

The Enchantment of Lampung Banana Chips: Captivating The Global Palate with Unique Indonesian Flavours

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Abstract. Lampung banana chips have great potential to compete globally due to their distinctive sweet and savory taste. However, the introduction of this product is still limited, so efforts are needed to expand its reach in the international market. During the Field Study Problematic Seminar on Global Accounting at Ryukoku University, Japan, held on October 17, 2024, an introduction to Lampung banana chips was made by distributing brochures and product samples to students. This International Community Service (PKM) activity aims to increase the attractiveness of Lampung banana chips in the global market by introducing its taste to Ryukoku University students. This activity is expected to provide an understanding of international consumer preferences as a first step in encouraging product innovation to suit global market tastes better. These innovations include the development of new flavors, improved packaging quality, and more effective marketing strategies to attract global consumers. The expected result of this activity is the increased awareness and understanding of Ryukoku students towards Indonesian food, especially Lampung banana chips, and the emergence of a unique attraction for this product in the global market. By understanding the tastes of international consumers, it is hoped that in the future, more strategic product development can be carried out so that Lampung banana chips will be more competitive in the international market and be able to compete with similar products from other countries.

Keywords: Lampung, Banana Chips, unique, Flavours

1. INTRODUCTION

Lampung banana chips have great potential as a regional flagship product due to the abundant raw materials and good banana quality. Lampung is one of Indonesia's largest banana-producing regions, especially the kapok banana variety, which has a dense texture and naturally sweet and savory taste. This abundant availability of raw materials allows for the production of banana chips in large quantities at relatively lower production costs than in other regions. In addition, the geographical and climatic conditions in Lampung are very favorable for the growth of high-quality bananas, so the processed products also have good standards (Cahyawati et al., 2020).

Apart from the availability of raw materials, the uniqueness of Lampung banana chips lies in the processing technique. Some producers use a vacuum frying technique to produce chips with a crispier texture and lower oil content than conventional methods. This technology improves product quality and makes it healthier for consumers. In addition, some producers are implementing innovations in flavor variants, such as chocolate, cheese, and barbeque, which makes Lampung banana chips more desirable to various groups.

Another advantage of Lampung banana chips is its competitiveness in national and international markets. The product has been widely recognized in various regions in Indonesia and has even started to penetrate the export market. Attractive packaging and innovative marketing strategies, such as digital marketing through e-commerce and social media, have contributed to increasing the popularity of this product (Nurendah et al., 2020). With the growing trend of healthy and practical snacks, Lampung banana chips have a great opportunity to compete with similar products from abroad.

From an economic perspective, the banana chip industry positively impacts local communities, especially banana farmers and small and medium enterprises (SMEs). Many farmers in Lampung depend on the banana harvest, so the banana chip industry helps to improve their welfare by creating a stable demand. In addition, the industry provides employment opportunities for the surrounding community through production, packaging, and distribution processes. Thus, banana chips are a flagship product and contribute to the regional economy.

Appropriate promotional strategies, such as digital marketing and participation in international exhibitions, are needed to ensure that Lampung banana chips are increasingly recognized in the international market. In addition, innovations in flavor variants, improved packaging quality, and the application of modern processing technology can also help increase the appeal of this product in the eyes of global consumers. With its distinctive naturally sweet and savory taste, Lampung banana chips have great potential to compete with similar products in the international market.

The first step in introducing this product to the global community is through direct promotional activities, such as the International Joint Community Service event that interacts directly with Ryukoku University students. Through direct interaction with international consumers, insight into global market preferences can be gained that can be the basis for future product development. With this approach, Lampung banana chips are expected to be more widely recognized and have a greater chance of penetrating the international market.

Based on the background above, several problems can be identified as follows:

1. Lampung banana chip producers face difficulties in understanding the evolving preferences of global consumers, making it difficult for them to adapt their products to the tastes of the international market. Therefore, more in-depth market research is needed to understand the trends and tastes of global consumers so that products can adapt to the needs of the international market.

2. The packaging of Lampung banana chips still has limitations in maintaining product freshness and attractiveness in the global market. Therefore, improvements are needed in the quality of packaging, which needs to be more innovative in design and materials to be more competitive and in accordance with international standards.

Based on the identification of the problems described earlier, the objectives of this activity are:

1. Improving producers' understanding of global market preferences so that Lampung banana chip products are better suited to the needs of international consumers.
2. Encourage the creation of product innovations that align with the tastes and needs of the international market.

