



UNIVERSITI  
TEKNOLOGI  
MARA

# ICEBIV

## 3<sup>rd</sup> International Competition of Entrepreneurship Business Innovation

**“ Promoting Innovative Entrepreneurship for a Sustainable Economy:  
Pioneering Tomorrow’s Business Models”**



# EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا





# EXTENDED ABSTRACT



"Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Models"

**5th September 2024**

In the joint collaboration involving:

Faculty of Business and Management,  
Universiti Teknologi MARA Kedah Branch,

Faculty of Economics and Business,  
Universitas Islam Bandung, and

Malaysian Academy of SME &  
Entrepreneurship Development (MASMED)



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalammu'alaikum Warahmatullahi  
Wabarakatuh.. Salam UiTM Dihatiku..

It is with immense pride and enthusiasm that I welcome you to the 3rd International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024, hosted by the Faculty of Business and Management, UiTM Kedah Branch. This prestigious event is organized in collaboration with the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the Faculty of Economic and Business, Universitas Islam Bandung (UNISBA), Indonesia. This competition exemplifies our deep commitment to advancing creativity, entrepreneurship, and a spirit of innovation among our students and the wider community.

In today's rapidly evolving world, the ability to innovate has become a fundamental necessity rather than a mere option. Our institution understands the critical importance of innovative thinking in propelling economic growth, addressing urgent societal challenges, and paving the way for a sustainable future. This competition is designed to encourage participants to think critically, challenge conventional ideas, and develop groundbreaking solutions that can leave a meaningful impact in various areas.

This competition is not merely a challenge; it is a valuable platform for learning, collaborating and exchanging ideas. It brings together talented individuals from diverse disciplines, fostering an innovative culture that extends beyond academic boundaries. We encourage our students to apply their knowledge, channel their creativity, and turn their ideas into actionable business solutions.

As the Rector of UiTM Kedah Branch, I am deeply committed to supporting initiatives that help students reach their full potential. This competition provides them with a unique opportunity to showcase their abilities, gain critical experience, and establish networking that will be instrumental in their future careers. I am confident that the skills and insights gained from this experience will empower them to excel in an increasingly competitive and dynamic global landscape.

I would like to extend my heartfelt thanks to everyone who has contributed to the success of this event, including our dedicated faculty and staff, esteemed judges, sponsors, and partners. Your unwavering support and commitment have been integral to the successful realization of this initiative.

To all participants, I urge you to approach this competition with passion, creativity, and determination. This is your moment to shine, to challenge the limits of what is possible, and to create a lasting impact. Regardless of the outcome, your participation itself is a significant achievement, demonstrating your commitment to innovation and excellence.

Let us come together to make this competition a celebration of ideas, creativity, and the entrepreneurial spirit that embodies UiTM and UNISBA. I wish you all the best in your endeavours.

With warmest regards,

**Profesor Dr Roshima Haji Said**

Rector  
Universiti Teknologi MARA (UiTM) Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillaahirrahmaanirrahiim

Assalamu'alaikum Warahmatullahi  
Wabarakatuh

Every participant in the third International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024 deserve my heartfelt congratulations and warmest regards. I extend these to the organizing committee and every one of them. This initiative is a demonstration of the productive collaboration that exists between universities in the ASEAN region. Maintaining a positive relationship between the two institutions, UNISBA and UiTM, will result in the production of academic programs and community service works that are both productive and innovative. In future collaboration, the implementation of this program is something that Universitas Islam Bandung (UNISBA) is strongly advocating for.

Universitas Islam Bandung (UNISBA) has reaffirmed its commitment to the internationalization program and has stated that it will continue offering assistance for various initiatives. It has been beneficial for the university to gain experience by participating in this program. The big ideas instilled in ICEBIV 2024 are thriving.

