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Jurnal Pengabdian Kepada Masyarakat
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Increasing the Economic Value of Bamboo Shoots through Candied Products as a Typical Product of Masaran Village

Angga Setiawan[1], Muhammad Soleh Fudin[2], Reda Firnanda Putra[3], Alpha Rizhin[4], Fadila Fitri Oktavia[5], Mohammed Ahmed Aljunaid[6]

[1,2,3,4,5]STKIP PGRI Trenggalek, Indonesia
[6]Taiz University, Yaman
✉ anggasetiawan25.as@gmail.com*

Article Information:
Received May 02, 2025
Revision May 16, 2025
Accepted May 27, 2025

Keywords.
Bamboo Shoots; Candied Production; Economic Value; Typical Product of Masaran Village.

Abstract

Background of the Study: Masaran Village in Trenggalek Regency has abundant bamboo shoot resources that remain underutilized. This is largely due to limited skills and knowledge among the local community, especially housewives who typically sell raw bamboo shoots at low prices.

Purpose and Scope of the Paper: The study aims to increase the economic value of bamboo shoots by empowering 30 housewives from the Mekar Sari Women Farmers Group through a structured training program that covers all aspects of production and marketing.

Method: The training was conducted in five stages: planning, preparation, implementation, evaluation, and reporting. During the implementation stage, participants received theoretical and hands-on training in selecting quality bamboo shoots, processing them into candied products, packaging design, and marketing strategies including offline methods and digital platforms such as social media and e-marketplaces.

Results: Participants successfully acquired production skills and began producing high-value candied bamboo shoots. This led to the establishment of a small-scale industry center in the village, creating new employment opportunities and increasing household incomes. Although some participants initially struggled with marketing, this was overcome through mentorship and example-based learning. Sales improved through local partnerships and digital outreach.

Conclusion: The program effectively transformed underutilized bamboo shoot resources into profitable products. It empowered local housewives with entrepreneurial skills and contributed to the socioeconomic development of Masaran Village by promoting innovative and sustainable use of natural resources.

A. Introduction

Masaran Village, located in Bendungan Sub-district, Trenggalek Regency, has an area of 509.8 hectares with a population of around 945 people. Based on a survey by the community service team in January 2025, most of the residents work as farmers (25%), followed by self-employed (20%), civil servants (15%), laborers (7%), students (20%), and some do not work (13%). The average income of residents who work as farmers, self-employed people, and laborers only reaches a maximum of Rp 1,150,000 per month, which is still far below the Trenggalek District Minimum Wage of Rp 2,378,784. This condition makes it difficult for people to fulfill their needs in a balanced way (Alen et al., 2017).

How to quote : Setiawan, A., Fudin, M. S., Putra, R. F., Rizhin, A., & Oktavia, F. F. (2025). Increasing the Economic Value of Bamboo Shoots through Candied Products as a Typical Product of Masaran Village. Aktual: Jurnal Pengabdian Kepada Masyarakat, 3(2), 64–71.
https://doi.org/10.58723/aktual.v3i2.392
ISSN : 2987-6052
Published by : CV Media Inti Teknologi

In addition, small MSMEs are less developed in Masaran Village. Skills in the community are still lacking in terms of creativity and innovation in management in the economic sector, while in Masaran Village there are still many housewives who have not worked and have a lot of free time. If housewives receive optimal empowerment, they have the potential to produce economically valuable products that can improve family welfare. The free time they have can be utilized for entrepreneurship, so that it not only supports the family economy, but also has a positive impact on the surrounding community. With this independent business, it is expected that the level of family income in the village can increase sustainably.

