make simple processed products from corn. In addition, participants also lacked an understanding of marketing aspects and strategies to promote their products, making it difficult for them to sell their processed maize products.

After the training, there was a significant increase in the participants' understanding of making ice corn. Through interactive and practical training sessions, participants now have a better knowledge of the raw materials, tools needed, and steps in the process of making ice corn (Mustofa et al., 2021). Post-training evaluation results showed that 90% of participants now understand the technique of making ice corn well, and they are able to practice the process independently. In addition, participants also gained insights into marketing strategies, which made them more confident in promoting ice corn products to consumers. Thus, the training not only improved participants' technical skills, but also gave them a broader understanding of the economic potential of processed maize products.

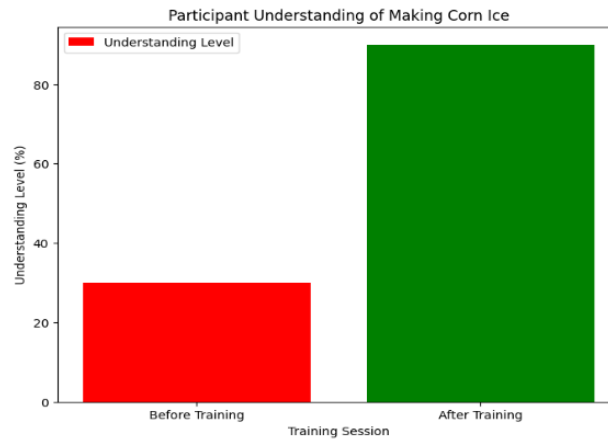


Table 1. Knowledge Change Outcome Score

Discussion

The results of the corn ice making training in Rejosari Village showed a significant impact on participants' understanding and skills. Prior to the training, the majority of participants had limited knowledge of processing maize into processed products, with only 30% understanding the process. However, after the training, the participants' level of understanding increased dramatically to 90%. This suggests that the teaching method used, which combines theory and practice, is a good fit for the program (Nugroho et al., 2025), very effective in improving participants' knowledge (Andayani, 2020). This improvement not only reflects the success of the training, but also shows the great potential that the community has in cultivating local resources.

In addition to increased understanding, the training also had a positive impact in terms of entrepreneurship (Wibowo et al., 2021). Participants not only learned how to make ice corn, but also gained insights into marketing strategies and product development (Martianto et al., 2023). With this knowledge, they are now more confident to market their ice corn products, which is expected to increase family income. The new skills acquired by participants can be a promising business alternative, especially in the summer, where demand for fresh food and drinks increases. This shows that the training does not only focus on technical aspects, but also on broader economic aspects. This community service activity succeeded in empowering the people of Rejosari Village through product innovation. The community now has the ability to maximize the potential of corn. The success of this training also opens up opportunities for further community service activities, where other product innovations can be introduced to further improve the local economy (Hendriadi et al., 2019). With continued support, it is hoped that the Rejosari community can continue to grow and contribute to better economic development.

Following the completion of the corn ice making training, it is essential to establish a sustainable community service initiative focused on social media marketing. This initiative aims to empower participants by equipping them with the necessary skills to effectively promote their newly developed product in the digital

marketplace. By leveraging social media platforms, the community can reach a broader audience, enhance brand visibility, and ultimately increase sales of corn ice. The ongoing support will include workshops on digital marketing strategies, content creation, and customer engagement techniques, ensuring that participants are not only proficient in production but also adept at navigating the online market landscape. This holistic approach will foster economic growth within the community, enabling local entrepreneurs to thrive and contribute to the overall development of Rejosari. Through continuous engagement and training, we aim to create a self-sustaining model that empowers the community to adapt to changing market dynamics and consumer preferences, ensuring long-term success and resilience.

Conclusion

The community service activities carried out in Rejosari Village succeeded in improving participants' understanding and skills in making ice corn. Through interactive and practical training, participants not only learned about corn processing techniques, but also gained insight into product marketing strategies. Evaluation results showed a significant increase in participants' understanding, from 30% before the training to 90% after the training, indicating the effectiveness of this program in empowering the community.

With increased skills and knowledge, it is expected that the Rejosari Village community can utilize the existing potential of maize to create value-added products. This training not only provides economic benefits for participants, but also contributes to the overall development of the local economy. The success of this activity is a positive first step in encouraging innovation and community economic independence, as well as opening up opportunities for more sustainable business development in the future.

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