

Culinary Product Transformation: Training and Innovation in Making Chicken Bengkuang Spring Rolls

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Abstract. Indonesia has a wealth of traditional culinary delights with potential for further development. This activity aims to create innovative spring rolls with chicken and jicama and provide skills training to boost interest in culinary entrepreneurship. The activity consisted of socialization, demonstrations, and hands-on guidance on making the spring rolls for six participants. The results show the training effectively improved manufacturing skills and sparked interest in innovative lumpia-based businesses. This program could serve as a model for adapting traditional cuisine to market trends while strengthening the creative economy based on local culture. The distribution of participant response questionnaires yielded the following results: 90% stated that the training material was relevant to industry/entrepreneurship needs. The instructor's delivery method (practice) was easy to understand (85%). The training duration was sufficient to master core skills (80%). The tools and materials provided were sufficient to facilitate the training activities (80%), and an open suggestion was for further training related to product labeling and marketing.

Keywords: Lumpia, Product Innovation, Traditional Cuisine

1 Introduction

Indonesia is a country rich in traditional cuisine that not only reflects its cultural diversity but also has a large economy. As a nation with a wealth of traditional foods, Indonesia has great potential as a food tourism destination [1]. Cuisine is part of a nation's cultural heritage that is most easily identified as a characteristic of a particular community. Although cuisine was initially only related to daily consumption needs, over time, the culinary world has undergone rapid development with the emergence of various types and variations of increasingly diverse dishes [2]. One of the popular culinary specialties is lumpia. Lumpia is one of the icons of Indonesian cuisine that has strong cultural roots, especially in Semarang, Central Java. Lumpia is a traditional Chinese snack and a culinary specialty of Semarang. In addition to its delicious taste and affordability, lumpia also has healthy fillings, usually consisting of fresh vegetables, bamboo shoots, eggs, meat, and seafood [3]. However, in the face of the dynamic changes in the increasingly diverse and competitive tastes of modern society, innovation is needed so that traditional foods such as lumpia remain in demand by various groups, both the younger generation and the global market. Of course, while maintaining a balance between cultural tradition and modernity, the spring roll fillings are varied, using quality ingredients enjoyed by people of all walks of life. In some societies, the philosophy of food is an important and considered issue. Regarding spring rolls, in China, people like them for their elongated shape and golden color, which are considered symbols of wealth. This is how society has shaped the social construction of spring rolls. Meanwhile, the roll in the spring roll symbolizes the unity of humanity throughout the world, regardless of differences, just as the roll itself does.

Lumpia's potential lies in its adaptability for innovation while maintaining its cultural essence. Flexible fillings and flavors make lumpia suitable for creative modifications, yet a dependence on conventional recipes limits its broader appeal. Emphasizing innovations such as the combination of chicken and jicama—demonstrates how traditional foods can evolve to meet modern tastes while increasing nutritional value. Supporting this, training culinary entrepreneurs in production, ingredient processing, packaging, and marketing can help ensure that innovation in lumpia not only elevates product quality but also advances economic opportunities for MSMEs. Highlighting lumpia innovation provides a pathway for traditional cuisine to thrive in a changing culinary landscape.

In this training activity, bengkuang is used because in Bengkulu, the production of this fruit tends to be high, and it is only consumed directly by the community, without any creativity in its use. Bengkuang is also easy to

obtain because its harvest season does not depend on the season. The price is also relatively cheap, and everyone can consume the fruit. Some of the processed products from bengkuang include face masks and health products. Jicama has good nutritional content for health, one of which is water-soluble fiber. Water-soluble fiber functions in lowering triglyceride levels [4]. Water-soluble fiber slows down the passage of food through the intestines, which is good for health. This jicama spring roll innovation is certainly a new creativity in healthy and nutritious food processing. Jicama has good nutritional content, namely vitamin C, vitamin B1, protein, quite high crude fiber, and low calories.

