

CHAPTER I

INTRODUCTION

A. Situation Analysis

Based on Law Number 20 of 2003 concerning Article 20 of the National Education System, tertiary institutions are obliged to carry out research and community service in addition to carrying out education for the advancement of the nation and state. Law Number 12 of 2012 requires tertiary institutions to implement the Tridharma of Higher Education, namely conducting Education, Research, and Community Service.

Demonstration is the act of showing someone how to do something, or how something works. In this community service activity, the team are going to show how sweet potato can be processed to become cream that will substitute cream cheese in the making of cream cake. Therefore, the Community Service team wants to share the knowledge that the team has obtained with the community to high schooler / vocational high schooler students in the form of a video demo. Through this activity, the team will introduce to SMA / SMK students about making cream cake using sweet potato as a cream cheese substitute.

With the presence of the CoVID-19 virus pandemic, maintaining health has become a necessity. The World Health Organization or commonly known as WHO (World Health Organization) urges people to consume foods that can help increase the body's immunity due to drugs or vaccines to prevent the spread of CoVID-19 (WHO, 2020). Responding to the current world situation, the Indonesian government has implemented the PSBB which places the majority of citizens in self-quarantine at home. This has led to major changes in the daily activities of most

residents, such as school, work, and shopping having to be done online which triggers a boring routine. Boredom is always associated with higher calorie consumption in the form of fat, carbohydrates and protein (Moynihan et al., 2015).

Food is one of the basic human needs and its fulfillment is part of human rights, it is everything that comes from a source of biological products of agriculture, plantation, forestry, fisheries, livestock, water, which are both processed or not processed designated as a food or drink for human consumption (*Undang-Undang No. 18, 2012*). When food is being served, there is always a composition usually starting from appetizer, soup, main course, and usually ends with dessert (Barrows et al., 2018). According to Kronl (2001, pp. 10, 198) Dessert is a dish composed of fruits, pastries, sweets, cheese, etc. This is a sweet dish or dish that is usually served at the end of a meal. Creamy dishes such as puddings and ice cream, baked goods include cakes and pies, but also cakes and donuts.

In Indonesia alone, the level of cake consumption is experiencing an average increase of 23.4% from 2014 to 2018 and is predicted to continue to increase in the coming years (*Stat Konsumsi Pangan, 2018*).

Even though nowadays the pandemic due to corona virus may threaten various business chain, bakery and other food chain that have implemented takeaway and deliveries apparently shows no sign of a decrease in their daily income, in fact an increase is showing rather than decrease. This can show that the growth of food business is still high and expected to fluctuate (Sugianto, 2020).

In the massive growth of cake consumption in Southeast Asia, consumer tend to look for a new innovative flavors, freshness, and healthiness for value additions during purchasing. As the increase of obesity and also the consumer

demand for healthier alternative, bakery industry has increased its availability and variety for a healthier baked goods such as high-fiber breads, gluten free. As for cakes and bread, according to a study of Southeast Asia bakery products market from 2016 and still on going, the cakes, breads and pastry products has also been creating a healthier product with healthier ingredients such as whole grain, and also by not using any additives or preservatives. Up until recently Southeast Asian consumers are still on the lookout for new flavors and bakers are still creating an innovative and tasty product for the market (*Mordor Intelligence*, n.d.)

Cream cheese is a soft, mild, rich, unaged cheese with a slight acidic taste to it. It is usually made by mixing cream and milk before adding the starter culture to make cheese. The Food and Drug Administration (FDA) in the United States proclaim that cream cheese has to have at least 33% fat and not more than 55% moisture content (Coutouly et al., 2014). A few of popular dessert like cheesecake, cream cake, tiramisu, and many others mainly uses cream cheese as one of its main ingredients (Gisslen 2016). Cream cake is a cake that comes with various types either filled, layered, or topped with various forms of cream or custard (Humble, 2010). However, an excessive consumption of cream cheese may threaten the health of the consumer as it has a fair amount of cholesterol for artery-clogging and it does not provide any significant amount of important nutrients (Lordan et al., 2018).

A typical immune system contains a series of defense mechanisms to protect hosts against various pathogenic microorganisms, such as bacteria, viruses, and parasites (Thakur et al., 2019). Antioxidants have a crucial role in strengthening our immune system, as the World Health Organization suggests we should consume

more immune boosting foods. Some micronutrients provide antioxidants, such as vitamin E, vitamin C and beta-carotene. Beta-carotene is most abundant in sweet potatoes, carrots and leafy vegetables (Muscogiuri et al., 2016)

Ipomoea Batatas or better known as sweet potato is a type of tuber which is the most important food crop of rice, wheat and cassava. This tuber, also known as sweet potato in English, is a plant that offers many uses. Almost all parts of this tuber plant can be used and consumed starting from the roots, stems, to the leaves. Every part of this plant has been tested to improve health. A study research has been conducted and shows that sustainable intake of root crops such as sweet potato can lower total cholesterol level and play a significant role in the prevention for risk of cardiovascular diseases as well as obesity and diabetes mellitus (Trinidad et al., 2013).

According to Badan Pusat Statistik, the average per capita consumption of sweet potatoes from 2014-2018 remained constant with an average growth of 6.13%. Although every year Indonesia produces about two million tons of sweet potato, but there is a decrease in its use as feed and food by 3.75% which results in nearly two hundred and two thousand tons of sweet potato turning into waste in 2018 (Kementerian Pertanian, 2018). Moreover, sweet potato is very versatile and can almost withstand all weather condition, so it is very tolerant, has a really short maturity period ranging from 3 to 5 month and should be considered as one of important crops (Motsa et al., 2015). Therefore, there is an imbalance between the level of sweet potato production and the level of use and consumption.

Hence, the team wanted to convey the knowledge that has been gained from education in the form of a video demo to vocational students. Video demo is the act

of showing someone how to do something, or how something works through video as the media. This time, this community service is aimed at students at SMK Negeri 7 South Tangerang which is one of the Vocational High Schools which has three skill competencies including the Hospitality Accommodation, Catering Services, and Hair Beauty expertise program. Among the three skill competencies, the Community Service Team had the opportunity to bring this PKM to the Catering Service program. Through this activity the team will train and explain about the use of sweet potato as a cream cheese substitute.

B. Partner problem

Because the subject matter of culinary is still limited at SMK Negeri 7 Tangerang Selatan, so it is necessary to develop in the form of knowledge that is channeled through this video demo activity. Vocational school students who take part in this activity are also expected to be interested in learning about sweet potatoes as a substitute material, and increase their knowledge, skills and creativity. This can also be a potential entrepreneurship in the future for these students.