The benefits of this activity are an increased understanding of Lampung banana chip products in the global market. This activity provided in-depth insight into the characteristics of the international market and global consumer preferences so that producers can adjust their products to be more competitive. With better understanding, improvements in product quality, innovation, and packaging are expected, ultimately increasing the competitiveness of Lampung banana chips in the global market.

The solution for this program is:

1. Conduct a market survey to determine global consumer preferences, such as trends, tastes, and needs, for the international market for Lampung banana chips products.
2. Improve product innovation regarding taste, quality, and product packaging by global consumer standards and preferences.
3. Develop a more effective marketing strategy that aligns with the international market.

The expected outcomes of this program are increased producer understanding of global consumer preferences, the creation of Lampung banana chip products that are more in line with international standards in terms of taste and packaging, and increased product competitiveness in the global market. In addition, this program is also expected to open up more excellent export opportunities for Lampung banana chips, thus contributing to the improvement of the regional economy and community welfare.

2.LITERATURE REVIEW

Lampung Banana Chips

Lampung banana chips have the potential to penetrate international markets, mainly due to their distinctive flavor, crunchy texture, and longer shelf life compared to fresh fruit. This product also aligns with the global trend towards consuming healthy fruit-based snacks, as

Okpiaifo et al. (2023) stated, where the demand for natural and healthy snacks continues to increase. In addition, bananas, as the main raw material, have good nutritional content, making them an attractive option for international consumers who are increasingly health-conscious. With innovative flavor variants, improved packaging quality, and the right marketing strategy, Lampung banana chips can compete in the global market and become one of Indonesia's leading export products.

International Marketing and Global Consumer Preferences

International marketing is an important strategy when introducing products to foreign markets. According to Mariska and Hendra (2024), international marketing involves adapting products and promotions to meet consumer preferences in different markets. Understanding global consumer preferences is very important in the context of Lampung banana chips. International consumers have different flavor, texture, and packaging characteristics. Popovic et al. (2019) show that consumers are more interested in products with authentic flavors and attractive, environmentally friendly packaging. Therefore, producers of Lampung banana chips need to conduct market research to find out the needs and wants of consumers in the international market so that the products produced can be well received.

Product Innovation in the Food Industry

Product innovation is one of the keys to success in facing competition in the global market. In the food industry, innovation is not only limited to creating new flavors but also includes using local raw materials that can provide added value (Novita & Sundari, 2024). According to Adrianto (2024), product innovation in the food industry relies heavily on the ability of producers to understand market trends and adapt products to suit consumer needs. For example, processing bananas into healthier chips or using regionally distinctive spices can be an innovation that appeals to the international market. Therefore, Lampung banana chip producers must continue innovating in product development to compete in the global market.

Packaging and International Standards

Product packaging is one aspect that significantly influences consumer purchasing decisions, especially in international markets. According to research by Patel et al. (2024), packaging not only protects the product but also attracts consumer attention and creates a perception of quality. Packaging that is environmentally friendly and meets international standards is essential in entering the global market, especially as more and more consumers are concerned about environmental sustainability (Petkowicz et al., 2024). In this case, developing packaging that is attractive, practical, and can maintain the freshness of Lampung banana chips products is necessary to meet the expectations of the international market.

Food Product Exports and Increased Competitiveness

Exporting food products is one way to introduce local products to the global market. According to Salsabila et al. (2024), the success of a product to enter the export market depends not only on the quality of the product but also on understanding the regulations that apply in the export destination country. Thus, Lampung banana chip producers must pay attention to export regulations and ensure their products meet the standards set by the destination countries. In addition, developing appropriate marketing strategies to introduce products to international consumers is also an important factor in increasing product competitiveness (Rahmah & Ibrahim, 2023).

Case Study of Banana Chips in the Global Market

Banana chips are a banana-based processed product with great potential in the international market due to their distinctive flavor and benefits as a healthy snack. In 2022, Indonesian bananas successfully penetrated the export market to several countries, such as China with a total export of 8,052 tonnes, Singapore with 2,661 tonnes, Japan with 2,484 tonnes, and Malaysia with 1,512 tonnes (Surbakti et al., 2024). This export success indicates the high demand for banana-based products in the global market, which can open up opportunities for derivative products, including banana chips (Aurelia et al., 2022). However, to compete in the international market, Lampung banana chips must innovate regarding flavor variants, quality, packaging, and marketing strategies that suit global preferences.

