

Increasing Production, Marketing, and Diversification of Mocaf-Based Product

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Abstract

The problem for small businesses of mocaf-based products is drying. Thus, a dryer is needed which will be attempted through an apprenticeship program. Another problem is the need to expand the type of business. Through the diversification of cassava products, it produces mocaf noodles which can be sold at higher prices, thereby increasing income and improving people's welfare. The aim of PkM is to increase and maintain production continuity, as well as increase profits through the creation of derivative products. The target audience is people who are already engaged in the mocaf flour business and small culinary entrepreneurs. The training method is in the form of tutorials and technical training by integrating Islamic values into it. Based on the results of the apprenticeship, small ovens can be made by themselves. However, the production of large ovens cannot be completed considering there is still a shortage of funds. The manufacture and marketing of noodles have been occupied by several small culinary entrepreneurs and sold to meatball traders, as well as sold to consumers who have been customers before. The conclusion is that in order to increase mocaf flour production, it is necessary to make a good drying oven. The PkM team was able to build only 75% of the drying ovens, so more assistance and funding was needed. From the perspective of increasing mocaf-derived products, mocaf noodles are a profitable option, and giving rise to many new entrepreneurs.

Keywords: Production, Diversification, Mocaf, Noodles

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Introduction

Diversification has been advocated by numerous scholars as the answer to financial instability and economic stagnation. Diversification into agriculture has been proposed as a feasible solution to address food and financial insecurity as well as a means to improve economic growth and development by some, including Kemi (2016), Orji (2018), Shitu (2017), Suberu et al. (2015), UNCTAD (2015), Uzonwanne (2015), among others. Diversification is therefore viewed as a workable solution for reducing the risk connected to variability in resource significance. In addition to lowering the pertinent risk linked with monoculture, diversification through agricultural products, like cassava, will improve food security and lower the unemployment rate.

The fourth-most significant crop in the world is considered to be cassava. One billion individuals, or 12.5% of the world's population, depend on it as a staple food

(Adepoju & Oyewole, 2013). The majority of the cassava tubers produced globally are consumed locally as one type of traditional meal or another. In terms of output, it is the most significant crop, and in terms of consumption, it is the second most significant (FAO, 2014).

Rende Village is located in Cikalongwetan District, West Bandung Regency. The total population is 12,272 people. The area is relatively fertile, in the form of plantations and rice fields, almost every garden is planted with good quality cassava. The temperature in Rende Village ranges from 20 to 32 degrees Celsius (Oktini *et al.*, 2022). With the right climate and extensive cassava land in Rende Village, the potential for making flour made from cassava (mocaf) is enormous.

Good mocaf flour has a whiter flour color, a distinctive aroma, and the cassava aroma is gone, as well as the acid content is very minimal so that it almost resembles wheat flour (Amanu & Susanto, 2014). This micro-entrepreneur temporarily stopped production, waiting for the dry season to arrive and working on making a dryer. Mocaf business owners already believe and feel that selling through online business applications is very helpful in marketing but they have not mastered it technically.

Selling mocaf flour alone is not enough to gain large profits. Therefore, it is necessary to create derivative products from mocaf flour. So that, entrepreneurs focus on running a mocaf-based business in order to they get more skilled. Therefore, training on making mocaf noodles will be given. The marketing will be carried out online because they are optimistic that the market will be large and supported by trainers from culinary experts.

At first, in Rende Village there were no people who produced mocaf flour and there were around seven small businesses, six of which were still producing on a small scale and selling it only to one UKM which was both a producer and a container. However, there was one UKM named Adriza Mocaf, in addition to producing, accommodating, also marketing both offline and online. Adriza mocaf, led by Ahmad Solehudin, is the only UKM that is more advanced and even becomes a buyer of other UKM mocaf flour that has not been able to market it to a wider market.

This mocaf flour UKM has experienced development in terms of production, namely quality and equipment. The quality of the mocaf produced in terms of color is whiter and does not smell of cassava and the content of acid is almost non-existent, so that it almost resembles wheat flour. The quality of the mocaf flour produced by Adriza is better. The measurement is done by comparing it with other mocaf flours on the market, and this is what causes Adriza's mocaf flour gets a fast response from online customers. In order to speed up and simplify production, a cutting machine was made using used disc brake motors and the driving motor from used water pumps. Until now, the number of machines owned is only one unit while other SMEs are still manual. There are already have their own business permits through the Single Submission application to facilitate future development such as exports considering the opportunity for the mocaf market abroad is open (Ruriani *et al.*, 2013). The ease of expanding into the export market is also supported by the development of the Shopee business application (CNBCIndonesia, 2021).

