

Training on Making Crispy Chicken to Improve the Economy of Housewives

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Abstract

Crispy fried chicken is a popular fast food item in Indonesia, and it can be made even more appealing by combining spicy flavours with cheese. This modern twist on a classic dish makes it enjoyable for all ages, especially young people. Many housewives in Bobaneigo Madihutu Village who are currently unemployed or underemployed lack a stable income. To address this, we are offering training in crispy chicken preparation to improve the economic opportunities for these women. The training session was held at Campus IV of Khairun University in Bobaneigo Village, Madihutu District, West Halmahera, North Maluku. It was attended by 20 local housewives and Agricultural Faculty students involved in community service activities. Pre- and post-training tests indicated a significant increase in the participants' knowledge about making crispy fried chicken. The feedback from the attendees was highly positive, highlighting the usefulness of the training and the new insights gained into chicken preparation. Overall, the training was well-received and met its objectives effectively.

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INTRODUCTION

Crispy fried chicken, or "fried chicken," is a fast food widely popular in Indonesia since the 1900s (Santarita, 2022; Sofiyeni et al., 2016). One of modern society's most popular chicken products is crispy chicken (Kusmantoro et al., 2022; Park et al., 2019; Zhao et al., 2021). Crispy chicken is prepared by coating pieces of chicken with seasoned flour before cooking, and it is typically made from broiler chicken. Crispy chicken is highly favoured among fast food enthusiasts due to its distinctive, delicious, savoury taste, appetizing appearance, and pleasant aroma. Additionally, the cost of making or buying crispy chicken is relatively affordable, making it an attractive choice for many (Frimana et al., 2023; Wulandari et al., 2022). Crispy chicken is ideal for consumption in various situations, whether during hot or rainy weather or at formal and informal events, making it a versatile option for any occasion (Handhini & S, 2023).

The community faces an ongoing economic crisis as we enter the post-pandemic era. Starting a business is a viable solution to address economic issues and high unemployment rates. The crispy chicken business is an opportunity for people to offer a product with good

market value and affordable prices ([Sihombing et al., 2021](#)). Currently, the crispy chicken business is rapidly expanding in urban areas, as evidenced by the proliferation of outlets selling crispy chicken and opening branches throughout the city. Additionally, the increasing number of street vendors and food carts selling crispy chicken in strategic locations in city centres and the outskirts reflects the growing demand for affordable and competitive crispy chicken products ([Nugraha, 2021](#)).

Fast food outlets in Indonesia have seen rapid growth. Recognizing the opportunity, there has been an idea to create a fast-food product—crispy chicken—that combines flavours, such as spicy and cheesy, making it a trendy food enjoyed by people of all ages, especially young people ([Handhini & S, 2023](#); [Puspa, 2019](#)). Additionally, many housewives in Bobaneigo Madihutu Village are unemployed or do not have a steady income. Seeing this opportunity, we provided community service through training in crispy chicken preparation to the housewives in Bobaneigo Madihutu Village, Jailolo Selatan District, West Halmahera Regency. The goal is to enhance the local economy and enable these housewives to continuously make and sell crispy chicken.

METHOD

The community service activity was conducted on Saturday, January 7, 2023, at Campus IV of Khairun University, located in Bobaneigo Madihutu Village, South Jailolo Subdistrict, West Halmahera Regency. Twenty participants attended the activity, including housewives living around Campus IV of Khairun University in Bobaneigo Madihutu Village and students from the Faculty of Agriculture participating in the MBKM (Merdeka Belajar Kampus Merdeka) program. Implementing this activity consisted of several stages: the situation analysis stage, the program development stage, the material socialization stage, and finally, the demonstration stage.

- The training activity began with a situational analysis. This was conducted for one week using observation methods, where various challenges faced by the housewives in Bobaneigo Madihutu Village were examined. Data collection included gathering information about the types of production that had been previously carried out or created. This was done to analyze and find solutions based on the challenges identified in the field.
- The next stage involved developing a program based on the challenges found in the field to create crispy chicken products that could be sold. Coordination was then carried out with local village officials, involving both village officials and the housewives.
- The following stage involved presenting the material and demonstrating the crispy chicken-making process. The final stage of this community service activity was evaluation and monitoring. This stage assessed how well the participants were able to practice the recipes provided during the crispy chicken-making training.

The success indicators for this community service activity include the housewives gaining significant new insights into making crispy chicken create job opportunities in the village. The activity is considered successful if the participants' knowledge increases by at least 70%. The evaluation method to determine the success of this activity involves conducting direct interviews. Participants are administered a pre-test before the training begins and a post-test after the training is completed, directed at the same participants and conducted in the same manner.

RESULT AND DISCUSSION

Preparation Stage

The location survey is the initial preparation stage to identify the community's problems in the area. Based on interviews conducted to understand the issues with the local community, it was found that the target audience for this community service activity is housewives residing around Campus IV of Khairun University in Bobaneigo Madihutu Village. Therefore, we took the initiative to organize a community service activity by conducting a crispy chicken-making training in Bobaneigo Madihutu Village.

