COMMUNITY
Jurnal Pengabdian kepada Masyarakat
Vol. 05 No. 02, September 2025
e-ISSN: 2775-3441
p-ISSN: 2775-345X
https://journal.academiapublication.com/index.php/community

academiapublication.com

Balongcabe Fresh (B-Fresh): An Effort to Improve the Economy of The Balongcabe Community Through Processing Soybean Agricultural Products

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Article Info

Received: 19th July 2025
Revised: 30th July 2025
Accepted: 15th September 2025
Available online: 25th September 2025

Keywords:
Agricultural Products, B-Fresh, Economic Improvement, Soybeans.

p_2775-345X/e_2775-3441/

Abstract

Balongcabe Village, Kedungadem, Bojonegoro has potential in the agricultural sector. Soybean is one of the commodities that many farmers grow in the dry season. Training on processing soybean agricultural products into soy milk aims to help improve the community's economy, because processed agricultural products will have a higher selling value than being sold raw. This service is carried out using the Asset Based Communities Development (ABCD) method with the stages of inculturation, discovery, design, define, and reflection. This training was carried out because farmers who previously only sold soybeans raw so they could process the soybeans into soy milk. The implementation of the training began with the presenters explaining the material for processing soybeans into soy milk and then practicing together on making soy milk, then packaging and marketing materials for soy milk. This training produced soy milk products with the B-Fresh brand (Balongcabe Fresh) in the hope of having good and profitable prospects as a small home industry to improve the economy of the people of Balongcabe village.

To Cite this article:
Zahro, I. F., Inayati, U., Aziz, M. A., Herwanto, D., Athoilah, M. S. (2025). Balongcabe Fresh (B-Fresh): An Effort to Improve the Economy of The Balongcabe Community Through Processing Soybean Agricultural Products. *Community: Jurnal Pengabdian Kepada Masyarakat,* Vol. 05 No. 02 September 2025. DOI: http://dx.doi.org/10.57060/community.y2502052

INTRODUCTION

Balongcabe Village is one of the villages in Kedungadem Sub-district, Bojonegoro Regency, East Java. This village has an area of about 593 Ha, of which 35 percent of the village area is rice fields. Therefore, the majority of Balongcabe villagers work as farmers. Balongcabe villagers plant soybeans in the dry season, precisely after the rice harvest. Soybeans are abundant and have not been processed optimally since the tofu factory in Balongcabe Village was closed. Since then, soybeans have become the personal consumption of residents or sold at low selling prices.

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In response to this case, strategic steps need to be taken to manage soybeans optimally, so as to improve the economy of the Balongcabe Village community. One of the efforts that can be taken is the assistance of managing soybean agricultural products for the community such as making soy milk with the main ingredient of soybeans.

The product in the form of soy milk was chosen as a business to develop the economy because it has good prospects in the future. In addition, soy milk can later be produced alone or in groups by the Balongcabe village community, able to help improve community nutrition for both children and adults considering the price of cow's milk is much more expensive than soy milk. The community, generally men and housewives, are expected to be able to improve family welfare and be able to be creative and innovative in fulfilling family needs without reducing the nutritional needs of the family. The purpose of this service is to improve the economy of the Balongcabe community through processing soybean agricultural products, namely B-Fresh (Balongcabe Fresh).

This service applied the Asset Based Community Development (ABCD) approach. Kretzman & McKnight believed that the Asset Based Community Development (ABCD) approach is an approach used to build a community that starts from the discovery of village assets or potential, skills and capacity of residents, community associations and local institutions (LP2M STAI, 2022). This activity was carried out for a month which was divided into several stages, they were preparation, implementation and reporting. In week I, the stages carried out were the inculturation and discovery stages, week II carried out the design stage, week III carried out the define stage and week IV carried out the reflection stage. These stages were done in order to map the potential of Balongcabe Village and empower the community based on the potential of the village.

Potential mapping in Balongcabe Village was carried out in the first week by conducting the inculturation and discovery stages. Inculturation was carried out through friendship with community leaders and the general public of Balongcabe Village with the aim of finding accurate data from the initial process by mingling with the community more intensely. Furthermore, participating in social activities such as opening tutoring in certain posts and helping prepare village programs that will be implemented in the near future. In addition to social activities, the implementation team participated in religious activities such as *tahlil*, congregational prayers at mosques and *musholla*, and participated in teaching at institutions in Balongcabe village.