Masaran Village, Bendungan Sub-district, has a fairly large and strategic forest area with various types of fruits, plants, and food crops that can be utilized by the Masaran Village community. One of the main reasons for this utilization is the limited access to other foodstuffs, such as green vegetables. The village is also known for its fertile soil (Kasi, et al., 2018), so many people grow mangosteen as a superior product from the aspect of fruits. Not only mangosteen fruit grows well, but other plants also grow, one of which is bamboo shoots (Ma, et all., 2024)(Lin, et all., 2018). Rebung is very easy to find in this region (Hin, et all., 2024)(Asawawibul, et all., 2025), but its utilization is still limited due to the lack of knowledge and skills of the community in processing it optimally (Rahmawati, 2021). Some farmers, especially housewives, only collect bamboo shoots from the forest or garden and then sell them at a low price, around IDR 5,000 per plastic bag. Bamboo shoots actually have high nutritional content, such as antioxidants, potassium, and fiber (Makatita, 2020). By the local community, bamboo shoots are then processed by the community as a side dish or vegetable for daily consumption as the main ingredient for making vegetable lodeh bamboo shoots. However, like other vegetables, vegetable lodeh bamboo shoots have a weakness in durability (Walida, et al., 2019), so they are easily stale and cannot be stored for a long time (Okfrianti, et al., 2021). In fact, in some cases, bamboo shoots are left to grow into bamboo without further utilization. This shows that the available natural resources have not been optimally processed to improve the economic welfare of the community (Wardhani, et al., 2016).

Rebung, or Dendrocalamus asper, is known as a plant that is beneficial for health (Okfrianti, et al., 2021). In Masaran Village, Bendungan District, Trenggalek, bamboo shoots are easily found and utilized as a food source. This plant is considered an alternative food that can be processed traditionally and is naturally available in the forest (Sunardi, et al., 2018)(Signh, et all., 2021). Bamboo shoots have a high fiber content and water content, which is around ≥ 89%, with protein content ranging from 2.3 - 3.9% (Jana, et all., 2025)(Bajwa, et all., 2019). In addition, bamboo shoots contain carbohydrates around 45% and minerals between 1 - 1.5%, but low in fat, only ≤ 0.3% (Iwansyah, et al., 2019)(Tang, et all., 2021). Apart from being a food ingredient, bamboo shoots have promising economic potential, especially in the processing of innovative food products (Mentari, et al., 2021)(Santosh, et all., 2021). Not only can bamboo shoots be consumed as vegetables, they can also be processed into high-value snacks.

Based on the conditions previously described, it is necessary to introduce an activity in the form of training "Increasing the Economic Value of Bamboo Shoots Through the Production of Manisan Bamboo Shoots as a Typical Product of Masaran Village", this training includes activities that involve delivering material by resource persons directly to participants through face-to-face meetings. In addition, the training also includes assistance in the practice of applying the material that has been delivered as well as interaction in the form of questions and answers and discussions between the speaker and participants. Through this Community Service (PkM) activity, it is hoped that the community will gain a better understanding of bamboo shoot processing techniques such as making candied bamboo shoots, so that it can open up opportunities to increase their income. With this training, the people of Masaran Village can utilize the available natural resources more optimally and economically.

In addition, this program also focuses on empowering housewives who have free time to be more productive in producing bamboo shoot-based products. Through creativity in processing bamboo shoots, it is expected that they can create high-value products and be able to contribute to improving the family economy (Jean, et al., 2017)(Wang, et all., 2020). Thus, this program not only aims to improve individual skills, but also as a strategic step in encouraging community empowerment and improving their living standards in a sustainable manner.

Based on the situation analysis described earlier, partners face several key problems, including:

1. Lack of public understanding on how to process bamboo shoots.
2. Lack of participation in bamboo shoot processing training and other creativity programs.
3. The abundant potential of natural resources has not been optimally utilized.
4. Community ignorance about marketing strategies for processed bamboo shoot products.

Program Objective:

1. Increase community insight and motivation for entrepreneurship with innovation in processed bamboo shoot products.
2. Introduce techniques for processing bamboo shoots into food products, such as candied bamboo shoots.
3. Teach how to package products in an attractive and marketable manner.
4. Provide an effective marketing strategy to increase sales of candied bamboo shoots.

