EXPERIMENTATION OF CASSAVA STEMS AS RAW MATERIAL FOR HANDICRAFT PRODUCTS FROM CIREUNDEU TRADITIONAL VILLAGE, CIMAHI, WEST JAVA

ABSTRACT : Cassava is a source of carbohydrates other than rice and corn. West Java is one of the highest cassava production centers in Indonesia, with one of the cassava producing areas known as the cassava all-cassava traditional village, Cireundeu. The indigenous people of Cireundeu have been processing cassava into a staple food since 1918, as well as producing processed other food products. Unfortunately, of all the parts of cassava that are processed, cassava stems have not been utilized optimally, resulting in waste that can damage the sustainability and balance of nature which is actually contrary to their own customary values. In addition, there is still no product development that leads to the realm of product design. This study aims to explore the potential of cassava stem residue as an alternative raw material for product innovation made by Cireundeu Traditional Village. This research uses a design approach using an experimental method, namely processing the remaining cassava stems using the Pulp Technique. Data collection instruments using observations, questionnaire interviews, which are then all analyzed. This research shows that cassava stems have potential as an alternative raw material that has not been utilized optimally. The remaining cassava stems are processed into powder so that they can be used as raw materials for products such as environmentally friendly paper for writing media and product packaging, coasters, clocks, containers and other crafts. In order to have the characteristics of Cireundeu Traditional Village, the shape of the product is made referring to the visual philosophy of Sundanese culture. The implementation of this product innovation has the potential to increase economic added value and reduce organic waste in Cireundeu Traditional Village.

Keywords : cassava stem, sewage treatment, experiment, raw material, product design