They will be ensured by the presence of entrepreneurs who have a global perspective and positively impact the surrounding community. Being an Islamic university, UNISBA, is obligated to establish a halal business ecosystem on a global scale by addressing contemporary issues such as the idea of innovation for sustainable business. This obligation is a requirement of the university. In light of this, the electronic proceedings that have been presented will prove to be advantageous for the development of scientific research and technological innovation. For their insightful and enthusiastic efforts in the successful implementation of the Memorandum of Agreement (MoA) between the two institutions, we would like to express our deepest gratitude to the Faculty of Economics and Business at UNISBA, the Malaysian Academy of Small and Medium Enterprise and Entrepreneurship Development (MASMED), and the Faculty of Business and Management at Universiti Teknologi Mara (UiTM) Kedah Branch. To be more specific, this partnership will result in many innovations, particularly in entrepreneurship, which is becoming an increasingly desirable occupation for the younger generation. When it comes to better understanding the global needs and challenges of today, international cooperation is evolving into an increasingly necessary requirement. Allah blesses the constructive actions that are being taken to generate benefits for society and universities. May Allah continue to bless these actions and our international collaboration for giving beneficial for our society and for the future.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Warmest regard,

**Prof. Dr. H. Edi Setiadi, S.H., M.H.**  
Rector Universitas Islam Bandung



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi  
Wabarakatuh

Alhamdulillah, under the grace and mercy of Allah Subhanahu Wata'ala, for this extraordinary occasion of the 3rd International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024. This event is a testament to the strong bond between two great institutions which are Universiti Teknologi MARA (UiTM) and Universitas Islam Bandung (UNISBA). I am proud that our Faculty of Business and Management and MASMED have played a crucial role in bringing this collaboration to life.

I would like to express my heartfelt appreciation to everyone involved in making this event a reality. The 3rd ICEBIV 2024 is more than just a competition. It's a unique platform where we come together to celebrate creativity, unleash potential, and explore business ideas that have the power to impact our communities positively. It's inspiring to see so many bright minds gathered here today and ready to make a difference.

This year's competition offers three key categories namely Business Model Canvas Battle, Business Idea Battle, and Business Plan Battle. Each of these categories will serve as an invaluable platform for participants to validate their business ideas before turning them into successful ventures in the future.

These battles are not just about competition but about providing you with the feedback, guidance, and confidence to take your innovative ideas to the next level.

The theme of this year's competition, "Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Model," resonates deeply with our mission. We live in a time where innovation and entrepreneurship are key to building a resilient and sustainable future. This competition is our way of nurturing that entrepreneurial spirit, encouraging you to think creatively and develop solutions that are not just innovative but also relevant to the challenges we face today.

To all the participants, I wish you a truly rewarding experience. Remember, every great idea starts with the courage to think differently and the willingness to take risks. Don't be afraid to dream big and this competition is your opportunity to do that. I hope you leave here with not just memories but valuable lessons that will guide you in your future endeavors.

As we look forward to the future, I sincerely hope that this won't be our last gathering. I'm already excited about the possibility of organizing the 4th ICEBIV next year. Let's keep this momentum going and continue to strengthen our collaboration in promoting entrepreneurship on a global scale.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

With Warmest Regard

**Dr. Junaidah Ismail**

Deputy Rector of Academic Affairs  
UiTM Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi  
Wabarakatuh,

Dear respected Rector of Universitas Islam Bandung (UNISBA),  
esteemed Rector of Universiti Teknologi MARA (UiTM),  
distinguished lecturers, talented competition participants,  
and ladies and gentlemen.

First, let us thank Allah Subhanahu Wata'ala, because by His grace  
and mercy, we can all gather in this prestigious event, the  
3rd International Competition of Entrepreneurship Business  
Innovation (ICEBIV) 2024. This event is one of the collaborations  
between two educational institutions strongly committed  
to building an innovative and globally competitive young  
generation, the Faculty of Economics and Business of Universitas  
Islam Bandung and Universiti Teknologi Mara (UiTM).

On this occasion, I express my highest appreciation to all the  
committees and parties involved in organizing this event. The 3rd  
ICEBIV 2024 is not just a competition but also an extraordinary  
platform to develop potential, explore creativity, and explore  
business ideas that can positively impact society, especially  
students and professionals.

