

Business Development Assistance for Processed Peanuts (*Kacang Kapri*) Products to Improve Community Welfare in Sampalan Klod, Dawan, Klungkung

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ABSTRACT

This community service program enhanced small-scale businesses producing processed *kacang kapri* in Sampalan Klod, Dawan, Klungkung using a local potential-based empowerment approach. The main challenges included weak business management, no financial records, outdated equipment, limited marketing strategies, and unattractive packaging. Activities involved training, mentoring, and providing appropriate technology such as blenders and packaging sealers. Interventions included basic bookkeeping, professional packaging and labeling, and marketing through social media and offline channels. Results showed adoption of daily bookkeeping, a 25% sales increase, a 16% growth in assets, stronger community participation, and wider market access via partnerships with local shops and cooperatives. The program demonstrates that integrated mentoring supported by appropriate technology can boost business capacity and sustainably improve rural community welfare.

INTRODUCTION

Development of Micro and Small Enterprises (MSEs) Based on Local Food Products is an effective strategy for improving rural community welfare. Sampalan Klod Village, located in Dawan District, Klungkung Regency, has significant agricultural potential, with one of its flagship products being the traditional snack *kacang kapri*, renowned for its distinctive flavor (Desa Sampalan Klod, 2025). However, this economic potential has not been fully utilized due to weak business management, outdated production tools, unattractive packaging, and underdeveloped marketing strategies. These issues hinder local artisans from competing in broader markets. Similar conditions occur in many rural areas of Indonesia, where commodities such as peanuts are sold without processing, resulting in low added value (Hehanussa & Hukom, 2023; Awabiti et al., 2025).

Peanuts are, in fact, a nutritious and economical food source that can be processed into various high-value products (Purba, 2012; Silawibawa et al., 2022). Previous studies indicate that mentoring programs focusing on production, management, and marketing innovation can significantly improve business capacity and rural welfare (Adrianus et al., 2023; Kai et al., 2016). Likewise, enhancing packaging and branding has been shown to be a critical factor in increasing the appeal and competitiveness of local products (Darmisa, 2018; Baru et al., 2019; Ezward et al., 2021).

Kacang kapri is a signature snack of Sampalan Klod Village, long appreciated for its savory taste, produced through a unique, traditionally preserved process passed down for generations. Despite its popularity, this product has yet to significantly improve the livelihoods of its artisans. The business has strong potential to grow into a profitable sector, yet limited business vision, knowledge, and skills, along with outdated equipment, constrain its development. Among *kacang kapri* producers, Mr. Komang Wiguna and his three-member group are among the most committed to developing their enterprise. In this community service program, their group was selected as the partner to be nurtured, aiming to expand and professionalize their business to improve economic welfare.



Figure 1. The Unwar PKM Team Conducted an Observation of *Kacang Kapri* MSMes



Figure 2. The Packaging for *Kacang Kapri* Product does Not Have a Label Yet



Figure 3. Very Simple and Outdated Production Equipment



Figure 4. The Process of Producing *Kacang Kapri*

The partners operate as a home-based enterprise, producing *kacang kapri* using simple methods without a structured business management system. Production remains manual, from shelling peanuts and mixing spices to frying, using worn-out tools. Raw materials are sourced from local farmers or purchased directly. Although the product has a distinctive and well-liked flavor, it struggles to compete in the souvenir snack market due to limited packaging and lack of brand identity.

The main challenges faced by the partners cover four aspects. First, financial management is poorly organized, with no cash flow recording and no separation between business and personal finances. Second, there is no documentation of production costs or profit/loss calculations to support performance evaluation. Third, marketing strategies are minimal, relying solely on orders and consignment in nearby shops, without labels or branding to strengthen product identity. Fourth, most production equipment is manual and deteriorated, reducing efficiency and production capacity. These conditions indicate that despite the product's taste advantage, its competitiveness remains low due to the absence of strong business management, effective marketing, and adequate production technology.

IMPLEMENTATION AND METHODS

The community service program, implemented through the empowerment of *kacang kapri* business groups in Sampalan Klod Village, Dawan District, Klungkung Regency, aimed to address the various challenges faced by partners in developing their enterprises. The program's implementation method was designed to provide practical and participatory solutions, focusing on production, marketing, and financial management.

