Entrepreneurship Training Through Rosella Products Innovations

Ani Mekaniwati [1*], Dwi Maulina [2], Nadia Sabila Hanifah [3]

[1,2,3,] Faculty of Institut Bisnis dan Informatika Kesatuan, Bogor, Indonesia

a.meka@ibik.ac.id

Currently, economic development and community competence are the focus of attention of all elements of society in Indonesia. One way to develop the community's economy is to develop existing creativity and innovation by holding entrepreneurship training in managing a plant that has good prospects in terms of financial and profit, namely a plant named "Rosella Flower". Rosella flower (Hibiscus sabdariffa L.) is one of the natural ingredients that is useful for disease prevention. Rosella flower petal extract contains the flavonoid compound gossypetin which can be an antioxidant. Rosella flower petals have a high phenol content. Currently, consumers always want products that are practical, effective, and efficient. Some processed products from rosella include tea, syrup and jam. The general purpose of this activity is to provide training on how business actors innovate through the Rosella plant to develop their business well and be able to contribute to the economy. This activity was carried out in July 2021 in collaboration with Bogor Regency SMEs

Keyword : Rosella, Innovation

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