Benefits Program:

1. Expanding people's understanding of bamboo shoot-based products.
2. Increase capabilities and income through new skills.
3. Encourage the establishment of bamboo shoot MSME centers to improve local welfare.

As a solution to the problems faced by the community of Masaran Village, Bendungan Subdistrict, especially in improving the economy and income, an economically valuable bamboo shoot processing training program is offered. This training aims to increase the knowledge and skills of the community in processing bamboo shoots into more valuable products (Isnawaty, et al., 2022). In addition, this activity is also expected to open new business opportunities, increase the income of local residents, and encourage economic growth and overall community welfare.

The expected outputs of this Community Service activity include:

1. Produce processed bamboo shoot products, namely candied bamboo shoots
2. Realizing the center of the candied bamboo shoot industry in Masaran Village to encourage economic improvement of the local community.
3. Open employment opportunities for villagers to improve their welfare.
4. Equipping business actors with skills in planning marketing strategies and expanding the marketing reach of candied bamboo shoot products to a wider area.
5. Publish the results of PkM activities in scientific journal publications.

B. Methods

Community service conducted by lecturers and students of STKIP PGRI Trenggalek is located in Masaran Village, Bendungan District, Trenggalek Regency. Masaran Village has an area of 509.8 Ha. This village is known as an area that has abundant natural potential, especially in the agricultural and plantation sectors. With hilly geographical conditions and adjacent to forest areas, Masaran Village has a cool climate and natural resources that support agricultural activities, one of which is the cultivation of bamboo shoots (young bamboo). By strengthening the MSME sector, innovating local products, and increasing market access, this village has the opportunity to become an independent and leading village in the field of agro-industry based on local wisdom.

The target audience of this PKM activity is the Mekar sari Women Farmers Group (KWT) and the Masaran village community, especially housewives with a target number of 30 people.

This service activity was carried out in several stages as follows:

1. Planning
   Community service activities carried out by lecturers and students of STKIP PGRI Trenggalek begin with planning by forming and completing a PKM team consisting of 10 people including two lecturers and ten students, then preparing an activity proposal to the STKIP PGRI Trenggalek Institute. This PKM was carried out in January 2025.
2. Preparation
   The preparation stage carried out was to conduct a Focus Group Discussion (FGD) to obtain an understanding and cooperation agreement with the village head and the Masaran village community. The PKM team asked permission from the village head of Masaran and coordinated with partners, namely the Women Farmers Group, to convey information about the concept of implementation, preparation of an activity schedule, determination of a training venue at the home of one of the KWT administrators, as well as purchasing equipment and procuring materials. This preparation stage took two weeks.
3. Implementation
   The implementation stage is divided into 3 stages as follows:
   a. Socialization and initial introduction to bamboo shoot processing

The socialization and initial introduction stage was carried out by cooperating with the Women Farmers Group in Masaran village to introduce the age of bamboo shoots that can be processed into candied bamboo shoots. This stage has the main objective of providing the community with an initial understanding of the planned activities to be implemented. In addition, this step also plays a role in increasing community participation and active involvement by building a better understanding of the benefits and positive impacts of this activity (Hermandra, et al., 2022). With a clear and transparent explanation, the community is expected to not only have a higher awareness of the importance of this program (Nizar, 2018), but also be encouraged to contribute actively in every stage of its implementation. Optimal community participation can increase the effectiveness and sustainability of the program, thus creating a harmonious collaboration between the organizers and the community.

b. Teaching

The teaching stage is intended to provide theoretical understanding to the target community so that they are ready to apply it. The theory presented is about how the process of selecting bamboo shoot raw materials, determining the composition of processed ingredients that will be made into candied bamboo shoots, what tools are used in processing candied bamboo shoots, the shape of the bamboo shoots that are made into sweets, namely a rectangular shape with a length of 7 cm and a width of 3 cm, as well as the process of cooking or preserving and packaging candied bamboo shoots to make them look attractive.

