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Article

Slondok Processing Value-Added and Its Determinant Factors

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ABSTRACT

Cassava processing into slondok has grown rapidly in Sumurarum Village, Grabag District, Magelang Regency, while local cassava production shows a downward–fluctuating trend. This mismatch raises a practical question: how much value is created at the processor level and which factors drive or hinder it. This study quantifies the value added of plain raw slondok and examines its determinants among 50 small processors. We apply the Hayami method to compute conversion, margins, and value-added components, and estimate a multiple linear regression to identify key drivers. Results show a 30% yield (conversion factor) and an added value of IDR 957.53/kg, corresponding to a medium value-added ratio of 26.66%. Determinants that significantly increase value added include higher output prices, lower raw–material prices, larger production capacity, and human-capital proxies (age and education), while number of workers, business tenure, and wage levels are statistically insignificant. The paper's contribution is twofold: first, it provides a product-specific value-added decomposition for slondok a niche cassava snack rarely analyzed in formal literature; second, it links micro-level margins to supply-risk signals in a location facing tightening cassava availability. Policy and managerial implications emphasize stabilizing cassava supply (contracting and group sourcing), capacity upgrading, cost accounting, and product differentiation (e.g., flavored slondok) to lift margins sustainably.

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INTRODUCTION

Cassava, known by its Latin name Manihot utilissima, is commonly referred to as ketela pohon or ubi kayu in society. Cassava is a perennial tropical and subtropical plant from the Euphorbiaceae family. Its leaves can be used as vegetables, and its tubers serve as a staple food source of carbohydrates. There are three types of cassava-based processed products. The first type includes traditional foods (such as tiwul, gogik, gatot, growol, and tape); the second type includes staple foods (such as liwet singkong and nasi singkong); and the third type includes snack foods (such as lemet, getuk, chips, lanting, crackers, slondok, and kue kacamata). Semi-processed cassava products include tapioca, gaplek, and cassava flour/mocaf (Wahyurini & Sugandini, 2019). Another potential cassava as an alternative food in North Maluku, called Sago Kasbi. Kasbi sago is one of the typical processed cassava products and is widely consumed by local people (Hidayat et al., 2023). Even in Thailand, the use of cassava for bioplastic production provides economic benefits. Cassava-based bioplastics created 14.8–22 times the value of cassava roots and have a positive impact on social and environmental aspects (Lilavanichakul & Yoksan, 2023).

Magelang Regency has various types of agro-industrial businesses that significantly impact the region, particularly in creating job opportunities, driving economic growth, and improving the welfare of business owners. Like the snake fruit processing business which produces added value of IDR. 16,168/kg with a ratio of 48.49% (Khasanah, 2024). Another agro-industries in Magelang Regency is the slondok industry, located in Sumurarum Village, Grabag District. This village is a production hub for slondok due to the many artisans involved, making slondok a flagship product of Magelang Regency during the Jakarta Fair (Fitriawati, 2015).

As a signature food from Magelang Regency, slondok is well-known by the public. Due to its delicious, savory taste and crunchy texture, slondok is enjoyed by people from almost all social and demographic backgrounds. Slondok is a type of snack made from grated cassava (cassava flour/tapioca) mixed with various seasonings and starches (BPOM Regulation, 2024). After frying, slondok is ready to be served and enjoyed. It has long been favored for its savory taste and affordability. The flavor of slondok is similar to that of crackers: crunchy and savory. Slondok has gained popularity due to the addition of garlic, salt, coriander, and flavor enhancers made from chemicals (Purwanti & Habibie, 2021).

In the slondok production process, by-products are also generated. Waste from cassava processing includes solid waste like cassava peels, stems, sontrot, dirt, core peelings, scattered materials, and combustion ash. In addition, there is liquid waste such as water from washing, pressing, and steaming cassava. Gaseous waste includes smoke and water vapor (Prabowo et al., 2015). Each year, the number of slondok entrepreneurs increases. However, this contrasts with the declining cassava production in Magelang Regency. This decline can be observed in cassava production data from 2017 to 2021 (BPS, 2022), as shown in Table 1. According to Widyastiara et al. (2023), factors affecting cassava production include seed quality, fertilizers, and labor