The problem that hinders the running of businesses related to equipment and production is drying. Because of that, the mocaf flour production process requires sufficient sunlight to dry the chips that have been formed. The degree of dryness affects the quality of color and taste. During the rainy season, production temporarily stops, while orders from customers use the remaining stock and many orders are not served. Therefore, equipment is needed to heat the chips using an oven, in order to keep mocaf flour production even though it is the rainy season but it can still run. So that, production is no longer too dependent on sunlight.

Another problem, there is a need for derivative products as diversification so that businesses grow faster (Hardono, 2014) from mocaf flour. Despite there are already those who are engaged in the mocaf flour business, these small mocaf flour entrepreneurs still want their derivative product business expands the market to another segment. Apart from that, in order to achieve economies of scale, this UKM not only sells the mocaf flour, but also sells its derivative products at low prices because the raw materials are purchased from the company itself at an average cost of being cheap,

so that they can compete in the market. The alternative is to make mocaf noodles. This is based on the reason that the market for noodles is high (Mukti & Elida, 2017) and will be marketed together with mocaf flour considering the mocaf flour already has customers. Another reason is because it is supported by a culinary expert who has been in the culinary business for 20 years located in Rende Village who is also willing to become a resource person for making mocaf noodles. Not all people are able and interested in producing and pursuing the mocaf flour business considering in making mocaf flour requires expertise so that the results are good quality (Sari, 2021). Therefore, those who are unable to make mocaf flour will be directed to pursue the processed business.

The integration and internalization of Islamic values in PkM activities are especially applied in providing solutions related to problems faced by small mocaf flour entrepreneurs, namely: Educating that doing business must adhere to Islamic ethics (Rivai *et al.*, 2012) as Rosul (HR Bukhari & Jabir) said: "May Allah have mercy on those who are tolerant (easy) when selling, tolerant when buying, tolerant when fulfilling obligations and tolerant when demanding rights." Exemplified by Abdurrahman bin Auf who is wealthy from doing business because he does not make a lot of profit and does not use usury. Another form is that doing business must be honest (Handayani & Fathoni, 2019). For example, consumers make online orders, when products are not available, they notify to consumers, so the consumers do not wait, as said by Abu Sa'id Radhiyallohu Anhu, that the Prophet said : "The true and trusted traders join the prophets, the righteous (shidiqin) and the martyrs" (HR Tirmidhi).

Moreover, this PkM is directed to the development of entrepreneurs who have been running while still focusing on mocaf. Business development is important to maintain sustainability and improve people's welfare (Jony *et al.*, 2021), while focusing on mocaf is the right strategy for SMEs to concentrate on being more focused on achieving expertise and gaining a competitive advantage in it (Hamali, 2016). The target of this PkM is mocaf flour small entrepreneurs and some of them come from small market snack culinary entrepreneurs who are already running. The purposes of this service are to increase production capacity to meet unserved demand, to increase revenue through the sale of derivative products, and to improve online marketing capabilities. The Village Head fully agrees with this PkM idea because in 2020 it has produced results, namely increasing the number of people who are able to create jobs.

The reasons for choosing mocaf flour small businesses in Rende Village are: (1) Mocaf flour small entrepreneurs in Rende Village still need assistance in the form of equipment, especially chip/oven heaters, in order to maintain production continuity even in the rainy season, (2) Demand for mocaf flour, produced by entrepreneurs in Rende Village, has increased after marketing it through the Lazada online application. However, because the stock is limited, the further demand cannot be served, (3) Wanting derivative products, especially noodles. It is because the noodle market is high including customers who want healthy noodles. Besides, expanding the type of business can be more capable derives its profit not only from one product, and it is also supported by sources, namely noodle producers with 20 years of experience, and (4) Unisba-Rende distance of 44.8 Km.