After the inculturation stage, the implementation team conducted potential mapping and identified the potential in Balongcabe Village by conducting Focus Group Discussions (FGDs) and conducting interviews with villagers included in the discovery stage with the aim of discovering the potential of Balongcabe Village.

RESULTS AND DISCUSSION

The implementation team and Balongcabe villagers through Focus Group Discussion (FGD) agreed on a training program plan for processing soybean agricultural products by making soy milk, packaging and marketing. B-Fresh (Balongcabe Fresh) development program: Efforts to Improve the Economy of the Balongcabe Community Through Processing Soybean Agricultural Products is an effort to empower Balongcabe Village by optimizing village potential.

B-Fresh is a brand proposed by the implementation team for soy milk products produced by the Balongcabe Village community with hope. Fresh comes from English which means fresh. According to the Big Indonesian Dictionary (KBBI) fresh can mean comfortable, healthy, strong. Naming soy milk with the term B-Fresh means that consuming soy milk can provide health and strength for the Balongcabe community in particular and outside Balongcabe Village in general. In addition to health and body strength, B-Fresh is expected to improve the economy of the Balongcabe Village community.

The community economy is a group of human groups that have an order of life, norms, customs experienced in their environment. The purpose of this economic improvement is to improve the economic level through productive independent businesses by paying attention to management

in their business (Ahit, 2020). The economy organized by the community is a national economy rooted in the potential and strength of the community at large to run the wheels of their own economy, one of which is the processing of agricultural products.

Processing agricultural products is the process of making materials from raw or fresh materials into products to meet physical needs or become a new economic source for the community. If previously agricultural products in the form of soybeans were directly sold raw to collectors, then since the service was carried out farmers began to process some of the agricultural products. Processing agricultural products into food products has a positive impact for the community, because the selling value of processed products has a higher selling value than being sold raw.

The processed agricultural products are agricultural products from Balongcabe Village, namely soybeans which are processed into soy milk. Soy milk is a milk-like drink made from soybeans. Based on the Indonesian National Standard (SNI), soy milk is a product derived from soy bean seed extract (BSN, 1995). Vegetable soy milk has a high content of fiber, unsaturated fatty acids and protein, making it good for health. Soy milk can also be an alternative to cow's milk for people who are allergic and dislike cow's milk or for those who cannot afford the expensive price of cow's milk because soy milk is cheaper when compared to animal milk, and soy milk has good nutritional value and is suitable for consumption for all age groups. Soy milk originates from China and is a stable emulsion of oil, water, and protein. Soy milk has a composition of 3.5% protein, 2% fat, and 2.9% carbohydrates. Soy milk can be made with simple kitchen equipment by grinding dry soybeans with water, or by using a machine (Ariyanty, 2019). The B-Fresh soybean processing program in Balongcabe Village uses simple kitchen equipment and was implemented in the third week of implementation.

In the third week of implementation, the define stage is the stage of implementation of the B-Fresh (Balongcabe Fresh) Development program: Efforts to Improve the Economy of the Balongcabe Community through Processing Soybean Agricultural Products. The implementation team facilitated the implementation of the program which at the time of the LHF (Low Hanging Fruit) presentation at the design stage was a program chosen by the community.

The following are the stages of implementation of the B-Fresh (Balongcabe Fresh) Development program: Efforts to Improve the Economy of the Balongcabe Community Through Processing Soybean Agricultural Products.

1. **Preparation**

   During the Focus Group Discussion (FGD) with village officials and community leaders, it was discovered that Balongcabe residents had previously made soy milk but the resulting flavor was *langu*. Langu means unpleasant odor or taste. The village hoped for a resource person who has the competence to make soy milk with a good taste for consumption. Furthermore, the implementation team looked for resource persons who were experts in processing soybean agricultural products with partnerships from outside the village. On Thursday, August 18, 2022, one of the implementation team went to the Bojonegoro Food Security and Agriculture Office to apply for a resource person for processing soybean agricultural products into soy milk. On Friday 19 August 2022, the Agricultural Extension Coordinator of Kedungadem Subdistrict visited the implementing team's post at Balonnngcabe Village Hall in Kedungadem Subdistrict to provide information on the availability of being a resource person in the planned program in collaboration with the LPK Center for Agricultural and Rural Self-Help Training (P4S) which is assisted by the Bojonegoro Food Security and Agriculture Office.