On the other hand, slondok entrepreneurs in the Sumurarum Slondok and Puyur Association Forum (HUMPUS) face challenges following the pandemic, including reduced market demand. This situation has led to a decrease in revenue, production, and product marketing. Entrepreneurs hope for assistance with marketing and financing (Suparmono, 2022). The types of slondo produced in Grabag District include slondok and puyur (slondok puyur). According to Priangkoso et al. (2020), part of the strength of the slondok puyur produced in Grabag District lies in the quality of the product. Taslim et al. (2020) state, financing has proven to have a significant and positive impact on the revenue of micro and small cassava processing businesses in Indonesia. In contrast, the cassava agro-industry business in Salatiga City has actually experienced an increase in income and sales volume of 41% since the Covid-19 pandemic (Indriawan & Maria, 2024).

Table 1
Cassava Production in Magelang Regency (2017-2021)

No.	Year	Production (tons)
1.	2017	35,818
2.	2018	28,300
3.	2019	24,919
4.	2020	49,185
5.	2021	27,656

Source: Badan Pusat Statistik Magelang Regency, 2021

Isnaeni (2021) states that the slondok processing business yields an R/C ratio of 2.07 and a capital productivity rate of 1.12%, which is higher than the applicable bank savings interest rate of 0.7% per month. Meanwhile, the puyur chips business is also profitable, with an R/C ratio of 1.18 and a B/C ratio of 0.18, resulting in a total profit of IDR 3,074,944 per month (Azlina & Elfiana, 2022). In terms of added value, Sengi et al. (2015) reported that processing cassava into cassava chips generates an added value of IDR 2,082 per kilogram or 0.25% of the production value. Additionally Pamujiati et al. (2022) found an added value of IDR 5,900 per kilogram with an added value ratio of 49.58%. If cassava is processed into gethuk dough, the added value is IDR 9,186 per kilogram, with an added value ratio of 54.1% (Kusuma et al., 2023). Processing cassava into mocaf provides the smallest added value, compared to processing cassava into Siger rice, which is IDR 1,307/kg of raw material. Meanwhile, processing cassava into siger rice provides added value of Rp. 1,790/kg (Analianasari et al., 2020). This study raises the topic of added value of slondok processing, which in previous studies still focused on business feasibility, as well as analysis of added value of cassava processing but into product other than slondok.

Magelang Regency has experienced a fluctuating and downward trend in cassava production during 2017–2021, while the number of small processors of plain slondok in Sumurarum has continued to rise. This mismatch raises a practical question: how much processor-level value added is created, and which factors drive or hinder it under tightening raw-material conditions? Understanding these margins matters for SME income stability, local supply-chain resilience, and area-level food-diversification policies. Despite a growing body of studies on cassava processing, the literature seldom provides a product-specific value-added decomposition for slondok in Magelang, nor does it link micro-level margins to area-level supply signals. Prior works typically report a single value-added figure or focus on other cassava snacks, leaving the determinants of processor-level value added under tightening raw-material conditions insufficiently quantified. This paper is the first to provide a product-specific value-added decomposition for plain slondok in Magelang and to explicitly link micro-level margins with tightening cassava supply conditions. By combining the Hayami framework with regression-based determinants, we reveal actionable levers prices, capacity, and human-capital factors for lifting processor-level value added. Based on this explanation, the objectives of this research are to: 1) Determine the added value of processing cassava into slondok, and 2) Identify the factors influencing the added value of slondok processing.

RESEARCH METHOD

This research is a descriptive-analytical study. The research was conducted in Sumurarum Village, Grabag District, during the production period from May to July 2023. The type of slondok produced is plain raw slondok, which means slondok that has not been flavored (spicy, savory, or sweet) after the pinching and drying process. The study involved 50 slondok entrepreneurs in Sumurarum Village, Grabag District, Magelang Regency. Primary data sources were used, obtained through questionnaires containing questions related to the cassava processing process into slondok. The collected data was analyzed using the Hayami value-added analysis method to determine the amount of value-added (Hayami et al., 1987). Additionally, multiple linear regression analysis was used to identify the factors influencing the added value of slondok processing. The criteria for assessing the added value in the slondok agroindustry are as follows: 1) If the added value ratio is greater than 40%, the slondok agroindustry is categorized as high. 2) If the added value is less than 15%, it falls into the low category. 3) If the added value is between 15% and 40%, the slondok agroindustry is categorized as having moderate added value (Hubeis, 1997).