Empowerment-based training aims to improve individuals' abilities to manage and develop businesses independently. Interactive and participatory training methods are considered effective in fostering practical skills [5]. Therefore, training can improve competence and introduce new products and variations to local residents, which can be used as ideas for food sales. The final development of this product is marketing with the aim of creating new jobs or developing small community businesses that are fully supported by the government.

Based on this description, this study focuses on training and innovation in making chicken jicama spring rolls as an effort to transform traditional culinary products with a view to strengthening the creative economy and preserving Indonesian culinary culture.

2 Literature Review

2.1 Entrepreneurship

Entrepreneurship is crucial for a country because it can help boost the economy [6]. Entrepreneurship has many definitions. Some emphasize uncertainty, innovation, opportunity, or value creation [7]. Entrepreneurship is an endeavor related to the creation of a business or enterprise on one's own initiative or the establishment of a business/company based on one's own will and resources. Entrepreneurship can be defined as the attitudes, actions, and abilities possessed by an individual in carrying out a particular business or activity. Therefore, efforts are required to explore, develop, and implement new operational methods and technologies. New products with increased efficiency and improved service delivery and generation will generate higher profits.

Therefore, an entrepreneur is an individual who possesses an entrepreneurial spirit and the courage to take risks based on their own competencies and desires, especially in managing a business or company. The benefits of entrepreneurship:

1. Gaining autonomy and freedom in self-management
2. Having the opportunity to bring about change
3. Having the opportunity to transform
4. Potential to achieve maximum profits
5. Being able to actively participate in the community and receive recognition for your hard work
6. Having the opportunity to do things you are passionate about while creating satisfaction in the process.

2.2 Entrepreneurial Interest

Interest is an individual's willingness to adapt to others in order to make specific choices relevant to their needs. This process focuses a person on an object they wish to achieve intellectually, which is then realized through practical activities. Thus, interest can be defined as a feeling of sympathy and enthusiasm that arises naturally toward something or an activity without requiring instruction or pressure from anyone. In other words, interest is a form of acceptance of the relationship between oneself and external things. The closer or more intense the relationship, the higher the level of interest.

According to Suryawan, entrepreneurial interest can be defined as a person's drive, interest, and readiness to strive hard to meet their needs without fear of facing possible risks and always learning from every failure. When someone has a genuine interest in something, that interest will make them more focused on every detail and create a drive to achieve it. Thus, entrepreneurial interest can be defined as a spontaneous desire to manage a business independently based on one's own competencies and determination. This training can help individuals develop an interest in entrepreneurship and continue to innovate in traditional culinary arts.

2.3 Training

Training is an activity through practical learning, particularly in the business world, which means learning business practices directly. The term "practice" can be divided into two categories: formal and informal.

1. Formal Practice

Structured business training usually takes the form of seminars, workshops, specialized training, and internship programs organized by specific institutions. Participants who complete these programs will receive a

certificate as proof of participation. Furthermore, formal practice involves systematic and measurable actions, so the results of the training are more clearly defined.

2. Informal Practice

This is a learning process that is not formally planned, such as helping with a business with parents, learning from colleagues or experienced business owners, or working for another entrepreneur. After gaining knowledge and understanding of how to run a business, the individual then opens their own business. Generally, this learning method is preferred by the community.

3 Method

This community service project uses a participatory study approach, in which the researcher also acts as the main actor in the entire process, from product introduction to product development. The activity was attended by 13 teenage participants near the Bengkulu University campus on May 1, 2025. The training activities were conducted informally, through unofficial learning activities carried out together with the community and experienced business actors. After gaining knowledge and understanding of how to run a business, the individuals then opened their own businesses. Generally, this learning method is more popular among the community [8]. Several training methods were used, including:

1. Socialization: introduction to the concept of chicken bengkuang spring roll innovation
2. Demonstration: practice of making spring rolls, from preparing the ingredients, processing, to packaging
3. Assistance: business practice accompanied by business actors.