We are all aware that innovation and entrepreneurship are crucial to building a resilient and sustainable economy  
in this era of globalization. Therefore, this competition has a crucial role in fostering the spirit of entrepreneurship  
among students and professionals while encouraging the creation of business solutions that are creative,  
innovative, and relevant to the needs of the times.

To the participants, I wish you enjoy and happiness by participating in this competition. Do not be afraid to  
dream big and take risks when developing your ideas. Remember that every great innovation always starts with  
the courage to think outside the box and take the first step. Hopefully, through the 3rd ICEBIV 2024 competition, all  
of you can gain valuable experience that will help you in your future career journey.

Finally, I hope the 3rd ICEBIV 2024 can run successfully and benefit all participants and institutions involved. Let us  
make this event a momentum to strengthen the cooperation between FEB Unisba and UiTM and advance the  
world of entrepreneurship internationally.

Allow me to provide a "pantun" to encourage the organizers and participants of the 3rd ICEBIV 2024, which  
characterizes literature and culture in Indonesia.

Jalan jalan ke Semanggi  
Jangan lupa membeli batik bermotif  
Ayo mahasiswa ramaikan ICEBIV bergengsi  
Dikancah internasional dengan penuh ide inovatif

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Sincerely,

**Prof. Dr. Nunung Nurhayati, SE., M.Si., Ak., CA.**  
Dean Faculty of Economic and Business  
Bandung Islamic University, Indonesia



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# PURPLE SWEET POTATO INNOVATION AS A HEALTHY SNACK (UMBASA) MINI SWEET POTATO WITH MANY FLAVORS

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## Abstract

In Indonesia, local foodstuffs are very diverse, ranging from beans to tubers. Various types of tubers are easy to find because they are suitable for Indonesia's tropical climate. One of the commonly used tubers is purple yam. Purple sweet potato is an agricultural product and is a traditional food that contains high levels of anthocyanins that function as antioxidants. Purple sweet potatoes which are usually only steamed, fried, boiled and now have the latest innovation by wrapping them using spring roll skins. In addition, sweet potatoes, which are usually processed in large sizes, now come in a mini size that can make it easier for customers to take them anywhere. The purpose of this research is to be traded in the market, because this is a delicious and cheap snack, and of course liked by the public. This research method uses experiments, namely to evaluate the effectiveness of various strategies in purple yam-based entrepreneurial practices. The study involved a series of experiments designed to test various variables, such as production techniques, marketing strategies, and product innovation. Research Results This experimental method aims to develop and evaluate the potential of entrepreneurial businesses based on purple sweet potato processed products. The experiment was carried out through several stages, including identifying the potential of purple yams, developing products, analyzing the market, implementing marketing strategies, and financial analysis. Purple sweet potatoes are chosen because of their high nutritional content and attractive natural color, which can be a plus in product marketing. This study concludes that purple yam-based entrepreneurship has bright prospects and can become a sustainable business model with continuous product innovation creatively.

**Keywords** : Purple Sweet Potato, Local food, Spring roll skin

## 1. INTRODUCTION

Indonesia is a country rich in agricultural products, including tubers. There are many types of tubers, such as cassava, kimpul, suweg, and sweet potato<sup>1</sup>. Purple sweet potato (*Ipomoea batatas* L. Poir) is a tuber that is widely found in Indonesia in addition to white, yellow, and red colors. <sup>2</sup>Sweet potatoes are short-lived crops that can be harvested within 3 to 4 months and are a local food ingredient that can be used as a substitute for rice. In Maluku, sweet potatoes are an important source of carbohydrates after rice, cassava, and sago.

Sweet potatoes also contain dietary fiber in the form of soluble and insoluble fiber, which has the ability to absorb excess fat/cholesterol in the blood. This nutritional component supports the use of purple sweet potatoes to diversify their diet to reduce dependence on wheat. In addition, purple sweet potatoes also contain antioxidants that make the flesh of sweet potatoes dark purple so that they attract the attention of many people.