RESULTS AND DISCUSSION

The Characteristics of Slondok Entrepreneurs

The characteristics of slondok entrepreneurs are detailed in Table 2. In terms of age, the average slondok entrepreneur is around 45 years old. The most common level of formal education is elementary school (SD/MI). The average duration of operating a slondok business is quite long, approximately 18.5 years. For most entrepreneurs, slondok processing is their primary occupation. The skills required for slondok processing are largely self-taught, with some acquired through generational family businesses.

Table 2
Characteristics of Slondok Entrepreneurs Based on Age, Education, and Length of Business Experience

Description	Amount (person)	Percentage (%)
1. Age		
a. 21-30	6	12
b. 31-40	8	16
c. 41-50	19	38
d. 51-60	17	34
Amount	50	100
2. Level of Education		
a. Elementary School	26	52
b. Junior High School	12	24
c. Senior High School	10	20
d. Undergraduate	2	4
Amount	50	100
3. Business experience (years)		
a. 1-10	10	20
b. 11-20	20	40
c. 21-30	15	30
d. 31-40	5	10
Amount	50	100

Source: Primary Data Analysis, 2023

The production process for slondok takes approximately one week per production cycle to produce raw slondok. On average, slondok entrepreneurs in Sumurarum Village produce 3 to 4 times a month. The production process begins with peeling the cassava (which is still done manually by human labor, as shown in Figure 1), followed by washing, grating, and pressing for about 24 hours (Figure 2). After that, the cassava is grated again, mixed with additional ingredients like tapioca flour, and then steamed. Each steaming session takes about 30 minutes, and the steamed dough is left to rest for about 3 days. The next steps are grinding, penjeweran (pinching the dough), and drying the slondok (Figure 3). If the entrepreneurs want to add flavoring, the slondok will go through a seasoning process and be dried again until completely dry. After this, the raw slondok is ready for sale. Most entrepreneurs produce only plain raw slondok (Figure 4) because adding flavor requires extra processing and increases production costs. There is a price difference between plain raw slondok and seasoned raw slondok.

Added Value of Slondok Processing

The raw cassava needed per production cycle each month is approximately 8,900 kg. Most slondok entrepreneurs use the Rengganis variety of cassava as their raw material. This cassava is primarily sourced from outside the Magelang Regency. According to Anindyawati et al. (2023), the cassava is obtained from suppliers who deliver it directly to the local village. The slondok entrepreneurs then process the cassava into slondok, which is either purchased by local traders (middlemen) or sold directly to consumers. The quantity of row materials purchased in large quantities and the quantity of slondok sales are some of the variables that influence the power of entrepreneurs in bargaining (Manimabi et al., 2018).



Figure 1
The process of Peeling Cassava Still Conventionally Uses Human Labor
Source: Research documentation, 2023



Figure 2
The Process of Pressing
Source: Research documentation, 2023



Figure 3
The Process of Drying Slondok to Dry Still Relies on Sunlight
Source: Research documentation, 2023



Figure 4
Dried Plain Slondok
Source: Research Documentation, 2023

Table 3
Added Value of Slondok Processing Business Using the Hayami Method per One-Month Production Cycle

Variable	Formula	Value
Output, Input, Price		
Output (Kg/PP)	A	2.697
Raw material input (Kg/PP)	B	8.830
Labor (HOK/PP)	C	57,42
Conversion factor	D = A/B	0,30
Labor Coefficient (HOK/kg)	E = C/B	0,01
Output price (Rp/kg)	F	11.450
Labor Wages (Rp/HOK)	G	67.990,28
Revenue and Value		
Price of raw materials (Rp/Kg)	H	2.203,69
Price of other input (Rp/kg)	I	319,87
Output value (Rp/kg)	J = D x F	3.480,40
a. Added value (Rp/kg)	K = J – H – I	957,53
b. Added value ratio (%)	L% = K/J x 100%	26,66
a. Labor income (Rp/kg)	M = E x G	449,05
b. Labor share (%)	N% = M/K x 100%	42,58
a. Profit (Rp/kg)	O = K – M	508,49
b. Profit rate (%)	P% = O/J x 100%	13,98
Remuneration for production factors		
Margin (Rp/kg)	Q = J – H	1.277,40
a. Labor income (%)	R% = M/Q x 100%	35,82
b. Capital (contribution of other inputs) (%)	S% = I/Q x 100%	25,67
c. Processor profits (%)	T% = O/Q x 100%	36,52