Production issues, particularly in equipment and packaging, were addressed through the provision of appropriate technology and hands-on training. The PKM team from Universitas Warmadewa supplied production tools such as large woks, complete gas stoves, blenders, heat sealers, scoops, and jars in various sizes. These tools enabled more efficient, hygienic production and enhanced the visual appeal of the products. In terms of packaging, the team trained partners to use airtight plastic and high-quality jars to maintain product crispness and improve presentation. Packaging was also designed with distribution and storage in mind to minimize damage during sales.

Marketing challenges were tackled using an integrated approach, starting with the creation of a product label or brand that reflects the local identity of *kacang kapri*. These labels were affixed to the packaging to increase perceived value and consumer appeal. Distribution strategies were expanded through consignment agreements with local shops and cooperatives, reducing reliance on direct sales at the production site. The PKM team also developed promotional materials, including brochures for dissemination via WhatsApp and social media, aligning with cost-effective digital marketing trends. Promotional efforts considered both the partner's production capacity and their limited digital literacy, while still opening opportunities for gradual market expansion (Alma, 2016).

Business management and bookkeeping were also key focus areas. The PKM team emphasized the importance of simple bookkeeping as a foundation for business evaluation. Partners were trained on the functions and preparation of basic financial statements, including daily cash books, revenue reports, and production expense reports. As noted by Kasmir (2019), financial statements are essential tools for assessing a business's condition and performance over a given period. During implementation, the team provided intensive guidance in manual bookkeeping, recording sales transactions, production costs, and labor payments. This approach was expected to help partners determine turnover, identify costs, and set fair selling prices and profit margins.

Overall, the method involved lectures, training, on-site mentoring, and the provision of production tools tailored to the partners' needs. The process was carried out in stages, beginning with preliminary observation, implementation, evaluation of progress, and ending with the preparation of reports and documentation of outputs. Through this strategy, the program not only provided short-term solutions but also promoted business sustainability and long-term improvement in the partners' economic welfare.

RESULTS AND DISCUSSION

This community partnership program generated several economic and social impacts for the partner, including the following:

Table 1. Indicators of Program Outcomes

No.	Description	Before PKM	After PKM	Progress
1.	Asset	15 million	17,5 million	+/- 16%
2.	Average turnover /month	5,470 million	7,565 million	+/- 25%