3. RESEARCH METHOD

This activity was implemented through an interactive presentation, where students from Lampung University introduced Lampung banana chips products to Ryukoku University students in Japan during the International Joint Community Service on October 17, 2024. The presentation was carried out by distributing brochures containing product information and providing samples of banana chips for tasting. This activity aims to introduce the distinctive taste of Lampung banana chips to an international audience, explore opportunities for expansion into the global market, and understand the preferences of foreign consumers for Lampung banana chips products.

Several stages must be carried out systematically to ensure the activity's success, as shown in Table 1.

Table 1. Series of Stages and Activities Conducted

Date	Stage
October 1, 2024	Lampung banana chips product survey
October 8, 2024	Making product introduction brochures
October 17, 2024	Product presentation and testing

The activity can run effectively with these stages and provide new insights for developing Lampung banana chip products. These insights can improve product competitiveness in the international market by better understanding global consumer preferences. In addition, this activity can also open up opportunities for cooperation between local businesses and international partners in developing Lampung's banana chip industry.

4. RESULT AND DISCUSSION

This activity aimed to introduce Lampung banana chips to the global market by introducing its sweet and savory taste to Ryukoku University, Japan students. In addition, this activity also aims to understand the preferences of international consumers as a basis for product development that is more suitable for the global market. With this activity, it is expected that Lampung banana chips will be increasingly recognized and able to compete in the global market.

This activity was held during the International Joint Community Service Empowering Traditional Food and Cultural Heritage of Lampung as Export Products of SMEs on October 17, 2024. The method used was an interactive presentation, with brochures containing information about the product distributed and samples of banana chips given to Ryukoku University students who attended. With this approach, participants were visually familiar with the product and able to taste and evaluate the flavor.

The implementation of this activity began with a survey of Lampung banana chip product flavor variants on October 1, 2024. The survey was conducted at the 'Aneka Rasa' location to sample products and identify available flavors. The survey results showed various flavor options, such as *sweet and salty flavors*, cheese, chocolate, milk, strawberry, coffee, and mocha. From the identification results, chocolate and milk flavor variants were recommended

as superior choices. The results of this survey were then compiled in the form of a report as part of the activity documentation.

A brochure about the Lampung banana chip industry was produced on October 8, 2024. The brochure (Appendix 1) includes background on the region's potential for product development and a catalog containing information on the flavor variants and raw materials used. With an attractive brochure design and easy-to-understand language, this brochure is expected to help Ryukoku University students learn more about Lampung banana chips.

On the event day, October 17, 2024, an interactive presentation was conducted by distributing brochures to Ryukoku University students and providing banana chip samples for tasting. Through this interaction, participants could directly get to know the product and assess its taste and quality. This approach was chosen because it is more effective in providing real-life experience to the audience than only through oral material delivery. The atmosphere of the presentation is captured in the photos attached in Appendix 2, documenting the interaction between the team and the Ryukoku University students, including when they received brochures and tried the product samples.

With this activity, the attractiveness of Lampung banana chips in the global market is expected to increase. In addition, understanding the tastes and needs of the international market gained from this activity can be the basis for developing product innovations that are more competitive at the global level. The documentation that has been done can also serve as a reference for future product introduction efforts to the international market.

5. CONCLUSIONS AND SUGGESTIONS

This activity aimed to increase understanding of global market preferences and introduce Ryukoku University, Japan, students to the distinctive taste of Lampung banana chips. By distributing brochures and product samples, Ryukoku University students experienced first-hand the characteristics of Lampung banana chips, both in terms of taste and product information. This activity is the first step in exploring the potential of local products to be better known internationally.

In addition, this activity also encourages the creation of product innovations that are more in line with the tastes and needs of the global market. By understanding the preferences of international consumers, product development can be done more strategically, both in terms of flavour variants, quality, and packaging. This effort is expected to increase the attractiveness of Lampung banana chips in the global market and open wider expansion opportunities.

Further research on global consumer trends and preferences is needed to make Lampung banana chips more competitive in the international market. In addition, promotional strategies through digital platforms need to be strengthened to make the products more accessible to a broader market. Innovation in flavor variants and improved packaging quality are also important aspects that need to be considered so that products can be more attractive by global standards and compete with similar products in the international market.

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Appendices

Brochure and Product Design



Brochure Display of Lampung Banana Chips



Product Display of Lampung Banana Chips

Appendix 2. Photographs during the presentation activity



University of Lampung Students Showcasing Lampung Banana Chips Products in the International Joint Community Service Event



Figure 4: Presentation on Lampung Banana Chips



Brochure distribution atmosphere to Ryukoku University students



The atmosphere of Ryukoku University students tasting Lampung banana chip products