Source: Primary Data Analysis, 2023

On the other hand Hidayah et al. (2024) suggests that it would be more beneficial for farmers to sell cassava directly to food processors. Farmers would earn higher income compared to selling to middlemen. However, due to the large amount of raw material needed for slondok production, most slondok entrepreneurs in Grabag District purchase cassava from local traders (middlemen).

Based on Table 3, it is evident that each month, the production of slondok requires 8,830 kg of cassava, purchased at a price of approximately IDR 2,203 per kg. From this amount of raw cassava, the entrepreneurs can produce 2,697 kg of dry, plain raw slondok, which is sold at an average price of IDR 11,450 per kg. The gross profit obtained by the slondok entrepreneurs is IDR 9,246 per kg. The yield from the slondok processing business is 30%, as determined by the conversion factor. During the cassava processing into slondok, there is shrinkage, meaning the amount of dry slondok produced is less than the amount of raw cassava used. This means that from 1,000 kg of raw cassava, around 300 kg of dry raw slondok is produced.

Additional inputs in the slondok processing include ingredients such as garlic, salt, flavor enhancers, sugar, tapioca flour, and others, as well as the use of plastic for packaging the slondok. The output value, derived from multiplying the conversion factor by the output price, is IDR 3,480.40 per kg. The added value of processing cassava into slondok is IDR 957.53 per kg, resulting in an added value ratio of 26.66%. This shows that the slondok processing business generates a positive added value and falls within the moderate ratio category, ranging from 15% to 40%. This indicates a moderate increase in added value during the cassava-to-slondok production process.

This aligns with Aponno & Siahaya (2023), who states that the production of salak fruit chips has an added value ratio of 32%, which is also in the moderate range. In contrast, Mu'iz et al. (2023) reported that the production of cassava chips has a high added value ratio of 74.8%. Other cassava-based products, such as cassava tapai, cassava opak, cassava crackers, and gaplek flour, have high added value ratios above 40% (Hardian et al., 2021). Similarly, in the case of banana sale processing Nihaya et al. (2020) concluded that various banana sale businesses fall into the high added value category.

The margin of the added value obtained can be allocated for labor compensation, contributions from other inputs, and profits from slondok processing. The total margin from the slondok production process is IDR 1,277.40 per kg. The margin allocated for direct labor is IDR 457.57 per kg, or 35.82%. The margin contribution from other inputs is 25.67%, or IDR 327.91 per kg, while the profit margin is IDR 466.51 per kg, or 36.52%. There is a slight difference between the proportion of profit margin and the compensation margin/labor wages, which is 0.70 percent. The slondok processing business is an industry whose processing uses semi-mechanical technology. In line with Leatemia et al. (2016), the 'gepe' processing business also uses semi-mechanical technology, namely jacks and grating machines. Including semi mechanical, this means that from a series of activities processing cassava into slondok, certain parts of the work, such as peeling, washing, steaming, penjeweran, drying, and packaging, are still done manually using human labor. Meanwhile, tasks like grating, pressing, and grinding are mechanized using machines. In contrast to kelanting processing, the level of profit from the distribution of the margin obtained is relatively high, namely 0.77%, compared to the distribution of each labor income and other input contributions (Dyasturi et al., 2022).

