

# **Penguatan Kapasitas Petani Talas dalam Budidaya, Pengolahan, dan Pemasaran Berbasis Hilirisasi di Kota Bogor**

## **(Strengthening the Capacity of Taro Farmers in Cultivation, Processing, and Marketing Based on Downstreaming in Bogor City)**

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### **ABSTRAK**

Pengembangan komoditas talas dihadapkan pada tantangan terintegrasi pada aspek produksi, diversifikasi produk, dan pemasaran. Di sektor hulu, praktik budidaya yang masih konvensional menyebabkan produktivitas rendah dan kualitas umbi tidak konsisten. Di hilir, diversifikasi produk terbatas dan kualitas produk belum terstandar, sementara pemasaran belum optimal karena akses pasar yang masih terbatas. Program pengabdian bertujuan mengatasi masalah tersebut melalui pendekatan terpadu pada Kelompok Tani Dewasa Saluyu (KTD Saluyu) di Kelurahan Situgede, Kota Bogor, dengan fokus pada penguatan kapasitas sosial dan peningkatan nilai ekonomi. Metode yang digunakan meliputi sosialisasi, pelatihan, penerapan teknologi, pendampingan, dan evaluasi. Pelatihan yang diberikan bersifat komprehensif, mencakup Sekolah Lapang Pengendalian Hama Terpadu (SLPHT) dalam rangka edukasi pengendalian hama dan penyakit talas serta pelatihan budidaya sesuai prinsip Good Agricultural Practices (GAP) yang menekankan pada penggunaan varietas unggul Talas Pratama 3. Selain itu, petani dilatih dalam pengolahan talas menjadi tepung dan strategi pemasaran yang meliputi manajemen usaha, analisis HPP, branding, dan praktik digital. Program ini berhasil meningkatkan pengetahuan petani mengenai praktik ramah lingkungan dan peningkatan nilai tambah. Tindak lanjut kegiatan akan memfokuskan pada penyusunan modul teknis, pembentukan kelompok usaha, serta fasilitasi legalitas produk (NIB, PIRT) dan strategi pemasaran digital guna memastikan keberlanjutan usaha dan akses pasar yang lebih luas, sekaligus memperkuat ketahanan pangan dan ekonomi desa.

Kata kunci: hilirisasi, nilai tambah, pemberdayaan masyarakat, SLPHT, talas, tepung talas

### **ABSTRACT**

The development of taro commodities faces integrated challenges in terms of production, product diversification, and marketing. In the upstream sector, conventional cultivation practices result in low productivity and inconsistent tuber quality. Downstream, product diversification is limited and product quality is not yet standardized, while marketing is not yet optimal due to limited market access. The community service program aims to address these issues through an integrated approach at the Saluyu Adult Farmers Group (KTD Saluyu) in Situgede Village, Bogor City, with a focus on strengthening social capacity and increasing economic value. The methods used include socialization, training, technology application, mentoring, and evaluation. The training provided is comprehensive, covering the Integrated Pest Control Field School (SLPHT) for education on pest and disease control in taro, as well as cultivation training in accordance with Good Agricultural Practices (GAP) principles, which emphasize the use of the superior Pratama 3 taro variety. In addition, farmers were trained in processing taro into flour and marketing strategies, including business management, cost analysis, branding, and digital practices. This program has successfully increased farmers' knowledge of environmentally friendly practices and added value. Followup activities will focus on the development of technical modules, the formation of business groups, and the facilitation of product legality (NIB, PIRT) and digital marketing strategies to ensure business sustainability and wider market access, while strengthening food security and the village economy.

Keywords: added value, community empowerment, downstreaming, SLPHT, taro, taro flour