Source: Data Processed, 2025

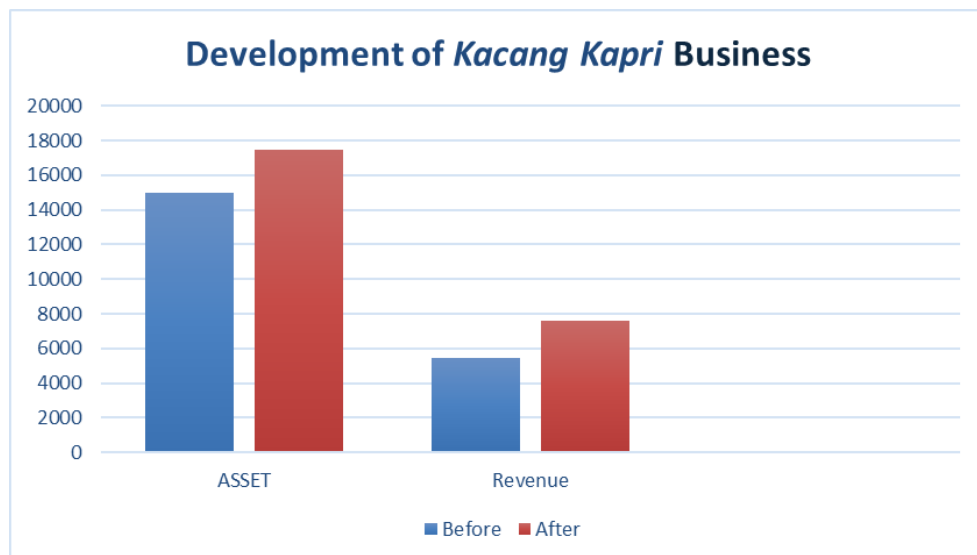


Figure 5. Graph of the Development of "Rahayu Snack" Kacang Kapri Business

In implementing this community service program, *kacang kapri* artisan group in Sampalan Klod Village demonstrated highly active participation. The partners showed great enthusiasm throughout every stage of the activities from preparing the training venue, attending the entire series of counseling and technical training sessions, to directly engaging in the application of appropriate technology provided by the PKM team from Universitas Warmadewa. The initial stage began with observation and discussions with the partners to identify the main challenges in *kacang kapri* processing. Based on these findings, the PKM team designed a mentoring scheme tailored to the local context and the partners' capacity. One proposed solution was the introduction of appropriate production technology, including a blender for grinding spices, a closed fryer to maintain product hygiene, an oil-draining device to improve product quality and shelf life, and a sealing machine to enhance packaging quality.

The partners were highly receptive to the innovations offered. They actively participated in training sessions and hands-on practice with the new equipment, and welcomed suggestions for repackaging products to be neater, more attractive, and longer-lasting. In addition, the team assisted in designing product labels and developing a visual identity that reflects local characteristics. Distribution was expanded through a consignment system to nearby shops and stores, addressing the previous reliance solely on direct buyers. Beyond production and marketing, training was also provided on basic financial record-keeping. Partners were trained to maintain a daily cash book and prepare basic financial statements to monitor business income and expenses in a more structured manner. This mentoring aimed to help partners clearly understand their business's financial condition, including profit calculation, operational costs, and fair pricing strategies.

Overall, the program strongly aligned with the partners' needs, enhancing production capacity, managerial skills, and marketing strategies. Through a participatory, local potential-based approach, the program not only succeeded in increasing the partners' income but also created opportunities for replicating this empowerment model in other villages across Klungkung Regency. The collaborative process also strengthened social cohesion among community members, fostering a shared commitment to long-term development goals. In addition, the skills and networks gained through the program have equipped participants to adapt more effectively to changing market demands and emerging economic opportunities.



Figure 6. Opening of the PKM Program and Handover of Production Equipment to *Kacang Kapri* MSME in Sampalan Klod, Dawan, Klungkung



Figure 7. Training on Product Packaging and Basic Financial Book-Keeping for *Kacang Kapri* Products



Figure 8. "Rahayu Snack" Label and Various Packaging Designs for *Kacang Kapri* Products



Figure 9. Marketing and Distribution of “Rahayu Snack” Kacang Kapri Products through Cooperatives and Food Stalls

CONCLUSIONS AND RECOMMENDATIONS

The community service initiative targeting *Kacang Kapri* business group in Sampalan Klod Village, Dawan District, Klungkung Regency, has yielded significant positive impacts in enhancing business capacity and improving the economic well-being of its members. Through a participatory approach and the application of appropriate technology, the partners not only gained improved production skills but also developed a deeper understanding of professional business management. The adoption of simple production tools—such as blenders, large pans, gas stoves, and packaging press machines—has improved efficiency and product quality. Furthermore, training in packaging and marketing, including label design, promotional brochures, and consignment-based distribution systems, successfully expanded market access. Complementary training in basic financial record-keeping strengthened the partners’ understanding of financial management, enabling them to evaluate their business performance more systematically.

Quantitatively, the program contributed to 16% increase in business assets and 25% rise in monthly turnover. These outcomes demonstrate that locally tailored interventions, combined with active mentoring and the application of appropriate technology, can accelerate the transformation of traditional enterprises into more professional, adaptive, and sustainable ventures. The initiative aligns with the Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) through productivity and income improvements for MSMEs, and SDG 9 (Industry, Innovation, and Infrastructure) through the adoption of appropriate technological innovations in production and marketing. Support for local MSMEs such as this represents a tangible step toward fostering inclusive and sustainable rural economic growth.

Beyond the direct economic benefits, the program offers a replicable model for empowering similar village-based enterprises. Its success underscores that strengthening local MSMEs requires a synergy of technological innovation, sound business management, and consistent educational support from higher education institutions. This integrated approach not only enhances the competitiveness of local products but also fosters resilience against market fluctuations. Moreover, by fostering continuous knowledge exchange between academia and local entrepreneurs, the program contributes to sustainable community-driven economic growth.

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