<sup>1</sup> Ulva Hasdiana, 'The Utilization of Purple Sweet Potato (*Ipomoea Batatas* L. Poir) as a Substitute for Part of Wheat Flour and a Source of Antioxidants in White Bread', *Analytical Biochemistry*, 11.1 (2018), pp. 1–5

<sup>2</sup> Helen Hetharie, "Characteristics of processed foods made from local sweet potatoes," June 2014, 2016 <<https://doi.org/10.13140/RG.2.1.5096.2960>>.

Purple sweet potatoes are also rich in fiber and carbohydrates with low glycemic content, so they can reduce the risk of hypertension and diabetes. Purple sweet potatoes were chosen because they contain very high amounts of beta-carotene or vitamin A, thus helping to prevent certain types of cancer. Beta-carotene has the function of protecting the skin from sun damage by deflecting and repairing cell damage due to excessive UV exposure<sup>3</sup>. The darker the color, the higher the level of beta-carotene in purple sweet potatoes which is a former of Vitamin A in the body. Purple sweet potatoes contain vitamins A, B, and C, calcium and potassium which function to relieve stomach inflammation.

Purple sweet potato has nutritional content in 100 g of wet weight, namely carbohydrates (19.61%), protein (1.03%), fat (0.32%), ash content (0.01%) and water content (78.86%).<sup>4</sup> Koswara (2013) reported that the anthocyanin content in purple sweet potatoes is 20 mg/100 g to 924 mg/100 g wet weight, so it has the potential to be a source of antioxidants. However, sweet potatoes are still not properly utilized by the community during the harvest season. Sweet potatoes are often boiled, steamed, or fried for consumption. Purple sweet potatoes have flesh that is quite dark purple so that it attracts a lot of attention. The purple color of sweet potatoes is caused by the presence of anthocyanin purple pigment that spreads from the skin to the flesh of the sweet <sup>5</sup>potato. This concentration of anthocyanins is what causes several types of purple sweet potatoes to have different purple color gradations.

Anthocyanins in purple sweet potatoes have activity as antioxidants. The difference in antioxidant activity between purple and red sweet potatoes lies in their color patterns. In red sweet potatoes, the dominant type is pelargonidin-3-rutinoside-5-glucoside, while in purple sweet potatoes, anthocyanins and peonidin glycosides have stronger antioxidant activity. Therefore, purple sweet potatoes have great potential as a source of natural antioxidants and also as a natural purple dye. Natural antioxidant compounds are able to slow, delay, or prevent the oxidation process.

The anthocyanin content in purple sweet potatoes is quite high, the content can reach 519 mg/100g wet weight, so it has great potential as a source of antioxidants for human health. The use of sweet potatoes in Indonesia is mostly still processing traditional foods such as chips, cakes, and other traditional foods.

Purple sweet potatoes are beneficial for toddlers who have undernutrition or underweight. <sup>6</sup>In toddlers who had undernutrition before being given to 29 toddlers, the additional purple sweet potato processed food was 8.25 kg and the body weight after being given the purple sweet potato processed additional food increased to 8.77 kg.

<sup>3</sup> Eka Rachmawati et al., "Training on Processing Purple Sweet Potatoes as an Alternative to Healthy Snacks during the Pandemic," *Academic Service*, 2.01 (2021), 27–35.

<sup>4</sup> Paramitha Rahayu, Siti Fathonah, and Meddiati Fajri, "Acceptability and Nutritional Content of Purple Sweet Potato-Based Supplements," *Food Science and Culinary Education Journal As A Substitute For Some Wheat Flour and A Source Of Antioxidants In J.Tekno White Bread. and Food Industry*, Vol. XXI No. 1 Th. 2010," *British Medical Journal*, 2.4731 (1951), 605–6 <<https://doi.org/10.1136/bmj.2.4731.605-b>>.