Research Method

The problem approach method is based on the importance of understanding the target audience towards all aspects related to PkM activities. The implementation method consists of (1) Activity plan that includes socialization of the program by giving an overview to Partners about the mocaf flour business and its derivative products with various problems to achieve success from production to marketing, (2) Action plan by formulating details of coaching activities in detail on Partners because each step of development requires the participation of Partners, (3) Preparation of Business Plans for agricultural derivative products as part of the commercial business process. The business plan is prepared as a direction for business activities and will become a guide in monitoring and evaluating business development, (4) Introduction to the potential of mocaf as a source of local ingredients that have the potential to be developed into various diversified/derivative products, one of which is noodles which have great potential considering the market very wide. So, the development is directed where there are certain locations that are used as a source of cassava production, several other

locations are directed as mocaf flour producers, and other locations are directed as culinary producers of processed mocaf flour, one of which is mocaf noodles, (5) Procurement, namely the procurement of machines/chip-cutting oven so that production can be carried out continuously and in a larger volume, (6) Procurement of mocaf noodles, (7) Processing and manufacture of mocaf noodles, (8) Marketing of mocaf noodles which begins with a market test first and is carried out during the PkM program.

The stages in implementing this PkM are (1) Making an apprenticeship plan in order to gain knowledge in making tools, namely cassava drying ovens, with the arrangement of finding an apprenticeship place, asking for approval to do the apprenticeship, appointing apprentices, and making the drying oven independently, (2) Training in making mocaf flour begins with a pre-test, then it is continued with giving Islamic entrepreneurial motivation theory, theory about diversification, training in making mocaf noodles, and then post-test. At the meeting during the mocaf noodle training, several examples of processed mocaf flour were also exhibited which had been processed by the proposing team, then given the task of conducting an experiment at the house of the group leader, namely making mocaf noodles. The results of the experiment were submitted to the trainer and others, and then given a response in the form of an assessment of its feasibility, and (3) Marketing mocaf noodles to consumers, where the consumers at this initial stage were meatball sellers in surrounding environment, which in the future will be marketed to other consumers through the application online business, along with the mocaf flour itself.

The following will describe the process of approaching the problem to help mocaf flour small entrepreneurs and culinary producers to produce mocaf noodles as business diversification.