c. Demonstration and Practice

This stage is carried out by the PKM team with KWT by demonstrating how to process candied bamboo shoots to housewives in Masaran village, the next stage is group practice, namely production practice, packaging and marketing training. Through this stage, it can develop to the wider community both directly and indirectly by marketing products online through market places and directly by being deposited through shops in the dam area and in order to become a center for various food industries and increase bamboo shoot commodities in Masaran village.

d. Evaluation

The evaluation stage is carried out through the distribution of questionnaires and question and answer sessions to measure the level of understanding of the participants of the training materials that have been provided (Mebinta, et al., 2020). Qualitative data from interviews were analyzed thematically by identifying patterns and main themes that emerged. This aims to identify and provide solutions to the obstacles faced by the community in the production process to marketing. It is hoped that continuous evaluation can encourage community business growth, increase the number of local producers, and contribute to increasing the average income of residents of Masaran Village, Bendungan District, Trenggalek Regency.

e. Report

The report stage is a form of accountability of the PKM team to the STKIP PGRI Trenggalek Institute to report on the entire PKM implementation that has been carried out in Masaran village, namely Increasing the Economic Value of Bamboo Shoots Through Candied Production as a Typical Product of Masaran Village.

The sustainability of this Community Service Program (PkM) can run well thanks to the active support of partners including village officials and the community of Masaran Village, Bendungan District, Trenggalek Regency. In addition, partners also play a role as providers of facilities for the implementation of activities, while community involvement as active participants and sources of information on local problems is an important aspect in the success of this program.

C. Results and Discussion

Result

The implementation of the Community Service (PkM) program in the form of increasing the economic value of bamboo shoots through making sweets as a typical product of Masaran Village for the Masaran village community was carried out through several stages of activities. These stages include: 1) Planning,

2) Preparation, 3) Implementation, 4) Evaluation, and 5) Report Preparation. The following is an explanation of each stage of the activity:

1. Planning

   In the planning stage, a PkM team consisting of two lecturers and ten students of STKIP PGRI Trenggalek was formed. The next step is to conduct a Focus Group Discussion to discuss the topic of Community Service based on observations during the Real Work Lecture (KUKERTA) activities. Then, a proposal was prepared to be submitted. This PkM activity was carried out in December 2024.

2. Preparation

   The preparation stage includes several agendas, including: first, asking permission from the Head of Masaran Village regarding the implementation of PkM in Masaran village. Second, conducting discussions and reaching a cooperation agreement with the village head and the Mekar Sari Women Farmers Group (KWT). Third, convey information to the target community with the help of village officials. Fourth, coordinate and schedule activities. Fifth, determining the training location at the Masaran Village Office, as well as preparing materials, purchasing equipment, and providing materials. This preparation stage took about two weeks.

3. Implementation

   The implementation phase is divided into three main activities, namely:

   a. Socialization and Introduction to Bamboo Shoot Processing

Figure 1. Socialization of candied bamboo shoots making Socialization of candied bamboo shoots making in Masaran Village

At this stage, socialization was carried out to introduce the age of bamboo shoots that are suitable for processing into candied bamboo shoots. The age of bamboo shoots that can be used is 2 weeks old. Bamboo shoots that have been processed into candied bamboo shoots have a high selling value in the market.

   b. Teaching Stage

   The teaching phase aims to provide a theoretical understanding to the target community so that they are ready to apply it. Some of the theoretical materials provided include:

   1) Raw material selection process

      The bamboo shoots used are selected based on age, which is about 2 weeks for tall shoots but no more than 4 internodes. High-quality bamboo shoots are usually white or yellowish in color, and have no black spots or traces of decay. The ideal size of bamboo shoots for sweets is young and not too big. Bamboo shoots that are too large tend to be more fibrous and tough, making them less suitable for candying.