<sup>6</sup> Iga Gia Efani, Grace K L Langi, and Yohanis A Tomastola, "Nutrition Education and Supplementary Foods Processed from Purple Sweet Potatoes on the Nutritional Status of Undernourished Toddlers in the Working Area of the Tanoyan Health Center, Bolaang Mongondow Regency," *Multidisciplinary Scientific Journal*, 2.1 (2023), 41–50.

In addition, so far the community still considers sweet potatoes as a food ingredient that has just been used in emergency situations, even referred to as a raw material for various industries, raw materials for animal feed, or as an efficient food ingredient for the future and this entrepreneurship is an ability in the business field that contains elements of talent, knowledge and skills<sup>7</sup>

There are many types of sweet potatoes, including white yams, purple yams, Cilembu yams, Kasans yams, sari yams, boko yams, yellow yams, and yellow yams. Basically sweet potatoes have a skin color that ranges from dark purple to black, and the flesh is light purple or dark purple. Usually, the longer the purple sweet potato is left alive, the sweeter the taste of the sweet potato itself will be. Previous research aimed to obtain materials used as matches and references, in addition, the assumption of similarities with this research. So we researchers list previous research as follows:

The research was conducted by Susetyowati Sofia et al<sup>8</sup>. Discussing "Production Training and Marketing Strategy of Sweet Potato Chips in Pal Putih Village, Sorong City" The purpose of this study is to hold special training for mothers or mothers in Pal Putih village to have skills in processing Sweet Potato Chips into Sweet Potato Chips that have good quality.

This training not only increases the knowledge of mothers in making products but is also able to implement marketing strategies by paying attention to product quality, packaging, aesthetics of packaging appearance, branding and labelling, housewives who take part in the training are encouraged or motivated to make a sweet potato chips business so that they can increase their income. The implementation of the activity is carried out with the following steps: Observation; Completion of service and socialization permits; Training; Material reinforcement; and Discussion. The implementation of Community Service Activities is described as follows: Production training, marketing strategies, entrepreneurial motivation; The training is about the beginning of preparation before producing, production process, packaging process, labelling process.

We can see that most of the purple sweet potatoes are usually only steamed or fried and many Indonesian people also process them into chips. Of course, it makes consumers want processed purple sweet potatoes with the latest innovations.

Therefore, with the development of today, we have made an innovation, namely purple sweet potato wrapped in spring roll skin is a food innovation that combines two types of popular foods in Indonesia, namely sweet potato which is a traditional Indonesian food and spring roll skin.<sup>9</sup>This spring roll skin is widely produced, even spring roll skin is produced by MSMEs in Indonesia. Although this spring roll skin is only limited to a thin sheet and circle-like skin, it can be used to wrap the contents of food that has been processed previously into a delicious snack. Purple sweet potatoes and spring roll peels are one of the ingredients that are easy to find in the market and the manufacturing process is easy and does not require large capital.

<sup>7</sup> Intan Nurrachmi et al., *Entrepreneurship*, PT.Widina Bhakti Persada;Bandung (2021), 10

<sup>8</sup> Susetyowati Sofia - et al., "Production Training and Marketing Strategy of Sweet Potato Chips in Pal Putih Village, Sorong City," *Journal of Community Civilization*, 3.5 (2023), 159–67 <<https://doi.org/10.55182/jpm.v3i5.184>>.

<sup>9</sup> S D Purnomo and D Retnowati, "Processing Spring Roll and Dumpling Peels in Micro, Small and Medium Enterprises 'Aw Snack,'" ... : *Journal of Service to ...*, 02.02 (2023), 100–104 <<https://doi.org/10.56681/wikuacity.v2i2.115>>.

In addition to being wrapped using spring roll skin, our purple sweet potato processing is mini- sized. Because it is easy to carry anywhere. Not only that, this mini size can also attract the attention of all circles of the community, one of which is elementary school children. We named this processed sweet potato "Umbasa" (Mini sweet potato with many flavors). We provide a variety of glazes, namely chocolate, tiramisu, matcha or green tea, red velvet, vanilla, and many others. Then it is sprinkled with oreo powder, rainbow ball balls and many others.