Factors Affecting the Added Value of Slondok Processing

Several factors influencing the added value of slondok processing were analyzed using multiple linear regression. The data collected was then compiled into Excel software for easier data processing. The data was then analyzed using SPSS version 22, which produced a detailed regression analysis as shown in Table 4. Based on Table 4, it can be concluded that the regression equation illustrates the relationship between several factors affecting the added value of slondok processing. The regression model test results show no multicollinearity, heteroscedasticity, normality, or autocorrelation, as follows:

$$NT_{Slondok} = 15{,}569 + 0{,}007\ X_1 - 0{,}437\ X_2 - 0{,}290\ X_3 + 0{,}31 X_4 - 2{,}321 X_5 + 1{,}538\ X_6 + 0{,}016\ X_7 + 0{,}145\ X_8 + e$$

Based on the results of the multiple regression analysis, including the variables that do not affect the added value of slondok processing, the coefficient of determination is 0.681, which means 68.10 percent of the variation in the dependent variable (added value) can be explained by the variation in the independent variables in the model. These independent variables include the number of laborers (HOK), age (years), education level (years), years of business (years), price of raw cassava (Rp/kg), selling price of the product/output (Rp/kg), labor wages (Rp/HOK), and production capacity (kg/PP). These eight independent variables together explain 68.10 percent of the variation in the added value of slondok processing.

Table 4
Factors Affecting the Added Value of Slondok Processing

Variable	Regression Coeff	t-count	Probe. Sig
Constant	15,569	4,320	0,000
Number of Workers (x1)	0,007	0,251	0,803 ns
Age (x2)	-0,437	-3,297	0,002 *
Education level(x3)	-0,290	-4,683	0,000 *
Length of Business (x4)	0,31	0,642	0,525 ns
Raw Material Price (x5)	-2,321	-8,555	0,000 *
Output Price (x6)	1,538	3,827	0,000 *
Wages (x7)	0,016	0,868	0,391 ns
Production capacity (x8)	0,145	2,803	0,008 *
Adjusted R Square	0,681		
R square	0,733		
F-count	14,076	Sig level 0,000	
F-table	2,18		
t-table 1% *	2,701		
Durbin Watson	1,650		
Trust level : 99% (*) ns: non signifikan			

Source: Primary Data Analysis, 2023

The variables that significantly influence the added value of slondok processing include age, education level, price of raw materials, selling price of slondok, and production capacity. This is evidenced by the calculated t-value for each of these variables being greater than the t-table value, with a probability value smaller than $\alpha = 0.01$. Meanwhile, the variables of labor quantity, business duration, and labor wages have an insignificant effect on the added value of slondok processing, as the t-values for these three variables are smaller than the t-table value, and the probability values are greater than $\alpha = 0.1$. According to Melani et al. (2021), the factors hindering cassava-based processed businesses include the lack of raw material availability and limited business capital.

Building on these results, we connect them to area-level supply signals. The negative transmission from raw-material price to VA is consistent with area-level constraints: Magelang's cassava production showed a fluctuating downward trend in recent years, tightening local supply and lifting farm-gate prices. Under such conditions, processors face thinner margins unless they (i) secure contracted/group sourcing, (ii) improve conversion/yield via process control, or (iii) differentiate products to sustain higher output prices. This helps reconcile the introduction's supply concern with our micro-level findings price and capacity are the immediate, actionable levers for stabilizing value added.

CONCLUSION

The added value from the cassava processing business into slondok reaches Rp 957.53 per kilogram, with an added value ratio of 26.66%. This ratio falls into the moderate added value category. Factors influencing the added value of slondok processing include age, education level, raw material prices, selling price of slondok, and production capacity. Meanwhile, the variables of labor quantity, business duration, and labor wages do not significantly affect the added value of slondok processing. This study recommends the need for the use of machine tools (semi-mechanization) in slondok processing, so that its added value increases. In addition, innovation the next stage of slondok processing such as the addition of flavorings still needs to be done. Advice that can be conveyed by slondok entrepreneurs is to maintain good relationships (both with suppliers and village traders/middlemen), considering the variable price of raw materials, the selling price of slondok affects added value, which is then related to production capacity. If there is a difference in the selling price of plain slondok and flavored slondok, it would be better for entrepreneurs to try to add additional seasoning, so that the added value of slondok increases.

AI DISCLOSURE STATEMENT

During the preparation of this manuscript, the authors used Grammarly to assist with grammar checking, language editing, translation, and improving academic English writing. All outputs generated by these tools were carefully reviewed, verified, and revised by the authors to ensure the accuracy, clarity, and appropriateness of the content. The authors take full responsibility for the integrity, originality, and final content of this manuscript.

DATA AVAILABILITY

The datasets generated and/or analyzed during the current study are available from the corresponding author upon reasonable request.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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