   2) Determining the dosage of ingredients

      The composition and dosage of ingredients are adjusted to the manufacture of candied bamboo shoot products. The main ingredient used is bamboo shoots, while additional ingredients include food coloring, sugar, sugar, clean water, salt, pandan leaves,

cinnamon, citric acid/lime.

3) Tools Used in Processing

The tools used include machetes and knives, while the additional tools consist of stove equipment, basins, cutting boards, graters, trays, and pans.

4) Shape of Raw Material Pieces

The bamboo shoot pieces are made in a rectangular shape.

5) Cooking Process

The cooking process is boiled and mixed with sweets.

6) Packaging

Product packaging uses mica and clear plastic.

c. Application Stage

1) Production assistance was carried out during the training, where participants directly practiced making processed bamboo shoots with the ingredients provided.

2) Packaging training is conducted after the product is finished, to package it neatly, portion-wise and attractively.

3) Marketing strategies are carried out by encouraging participants to leave products at BUMDES or nearby stores, using market places and social media such as Instagram and tiktok shop, or working with traveling vegetable traders.

Figure 2. Bamboo shoot raw material selection process

Figure 3. The process of cutting bamboo shoots

Figure 4. The process of mixing ingredients and processing candied bamboo shoots


Figure 5: Product packaging process for candied bamboo shoots

d. Evaluation Stage

The evaluation stage was carried out to determine the participants' understanding of the training and applications that had been carried out through oral questions and answers. The evaluation results showed that many participants were still confused in marketing products for home-based businesses. The team provided solutions by providing examples of other product marketing activities as references. This evaluation also aims to determine how much interest the participants have in continuing the PkM activities and hopefully there will be participants who continue production on an ongoing basis, increase the number of business actors, and increase community income in Masaran Village, Bendungan District, Trenggalek Regency.

4. Report

The report on Community Service activities on Increasing the Economic Value of Bamboo Shoots Through Making Manisan as a Typical Product of Masaran Village was compiled jointly by the PkM Team and then submitted to the UPPMH Unit of STKIP PGRI Trenggalek.

Based on the activities that have been carried out, several outputs are expected and have been achieved from the Community Service program (PkM) with a focus on increasing the economic value of bamboo shoots through the production of candied bamboo shoots in Masaran Village, among others:

1. Making Candied Bamboo Shoots

Through the training provided, the community managed to process bamboo shoots into sweets that can be sold with higher economic value. This opens up new business opportunities based on processed bamboo shoot products.

2. Establishment of Manisan Rebung Industry Center

One of the results achieved was the establishment of a candied bamboo shoot industry center in Masaran Village. This is expected to become a sustainable production center and improve the economy of the local community.

3. Improved Community Skills and Income

This program succeeded in improving the skills of housewives in processing bamboo shoots into high-value products. With these new skills, they can increase their family income through a home-based business based on candied bamboo shoot products.

4. Employment Opportunities for Villagers

These activities not only improve skills, but also open up new employment opportunities for villagers, helping to improve the overall well-being of the community.

5. Development of an Effective Marketing Strategy

Through training and mentoring, business owners gain an understanding of effective marketing strategies, both online through social media and marketplaces, as well as offline by selling through local shops or working with traveling vegetable sellers.

6. Improved Understanding of Product Marketing

Through the evaluation, many participants felt better equipped to market their products, although some still needed further direction on broader marketing strategies.

7. Scientific Journal Publication

   One of the planned outputs is to publish the results of this PkM activity in the form of scientific journal publications to disseminate the results and benefits of the program to the wider academic community.

Discussion

Previous scientific studies have confirmed the potential of bamboo shoots as a local resource with high economic and health value when developed into value-added processed products. The findings of Alen et al. (2017) on the content of bioactive compounds in bamboo shoot extract Schizostachyum brachycladum with antihyperuricemic effects indicate that bamboo shoots are not merely ordinary food ingredients but also have health functions that can enhance the market value of processed bamboo shoot products. These implications open opportunities for the development of products such as bamboo shoot candies that are not only appealing in terms of taste but also have health benefits as a competitive advantage in the market.