The purpose of our products to be traded in the market, because it is a cheap and delicious market snack, besides that we also want to maintain traditional Indonesian food and all people must try this cheap but not cheap food which is combined with a variety of toppings that upload tastes.

This study has similarities and differences with previous research because both are the same in the form of Purple Sweet Potato processing. In a different way, this research focuses on innovations where this purple sweet potato is coated using a mini size spring roll skin and combined with various kinds of toppings, which are suitable for all groups. The material is also easy to find in the market and can be sold in the market.

## 2. MATERIALS AND METHODS

The research on this product uses experiments, namely to evaluate the effectiveness of various strategies in purple sweet potato-based entrepreneurial practices<sup>10</sup>. The study involved a series of experiments designed to test various variables, such as production techniques, marketing strategies, and product innovation. The research subjects consisted of a control group and an experimental group that were given different certifications, for example using different agricultural techniques or innovative marketing strategies.

Data collection is carried out by observing the results of each treatment given. Variables – variables such as production output, sales rate, and consumer satisfaction are measured and compared between the control group and the experimental group<sup>11</sup>. By using this experimental method, the research is expected to provide strong empirical evidence on the best strategies in purple yam-based entrepreneurship, as well as provide practical recommendations for business actors<sup>12</sup>.

## 3. RESULTS AND DISCUSSION

### A. Purple Sweet Potato and Spring Roll Skin as Basic Ingredients and Origin of the Name

We named this product "UMBASA" mini sweet potato with many flavors. We make food with basic ingredients of purple sweet potato and spring roll skin which are easily found in the market, both traditional markets and modern markets. Purple sweet potato and spring roll skin are also relatively cheap.

<sup>10</sup> King Bonan Dolok Sormin, Febe Gasperz, and Syanne Woriwun, "Characteristics of Tuna Fish Nuggets (Thunnus sp.) with the addition of purple sweet potato (Ipomoea batatas)," *AGRITEKNO: Journal of Agricultural Technology*, 9.1 (2020), 1–9

<<https://doi.org/10.30598/jagritekno.2020.9.1.1>>.

<sup>11</sup> Vieta Annisa Nurhidayati et al., "Development of Purple Sweet Potato-Based Dim Sum Products (Ipomoea Batatas L.),"

*Journal of Applied Science*, 12.2 (2022), 98–109 <<https://doi.org/10.29244/jstsv.12.2.98-109>>.

<sup>12</sup> Purnomo and Retnowati

The origin of the name UMBASA is that later the purple sweet potato that has been wrapped in spring roll skin will be cut into small pieces (mini) to be fried which then after being cooked will be added with various sweet topping flavors on top. For that reason, the name UMBASA is Mini Sweet Potato with Many Flavors

B. Application of Innovation in UMBASA Products

This UMBASA is made through various processes. We prefer purple sweet potatoes in addition to being rich in various compounds that are good and good for the human body, purple sweet potatoes also have an interesting color, namely purple. A pretty striking color for a meal. So we prefer purple sweet potatoes as the basic ingredient. In addition to purple yams, we also use spring roll peels as the skin to wrap the purple yams. Spring roll peel which is a simple and cheap food is found in the market, besides that spring roll peel can also be made by making dough from wheat flour and printed in Teflon. In addition, we also add various toppings such as glaze of various flavors, chocochip, goriorio which have been added as additional toppings for sweeteners. The shape of UMABASA is also new, namely ubu which is produced from sweet potatoes that have been rolled together with spring roll skins and then cut into several parts, the uniqueness is the pieces from UMABASA, pieces that will produce a beautiful shape, namely purple sweet potatoes with white partitions from spring roll skins will look like combroloni food, maybe UMBASA will also be referred to as traditional Combrotoni.