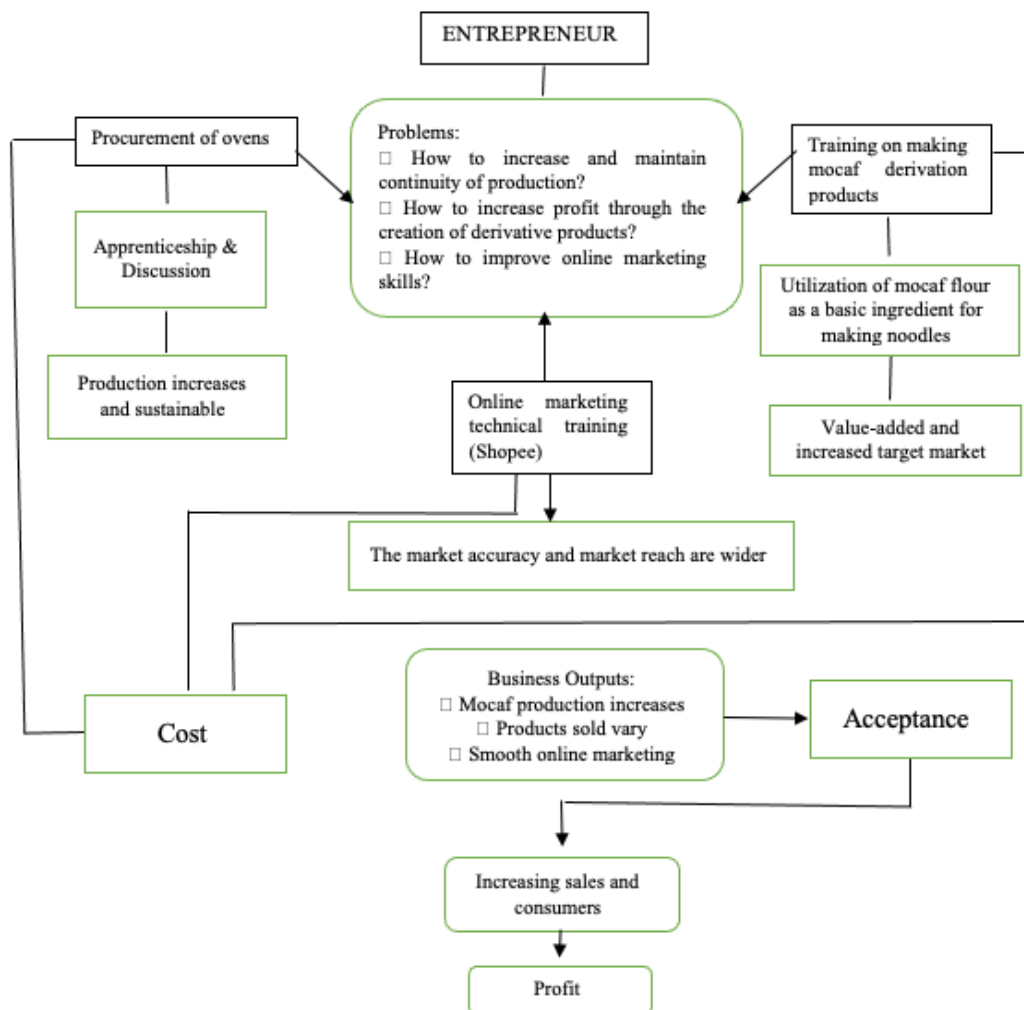


Figure 1. Approach Method

Science and technology transfer carried out by the Unisba PkM Team at each stage uses the principle that every innovation received by Partners goes through the process of: Listening, Knowing, Trying, Evaluating, Accepting, Believing, and Implementing. Through these processes, it is hoped the innovations can be adopted on an ongoing basis, and the target has the ability to conduct an analysis of the development of his business, and is able to develop the innovations that he has mastered. So that, each process goes well, the delivery of innovation to Partners is carried out through the stages of explanation, discussion, practice and mentoring. In general, the approach process to assist Partners in increasing production and diversifying mocaf flour-based products is presented in Figure 1.

Results & Discussion

In the context of the pre-test, the PkM team conducted open interviews with participants to determine their level of understanding regarding the manufacture of drying ovens and the potential derivation of cassava products and the benefits of mocaf flour. The planning stage begins with coordinating with oven manufacturing technicians located in Padalarang to identify material requirements for making ovens. The PkM team provided Rp. 3,500,000. The apprenticeship for two months has not been able to produce oven finished goods because there are still materials that could not be purchased, so we are still waiting for the budget to be collected.

There are two types of ovens, namely heating ovens and drying ovens. The apprenticeship is concentrated especially for drying ovens. The equipment needed is in the form of a blow machine, press machine, ponan, drilling machine, scissors, hammer, nails, iron, glue, and the material is rolls of zinc. The first stage is to determine the type and model. For the production of mocaf flour, what is needed is a type of drying oven with a square model using levels, so that more volume of cassava chips is dried at one time. The next stage is assembly, which begins with cutting and forming the oven according to the desired model. The plates that have been formed by the press machine are glued together using nails, and some use glue on certain parts. The drilling machine is used to make the holes needed, so that the components can be connected to each other. The next stage is the installation of tools for even distribution, namely the drying is even and standardized using time. This is done to avoid erratic temperatures, so that it is not too dry or too wet. The apprenticeship that has been carried out has not resulted in an oven, because it is still waiting for the drying leveler.

On Monday, March 28, 2022, the PkM team held training on making mocaf noodles, namely noodles made from mocaf flour for the community. The first session was filled with an opening speech from the Village Head of Rende. The Village Head stimulated and encouraged the community to diversify their business into the processed food business made from mocaf flour, one of which was mocaf noodles, considering that these mocaf noodles can be sold to meatball traders in the surrounding area who are already and definitely willing to do the shelter. This diversification is possible considering that this noodle is liked by all consumers, both in the village and in the city. In this village, every Saturday and Sunday, it is always crowded with Motocross riders and Goessers. The Village Head directs the training on making Mocaf Noodles to be attended by meatball producers with the aim that producing the noodles is done by themselves in order to save costs and to revive sales of mocaf flour which has been developed from the 2020–2021 PkM results.

Other participants are market snack food producers, with the aim of increasing the number of product variants in which the noodles produced will be sold to traders or distributed by itinerant traders who have been selling various market snack foods processed by the community itself. The participating communities consist of market snack producers where one household produces market snacks that are different from other households. However, they are distributed by the same itinerant vendors consisting of several itinerant vendors using motorbikes. Distribution is carried out consistently from morning to noon and until sold out. The Village Head is optimistic that the sale of mocaf noodles will be helped by traveling vendors, because mocaf noodles can be made as a processed and varied food.