Implementation of Activities

The community service activity occurred at Campus IV of Khairun University in Bobaneigo Madihutu Village, West Halmahera Regency, North Maluku. Twenty participants attended it, all housewives residing around Campus IV. Additionally, students from the Faculty of Agriculture participating in the MBKM program also joined the event. The training activities began with a prayer and an opening ceremony led by the Head of the Animal Husbandry Study Program at Khairun University. This was followed by a presentation of the training material, which included a demonstration of how to process chicken meat into crispy chicken. In Figure 1, the material presented on making crispy chicken is shown, followed by a demonstration of how to process chicken meat into crispy chicken.



Figure 1 presents the materials and a demonstration of crispy chicken preparation training.

The first step in the chicken meat processing training for making crispy chicken includes the following ingredients and working methods:

Ingredients: chicken (breast, thigh, and wing), ground pepper, garlic, fine salt, dried red chilli powder, flour, cooking oil, broth powder, and cornstarch.

Working Methods: (1) Mix all the ingredients and stir until well combined, then add the chicken and marinate for 2 hours. (2) After marination, remove the chicken pieces and coat them in dry flour until the entire surface is covered. (3) Dip the chicken into the prepared liquid batter, then roll it again in the dry flour. (4) Repeat this process twice. For extra-crispy chicken, repeat until all the chicken pieces are coated. (5) Heat the oil and fry the chicken in a large amount of hot oil over medium heat until the chicken is cooked through golden brown, and crispy. Remove and drain. (6) The crispy fried chicken is ready to be served with the prepared sauce ([Sriwana et al., 2022](#)). The results of the crispy chicken preparation from the training can be seen in Figure 2.



Figure 2 Crispy chicken preparation results

Activity Success

Based on the results of the pre-test and post-test after this community service activity, housewives in Bobaneigo Madihutu Village, Jailolo District, West Halmahera's knowledge of crispy chicken preparation training increased. The pre-test and post-test scores are in Table 1.

Table 1 Pre-test and post-test scores

| Participant Serial Number | Pre-test | | Post-test | | Description |
|------------------------------|----------|-----------|-----------|-----------|-------------|
| | Correct | Incorrect | Correct | Incorrect | |
| 1 | 1 | 4 | 3 | 2 | Improved |
| 2 | 3 | 2 | 5 | 0 | Improved |
| 3 | 2 | 3 | 4 | 1 | Improved |
| 4 | 0 | 5 | 3 | 2 | Improved |
| 5 | 1 | 4 | 4 | 1 | Improved |
| 6 | 3 | 2 | 5 | 0 | Improved |
| 7 | 4 | 1 | 5 | 0 | Improved |
| 8 | 1 | 4 | 4 | 1 | Improved |
| 9 | 3 | 2 | 5 | 0 | Improved |
| 10 | 2 | 3 | 4 | 1 | Improved |
| 11 | 5 | 0 | 5 | 0 | Constant |
| 12 | 4 | 1 | 5 | 0 | Improved |
| 13 | 3 | 2 | 5 | 0 | Improved |
| 14 | 1 | 4 | 3 | 2 | Improved |
| 15 | 4 | 1 | 5 | 0 | Improved |
| 16 | 1 | 4 | 2 | 3 | Improved |
| 17 | 5 | 0 | 5 | 0 | Constant |
| 18 | 2 | 3 | 4 | 1 | Improved |
| 19 | 2 | 3 | 4 | 1 | Improved |
| 20 | 3 | 2 | 5 | 0 | Improved |

In the theory session, the lecturer from the Animal Husbandry Study Program at the Faculty of Agriculture, Khairun University, provided an overview of chicken and crispy flour theory. This was aimed at providing participants with knowledge and insights. The lecturer emphasized that in preparing or selling crispy chicken, sellers need to be creative and smart to attract buyers and increase sales. The investment required to start a crispy chicken business is relatively low, and the raw materials are easily available. Additionally, the lecturer stressed the importance of adapting to technology by using digital marketing strategies on social media to reach a broader market. Social media platforms such as WhatsApp, Facebook,

Instagram, TikTok, and others can be utilized for promotions and to design more engaging Instagram displays. This approach helps spread the sale of crispy chicken to the local community and makes it easier to market (Purnomo et al., 2024; Kartika et al., 2022). This is in line with the community service conducted by (Kristiastuti et al., 2022), which suggests that creating various crispy dishes can offer substantial additional income. Therefore, this community service activity aims to achieve a positive impact through the training provided.

In the following session, a demonstration of crispy chicken preparation was conducted, and the participants were very enthusiastic about the training. They responded very positively to the community service activity. They expressed a strong interest in selling crispy chicken products due to the many opportunities, the ability to learn gradually, and the low competition in the area. Additionally, all participants recognized that this training expanded their knowledge about chicken processing. They learned how to make crispy, crunchy chicken with a light coating, making it suitable for sale. The results of the crispy chicken products made during the training were evenly distributed among all participants.

CONCLUSION

Based on the training activity on processing chicken into crispy chicken and the results of the pre-test and post-test, it can be concluded that the participants, who are housewives residing around Campus IV of Khairun University in Bobaneigo Madihutu Village as well as students from the Faculty of Agriculture participating in the MBKM program, can enhance the economy of the housewives through the production and sale of ready-to-eat crispy chicken.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

SW wrote the draft article with input from all authors. YBT and SL designed the methods and directed the project; SW, YBT, SL, and ASN carried out experiments or community service.

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