C. UMBASA Making Process

The manufacturing process is quite easy, purple yams that have been washed are then boiled or steamed. After the purple sweet potato is felt to be ripe, the skin is peeled, after that the purple sweet potato is grown until smooth. Then prepare the spring roll skin on a flat container. Add the purple sweet potato that was earlier little by little and then flatten it to all sides, not too much and not a little, because if there is a lot of it, it is afraid that the skin of the spring rolls can be damaged, and if it is too little, it is afraid that it will not form and become a mess. After that, the spring roll skin is rolled slowly to the end, wrap the spring roll skin with wheat flour that has been mixed with water, so that the spring roll skin can stick well.

After rolling, cut the spring roll skin into several parts. Because UMBASA is a mini sweet potato, so the pieces should not be small, it is feared that the sweet potato will become a mess. In addition to making mini sweet potatoes, we also make purple sweet potatoes which are large versions, we make the variety of UMBASA shapes not only mini.





Figure 1. UMBASA mini version after being cut  
Source : Processed by Researcher



Figure 2. UMBASA large version  
Source : Processed by Researcher

After being cut into UMBASA is ready to be fried, our products will be fried impromptu, the texture of the spring roll skin which if over time in room temperature will not have a crispy taste, or become tough. For this reason, we will fry directly when there is a buyer. In frying this UMBASA must use medium heat, because the skin of spring rolls is thin and easily dries when fried, medium heat so that this UMBASA can be cooked perfectly.



Figure 3. UMBASA after being fried  
Source : Processed by Researcher

After being fried and arranged in a food paper box, UMBASA will then be given various toppings on it according to the buyer's taste. The first toppings are glazes with various flavors such as chocolate and tiramisu which are commonly used in food toppings. Then for a more interesting look, you can add a variety of powdered toppings such as chocochips, shredded cheese,



Figure 4. Finished Toppings and UMBASA

Source : Processed by Researcher

#### D. UMBASA Target Market and Competition

UMBASA products are one of the healthy snacks that can be eaten anytime and anywhere, for that in the target market we target all groups, both from children to the elderly. Children will be interested in the appearance of UMBASA which has a striking purple color added with various contemporary toppings that add sweetness to UMBASA. In addition, parents who like purple sweet potatoes as a traditional food that has been innovated into contemporary food. The price we will sell is also very affordable for all groups. Even though there are many people out there, I believe that there will be a lot of innovations with the basic ingredients of purple sweet potatoes and spring roll skins.

#### E. Dissemination of UMBASA Market

In this day and age, marketing trends in the digital era are very important for entrepreneurs, especially food product entrepreneurs. For this reason, in this UMBASA Product, we will use marketing trends on social media. Social media will allow us to communicate with millions of other users. For an entrepreneur, this opportunity is very big to be used as one of the marketing communication tools. We take social media because it has a wider reach, is effective and efficient. Especially nowadays almost all people have social media such as (What's App, Instagram, Twitter, Tiktok, Facebook) and other social media, this is the hope that if there is an advertisement for UMBASA products on social media, everyone will be more aware of this UMBASA product. Our plan in selling UMBASA products is with a Pre Order (PO) system. This PO system is known today by online shops which can be interpreted as a system for ordering goods/products in advance because the goods are not available directly, and consumers who want to order have to wait for a few days depending on the seller's decision, while for the payment there is done at the beginning or at the end after the product is available<sup>13</sup>.

<sup>13</sup> Tiyas Ambawani and Safitri Mukarromah, "The Practice of Online Buying and Selling with a Pre-order System in Online Shops in a Review of Islamic Law," *Alhamra Journal of Islamic Studies*, 1.1 (2020), 35 <<https://doi.org/10.30595/ajsi.v1i1.9115>>.

UMBASA products are products that will be better enjoyed if they are still warm, because there will be a sensation of melting glaze along with purple sweet potatoes wrapped in crispy spring roll skin after frying. Because this UMBASA has a weakness, namely if it is left for too long after being fried, then the texture of the spring roll skin that starts crispy will be a little tough, for that in this UMBASA sales design we will open the PO system to find out who the consumers will buy, the PO system also has advantages, namely we will be more aware of how much product must be produced according to the number of existing orders.