In the next session, the PkM team delivered material on entrepreneurial motivation and strategies for developing businesses through product diversification. In this session, participants were given entrepreneurial motivation and directed to produce mocaf noodles considering that mocaf flour

has already been produced in the region as a result of the 2020–2021 PkM conducted by the Unisba LPPM PKM team, as well as to support it. So that, it continues to be known and continues to develop in order to it can compete globally. Globally, which in turn in this region has become one of the mocaf centers and mocaf product diversification in order to support Rende Village as a community-based tourism village that carries local wisdom. Other material is competitive strategy in facing global competition in the digital era. This session presented an overview of the current competitive situation and the current issues in entrepreneurship development which indicate a VUCA (Volatility, Uncertainty, Complexity, Ambiguity) situation.

In this session, it was also emphasized that small entrepreneurs can take advantage of technology. For example, social media which besides being cheap, is also easy to use and does not require special skills. In addition, entrepreneurs are given insight into the importance of digital marketing. The next session was training on making mocaf noodles. The training was delivered by Mas Eko, a meatball noodle trader who produces his own noodles and he has about 15 years of experience in the meatball noodle business. This training was guided by the PkM team and practiced in front of the participants.

Table. 1
Making a simple mocaf noodles and business analysis

Stages	Materials Needed	Equipment Required	How to be Made
1. Making Wet Mocaf Noodles	1. Mocaf flour 2. Wheat flour 3. Cassava starch 4. Water 5. Salt 6. Chicken eggs 7. Starch water 8. Soda Kie as a noodle thickening agent	1. Stove 2. Pot 3. Noodle printing equipment. If you don't have a special noodle mold, you can use a small tool, namely a snack stick mold that is often used by households, the tools of which are easy to find at household appliance stores at lower prices. 4. Noodle finishing and forming equipment 5. Scales 6. Plastic packaging adhesive tool	1. Make a comparison between mocaf flour and wheat flour, where the ratio is 1:2, for example 1.5 cups of mocaf flour, mixed with 3 cups of wheat flour. 2. Mix mocaf flour with wheat flour evenly. 3. Then mix 1 chicken egg into the mocaf flour and wheat flour mixture 4. Give a little salt to taste 5. Then mix the starch water little by little, stir the chili evenly 6. Add Kie soda which has been mixed with water, pour in the chili sauce little by little, stir until the dough becomes smooth. 7. Let it for a few minutes 8. Then after smooth, shape the noodles using a noodle mold. If you don't have a special noodle mold, you can use a small tool, namely a snack stick mold that is often used by households, the tools of which are easy to find at household appliance stores at lower prices. Noodles can be printed according to taste, can be formed into small, large flat or other shapes. 9. Keep the noodles that have been formed earlier in a place that has been sprinkled with flour to avoid sticking. 10. Prepare the water to boil, let the water boil on the stove, then put the noodles that have been formed into it until cooked.

			<p>11. Then drain</p> <p>12. Put the cold noodles into the packaging neatly, then the noodles are ready to be sold.</p>
<p>2. Making Dry Mocaf Noodles</p>	<p>1. Mocaf flour</p> <p>2. Wheat flour</p> <p>3. Cassava starch</p> <p>4. Water</p> <p>5. Salt</p> <p>6. Chicken eggs</p> <p>7. Starch water</p> <p>8. Soda Kie as a noodle thickening agent</p> <p>9. Plastic packaging</p>	<p>1. Stove</p> <p>2. Pot</p> <p>3. Noodle printing equipment. If you don't have a special noodle mold, you can use a small tool, namely a snack stick mold that is often used by households, the tools of which are easy to find at household appliance stores at lower prices.</p> <p>4. Noodle finishing and forming equipment</p> <p>5. Scales</p> <p>6. Noodle steamer for dry noodle types</p> <p>7. Tool cover noodles when dried in the sun</p> <p>8. Tool for drying noodles (sieve)</p> <p>9. Plastic packaging adhesive device</p>	<p>1. Make a comparison between mocaf flour and wheat flour, where the ratio is 1:2, for example 1.5 cups of mocaf flour, mixed with 3 cups of wheat flour.</p> <p>2. Mix mocaf flour with wheat flour evenly.</p> <p>3. Then mix 1 chicken egg into the mocaf flour and wheat flour mixture.</p> <p>4. Give a little salt to taste</p> <p>5. Then mix the starch water little by little, stir the chili evenly</p> <p>6. Add Kie soda which has been mixed with water, pour in the chili sauce little by little, stir until the dough becomes smooth.</p> <p>7. Let it for a few minutes</p> <p>8. Then after smooth, shape the noodles using a noodle mold. Noodles can be printed according to taste, can be formed into small, large flat or other shapes.</p> <p>9. Keep noodles in a place that has been sprinkled with flour to avoid sticking.</p> <p>10. Save the noodles that have been formed earlier into the noodle mold (round or square) with a certain scale size, for example 80 grams for 1 mold.</p> <p>11. Prepare the water to boil in the steamer, let the water boil on the stove, then add the noodles that were already in the mold, cook for about 10 minutes.</p> <p>12. Remove and drain on the noodle drying device (sieve) by inverting it, so that it looks neater.</p> <p>13. Dry the noodles in the hot sun and cover using a mosquito net to avoid animals.</p> <p>14. After drying, put the noodles in a plastic bag.</p> <p>15. Dry noodles ready to be sold.</p>