4 Results and Discussion

The training activity was conducted at Jl. Wr. Supratman Kandang Limun Bengkulu, in one of the residents' homes. The training was conducted flexibly, considering and adjusting to field conditions (circumstances and situations). The activity was carried out smoothly, without any external or internal obstacles. The first activity carried out in this training was introducing the concept of this chicken jicama spring roll innovation to the participants. This was done to familiarize them with this food product and explain its potential for marketing and sale.

This was followed by a demonstration of how to make spring rolls, from preparing the ingredients to packaging. During the demonstration, the participants were involved in making these chicken jicama spring rolls. The facilitator will first demonstrate how to make the spring rolls so that participants can follow the steps that have been demonstrated. Participants are taught how to roll the spring rolls correctly and how to measure the chicken and jicama filling correctly. Figures 1 and 2 are photos of the spring roll-making demonstration activity.



Figure 1. Demonstration of making chicken and jicama spring rolls



Figure 2. Making chicken and jicama spring rolls

After the training, participants will receive the products they have made to take home. This allows all participants to taste the products they have made together. This training provides new innovations for these products and can serve as sales ideas for traditional cuisine. There is still vast potential for product development. Innovation can be achieved by introducing various flavor variations, such as chocolate filling, cheese, green beans, or even savory variations like smoked meat [9]. Most participants expressed interest in developing a culinary business based on chicken lumpia bengkuang after the training. Figure 3 shows the lumpia product that was successfully created.



Figure 3. Chicken Bengkuang Spring Roll Product

This training activity is expected to foster public interest in developing culinary products. According to Djaali [10], interest is an individual's willingness to adapt to others in order to make specific choices that are relevant to their needs.

The availability of various training programs will foster interest among business actors. According to Suryawan [11], interest in entrepreneurship can be defined as a person's drive, attraction, and readiness to work hard to meet their needs without fear of the risks that may arise and always learning from every defeat they face. When someone has a genuine interest in something, that interest will make them more focused on every detail and create a drive to obtain it. Thus, entrepreneurial interest can be interpreted as a spontaneous desire to manage a business independently based on one's competence and determination [12].

This training can help someone develop an interest in entrepreneurship and continue new innovations in traditional cuisine. New products with increased efficiency and improved delivery and service generation will yield higher profits [13]. In this community service activity, participants are encouraged to join group discussions to exchange ideas and experiences. Training sessions will focus on hands-on activities, workshops, and peer-learning modules. Continuous learning activities, such as reflective journaling and group projects, will provide additional opportunities to develop participants' skills and knowledge through various supportive methods [14].

The distribution of participant response questionnaires yielded the following results: 90% stated that the training material was relevant to industry/entrepreneurship needs. The instructor's delivery method (practice) was easy to understand (85%). The training duration was sufficient to master core skills (80%). The tools and

materials provided were sufficient to facilitate the training activities (80%), and an open suggestion was for further training related to product labeling and marketing.

Based on direct interviews conducted with participants, regarding products that have been successfully created, better packaging is needed. Labels or brands should be as creative as possible. Business permits, halal certification, and permits from the health department must also be obtained. Legality is very important for MSMEs to gain recognition and is a key requirement for accessing government assistance [15]. To register for a Small and Medium Business License (IUMK) through the Online Single Submission (OSS) system, visit the website <https://www.oss.go.id/oss/>. (Permendagri No. 83 of 2014 and <https://www.oss.go.id/oss/>).

5 Conclusion and Suggestion

This training program on making chicken and jicama spring rolls is effective in improving culinary skills while opening new business opportunities in the culinary world. This training provides motivation to make chicken and jicama spring rolls a marketable product. Similar programs are recommended to expand the development of other traditional cuisines in support of a culture-based creative economy. The distribution of participant response questionnaires yielded the following results: 90% stated that the training material was relevant to industry/entrepreneurship needs. The instructor's delivery method (practice) was easy to understand (85%). The training duration was sufficient to master core skills (80%). The tools and materials provided were sufficient to facilitate the training activities (80%). It is recommended to conduct advanced training that includes product variant development, such as chicken yam spring rolls with added cheese, vegetables, or local spices, to increase market appeal and product diversification.

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