F. UMBASA Cost Budget Plan

We made a budget plan for the first UMBASA product, we got various raw material prices, and we also took into account the costs that we would get from UMBASA sales. Here is the breakdown of the cost:

Table. 1 RUMBASA  
Source : Processed by Researcher

<b>Raw Materials</b>	<b>Quantity</b>	<b>Price</b>
Purple Sweet Potato	1 Kg	IDR 10,000
<i>Tiramisu Glaze</i>	1/4 Kg	IDR 15,000
<i>Chocolate Glaze</i>	1/4 Kg	IDR 15,000
<i>Paper Box</i>	9 Pieces	IDR 7,200
Fork (small)	1 <i>Pack</i>	IDR 3,000
<i>Chocochip</i>	1/2 ounce	IDR 4,000
Gas	1 Piece	IDR 26,000
Spring Roll Skin	2 Packs	IDR 6,0000
Cooking oil	1/4 Kg	IDR 4,000
<b>Total</b>		<b>IDR 90,200</b>

With a total initial capital of IDR 90,200 when making UMBASA, we produce UMBASA products with 2 sizes, namely mini sizes which if put into a product container (paper box) we produce:

- 1) 6 Paper box for the size of the UMBASA which is mini (for the number of unspecified words, adjusted to the size of the paper box S), to see the results are in the Figure. 3
- 2) 3 Paper box for UMBAS size which is a large version (The number of UMBASA inserted is 5 pieces into the size of the paper box M) to see the results are in the Figure. 3

The calculation is the total initial capital divided by the number of UMBASA produced:

$$\text{IDR } 90,200 - 9 (\text{total paper box}) = \text{IDR } 10,100/\text{box}.$$

The above price does not include the benefits of UMBASA products. We will set a selling price of IDR 12,000/box for the mini UMBASA size, and a price of IDR 15,000/box for the large UMBASA size. At this price we will make a profit from each different size.

- 1) UMBASA is mini: Selling Price – Initial price x Number of paper boxes produced in one production = IDR 12,000 – IDR 10,100 x 6 = IDR 11,400
- 2) UMBASA which is a large version: Selling Price – Initial price x Number of paper boxes produced in one production = IDR 15,000 – IDR 10,100 x 3 = IDR 14,700

So the total profit that we will get from one UMBASA production with an initial capital of IDR 90,200 is IDR 11,400 + IDR 14,700 = IDR 26,100.

With such results, this business idea is very interesting to live. Products that use simple and cheap basic ingredients, but offer extraordinary taste and innovation in shapes and varieties, making UMBASA popular among consumers. Purple sweet potato as the main ingredient is not only good for health, but also gives a traditional touch that is packaged modernly with crispy spring roll skin and various interesting toppings. UMBASA products also have advantages in terms of economy, with low production costs and affordable selling prices for all groups. The quantity and quality offered are worth the price, making it a lucrative option for consumers. With a combination of innovation, delicious sara, and friendly prices, this business idea has great potential to succeed in the market.

#### **4. CONCLUSION**

The conclusion is that the products that we make with simple and cheap basic ingredients, do not make the taste ordinary, but with innovations in various shapes and tastes, UMBASA is attractive among consumers. Purple sweet potato which is the main basic ingredient that has compounds that are good and good for health, purple sweet potato is also usually steamed or fried with flour dressing, now there is an innovation wrapped with spring roll skin that has a crispy texture if fried, added with toppings that have various flavors, and attractive colors.

In addition, this UMBASA product is also very cheap, starting from production costs to selling costs, it can still be reached by all groups, the taste and quantity of UMBASA sold are also quite a lot and worth the selling price. Everyone wants innovative, healthy, and practical food, with a preference for products that are not only tasty but also nutritious and easy to serve. To reach this market, UMBASA's deployment strategy will focus on digital promotion through social media and e-commerce platforms, partnerships with food influencers, and product introductions at various culinary events and food exhibitions. With this approach, UMBASA products are expected to achieve wide distribution and meet the increasing consumer needs for practical and healthy food products.

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