The following is an overview of the business analysis of wet and dry mocaf noodles:

1. Cost of capital

- Building rent/year (if renting a building) Rp. 7,000,000,-
 - Large noodle printing machine Rp. 1,000,000,-
 - Steamer Rp. 1,000,000,-
 - Scales Rp. 1,000,000,-
- Total investment cost Rp. 9,000,000,-

2. Production costs

- Mocaf flour 2 kg = Rp. 20,000,-
 - 4 kg of flour = Rp. 60,000,-
 - Eggs = Rp. 20,000,-
 - Salt = Rp. 500,-
 - Tapioca flour = Rp. 5,000,-
 - Labor costs / day = Rp. 50,000,-
 - Gas = Rp. 8,000,-
 - Packaging = Rp. 10,000,-
- Total production costs = Rp. 173,500,-

Price per pack: Rp. 173,500 : 108 pieces = Rp. 1,700,-

Profit = Rp. 2,300,-

Selling price per pack = Rp. 4,000,-

If the assumption is to produce 108 packages per day, then the profit per day is $108 \times \text{Rp. } 2,300 = \text{Rp. } 248,400$. Thus, the assumption of profit per month is $\text{Rp. } 248,400 \times 30 \text{ days} = \text{Rp. } 7,452,000,-$.

The next stage is assistance to apprentice participants. Based on the report, the apprenticeship was five times, resulted in a half-finished new oven and waiting for the costs to be collected, and other assistance to market snack entrepreneurs. Based on observations, information, reports and facts in the field, entrepreneurs who have already started producing and marketing mocaf noodles are traders of meatball noodles and chicken noodle stations, where the noodles are supplied by themselves at the kiosk as well as marketing directly at their own meatball and chicken noodle outlets. These traders have no difficulty marketing because the market already exists.

In the context of the post-test, the PkM team conducted another open interview with the participants to assess the increase in participants' understanding regarding the manufacture of drying ovens and the potential derivation of cassava products and the benefits of mocaf flour. As a result, participants understand how to make a dry oven but they are still constrained by funds because there is still equipment that needs to be purchased. Furthermore, regarding cassava derivative products and the benefits of mocaf flour, the participants understood enough about the benefits of cassava and the benefits of mocaf flour, namely that they could make noodles which made from mocaf flour. Furthermore, the participants are understanding how to market the noodle made by mocaf flour through e-commerce.

Conclusions

In conclusion, there were the increase in participants' understanding and expertise in making drying oven machines, producing noodles made from mocaf flour, and also in selling products derived from mocaf flour through e-commerce platforms. Furthermore, based on the evaluation of the results of this PkM, there are two things. The first is related to increasing the production of mocaf flour, the efforts have been made through the manufacture of drying ovens, but it has not been completed considering the limited funds which only rely on assistance from the PkM team of Rp. 3,500,000,-. So, it still takes time for the completion which is planned to be continued using materials that are usually left over from making equipment ordered by other customers. The completion of the drying oven is only about 25% left. Meanwhile, market developments have increased to order in large and continuous parties, but they have not been fulfilled.

The second concerns the increase in mocaf derivation products into other products, one of which is mocaf noodles. After the training, there was an increase in the number of entrepreneurs who pursued the mocaf noodle business, which was carried out by meatball traders by producing their own

mocaf noodles besides ordinary noodles, and these mocaf noodles were marketed to existing consumers/customers. There are additional entrepreneurs who expand their business through mocaf diversification by producing and selling wet mocaf noodles and selling them to meatball traders, some of them are also producing other processed foods, namely donuts.

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