The contribution of this research is further strengthened by the studies of Kasi et al. (2018) and Rahmawati (2021), which expand the utilization of bamboo shoots in the agricultural and agroindustrial sectors, both as liquid organic fertilizer and as an alternative phytohormone to accelerate plant shoot growth. This approach makes an important contribution to sustainable agriculture based on local resources, while adding a new dimension of value to bamboo shoots beyond their direct consumption as food. From a public health perspective, Makatita (2020) emphasizes that consuming bamboo shoots can lower cholesterol levels and blood pressure, making bamboo shoot-based processed products a potential functional food aligned with current healthy lifestyle trends. This represents a strategic value-added proposition in the marketing of bamboo shoot-based processed products.

In terms of processing and packaging, research by Okfrianti et al. (2021) provides insights into the nutritional content of bamboo shoots, which are rich in fiber and protein, as well as the challenges of maintaining the shelf life of processed products to keep them fresh and appealing to consumers. This knowledge strongly supports the implementation of training in Masaran Village, which focuses not only on the production of bamboo shoot candies but also on effective packaging techniques to maintain product quality. The community empowerment model through bamboo shoot-based training, as developed by Jean et al. (2017), has proven effective in enhancing local residents' skills and income. This aligns with the program implementation in Masaran Village, which prioritizes product innovation and human resource capacity building as strategies for sustainable local economic development.

New product innovations, such as red bean and bamboo shoot sausage analogues (Isnawaty et al., 2022), open opportunities for diversifying bamboo shoot-based processed products with good chemical and sensory qualities. This is relevant to the needs of modern consumers who seek variety in taste and texture in food products. Additionally, the cultural aspects highlighted by Hermandra et al. (2022) regarding the symbolic value of bamboo shoots in Riau Malay textile crafts add an important dimension to strengthening the identity of local products. This approach can enhance the marketing appeal of bamboo shoot candies by emphasizing both cultural uniqueness and economic value.

However, this study has limitations, including the lack of an in-depth examination of dynamic market factors and challenges in product distribution outside the local area. Additionally, long-term evaluations of the sustainability of microenterprises and the socio-economic impacts of community empowerment have not been measured quantitatively. Therefore, future recommendations include conducting more comprehensive research on marketing aspects, distribution network development, and longitudinal evaluation of the socioeconomic impact of community empowerment. Digital technology integration, such as social media and marketplaces, should be optimized to expand market reach. Continuous training and micro-business mentoring should be provided to ensure business sustainability.

Overall, the community empowerment approach through integrated training in production, packaging, and marketing, combined with the utilization of local resources such as bamboo shoots, is an effective strategy for enhancing the economic value of processed products while supporting the sustainability of micro-enterprises in rural areas, as demonstrated in Masaran Village.

D. Conclusion

The Community Service Program (PkM) in Masaran Village succeeded in optimizing the utilization of bamboo shoots by processing them into high-value sweets. Through training and mentoring, the community, especially housewives, gained new skills in processing, packaging, and marketing the products. This opens up new business opportunities and increases family income in the village.

The success of the program also led to the establishment of a candied bamboo shoot industry center in Masaran Village, contributing to the growth of the local economy. In addition, marketing strategies involving social media and cooperation with local shops expanded market reach, increased product marketability, and supported the overall economic sustainability of the village.

E. Acknowledgments

Thanks to STKIP PGRI Trenggalek for providing opportunities and funding for this community service activity.

F. Author Contribution Statement

AS acts as team leader and is responsible for planning and supervising all activities. MS leads the training and community assistance in the production process of bamboo shoot sweets. RF manages the documentation and evaluation of the training results. AR is in charge of developing marketing strategies for bamboo shoot products. FO supports administrative activities and coordination with partners in Masaran village. MA contributes to the preparation of articles and academic validation.

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