2. **Implementation**

   The implementation of soybean agricultural product processing training was held on Sunday, August 21, 2022 at Balongcabe Village Hall starting at 11:00 a.m. until completion. The Soybean Agricultural Product Processing Training in Balongcabe Village was presented by Mrs. Kristianingsih from the LPK of the Center for Agricultural and Rural Self-Help Training (P4S)

and Mrs. Enggar Sulistyaningsih, A. Md from the Bojonegoro District Food Security and Agriculture Office. This activity was attended by 20 participants consisting of PKK mothers as well as the Balongcabe village community.

Then the activity continued with the delivery of material related to soy milk processing by the resource person, and continued with the division of groups to practice together. He delivered the tools and materials for making soy milk, namely: Tools are pot, blander, filter cloth, stove, and bottle packaging. The materials are soybeans 1 kg, sugar ½ kg, salt 1 tbsp, sodium bicarbonate 0.01 (½ tsp), sodium benzoate 0.01% (½ tsp), water 6 litres, ginger 1 oz furthermore, the resource person conveyed how to make soy milk, namely material sorting, soybeans soaked ± 12 hours, the soaked soybeans were then washed and blanched in boiling water for ± 15 minutes and sodium bicarbonate is added. After that, they were washed thoroughly, blander and added with water, filtered with a filter cloth so it produces a milk-like substance, add the soybean juice with sugar and salt and bring to a boil, after boiling, sodium benzoate is added, then filtered and cooled, add flavourings to taste, pack in a bottle, and soy milk is ready for consumption.

After presenting the material, the resource person divided the participants into two groups to practice making soy milk accompanied by the resource person. Each group practiced starting from soybeans that had been soaked then washed and boiled in boiling water for ± 15 minutes and added sodium bicarbonate. After that, it is washed, blended and added with water, then filtered with a filter cloth until it produces a milk-like substance, then add the soybean juice with sugar and salt, then boil it until it is smooth. With sugar and salt and then boil until boiling, after boiling, sodium benzoate is added, then filtered and cooled, then add flavourings according to taste after that it is packaged in bottles and soy milk is ready for consumption.

Picture 1. Soy Milk Making Practice

The packaging stage is done when the soy milk has been successfully cooked. Soy milk is packed into plastic bottles that have previously been washed with warm water to maintain the sterilization of the bottle and affixed with B-Fresh brand stickers. The resource person also said that in addition to bottles, soy milk can be packaged in plastic. The packaging is adjusted to the target market or consumers and the selling price. Namely from children, teenagers, parents, in the Balongcabe Village community or outside the village, from the upper, middle or lower economic community. Mrs. Kristin said that soy milk with ordinary plastic packaging is sold at a price of Rp 2.000 while soy milk with bottle packaging is sold at a price of Rp 5.000 or even more. If a product is packaged well in terms of size, neatness and according to consumer desires, it greatly affects the high increase in sales (Putri, 2019). According to Kemdikbud, soy milk pricing is adjusted to production costs, packaging and target markets. This shows that the price from the producer side is influenced by production costs, marketing costs, the number of competitors and consumer goals. In addition, pricing can be adjusted to the price of other soy

milk on the market or other products as a reference so that it can increase sales volume (Putri, 2019).

Picture 2. Results of Making Soy Milk Packed in Bottles

In addition to determining the target market, Mrs. Kristin also said that soy milk marketing can be done by entrusting products in shops, markets or sold online by utilizing social media. Social media is a marketing communication tool that can be categorized based on the reasons or motivations of marketers using social media and the targets of marketing programs that can be achieved by using social media (Moriansyah, 2015). Ms. Kristin also added that young people can be maximized to help optimize the sale of soy milk online through social media, such as WhatsApp, Facebook, Tiktok seller, marketplace and others.

At the end of the soy milk processing training session, the resource person concluded about how to effectively process soy milk, packaging and marketing which is expected to optimize the potential of the village and improve the economy of the Balongcabe Village community.

CONCLUSION

Based on the results of the service, it can be concluded that making soy milk has good and profitable prospects as one of the small household industries. Making soy milk with a variety of flavours can be an alternative to cow's milk that is cheap and easy to produce. Soy milk training participants are very interested in developing and producing soy milk as a side business. This activity needs to be continued, especially in terms of utilizing soybean dregs from filtering soy milk into other useful products. The suggestions from the results of this service to the next researcher to develop more related to soybean processing into varied products, high selling value and others.

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