

REPORT
FOCUS GROUP DISCUSSION (FGD)
ON THE PROCESSING AND MARKET RESEARCH OF RICE BRAN
DERIVATIVE PRODUCTS
2023



UNIVERSITAS PGRI SEMARANG INSTITUTE FOR RESEARCH AND
COMMUNITY SERVICE UNIVERSITAS PERSATUAN GURU REPUBLIK
INDONESIA SEMARANG
2023

APPROVAL SHEET

Activity Name : Focus Group Discussion (FGD) on the Processing and Market
Research of Rice Bran Derivative Products

Date and Time : Thursday, December 14, 2023

Venue : Universitas PGRI Semarang

Semarang, December 15, 2023

Acknowledged by,
Head of LPPM
Universitas PGRI Semarang



Prof. Dr. Wiyaka, M.Pd.
NIP. 196412261990031002

Chairman of the Committee,

A handwritten signature in black ink, consisting of a large, stylized 'S' followed by a horizontal line and a vertical line crossing it.

Dr. Sigit Ristanto, S.T., M.Sc
NIDN. 0603098102

A. Background

The processing and market research of rice bran derivative products are vital steps in creating value-added agricultural byproducts. To explore this potential, the Institute for Research and Community Service (LPPM) of Universitas PGRI Semarang (UPGRIS) organized a Focus Group Discussion (FGD) to discuss the processing and market research of rice bran derivatives, especially aimed at benefiting diabetes survivors.

B. Objectives

The Focus Group Discussion (FGD) was organized with the following objectives:

1. To conduct market research and processing strategies for rice bran derivative products.
2. To develop high-quality, premium, or superfood products derived from rice bran specifically targeted for diabetes survivors.
3. To foster multidisciplinary collaboration among researchers from various study programs.

C. Implementation Schedule

The Focus Group Discussion (FGD) was held on:

Day/Date : Thursday, December 14, 2023

Time : 09:00 WIB until completion

Venue : Universitas PGRI Semarang

D. Participants

The activity was attended by researchers from the Food Science, Biology Education, Management, Digital Business, and Economics study programs.

CHAPTER II

IMPLEMENTATION OF ACTIVITIES

A. FORM OF ACTIVITY

The activity was in the form of an FGD with the following topic and resource person:

Topic : Focus Group Discussion (FGD) focusing on processing and market research strategies for rice bran derivative products.

B. IMPLEMENTATION SCHEDULE

Day/Date : Thursday, December 14, 2023

Time : 09:00 WIB until completion

Venue : Universitas PGRI Semarang

Schedule of Events

| NO. | TIME | EVENT | INFORMATION |
|-----|---------------|--|--------------------------------|
| 1. | 09.00 – 09.30 | Preparation | Sekretariat |
| | | Participant arrival | Sekretariat |
| 2. | 09.30 – 10.00 | Opening | MC |
| | | Listening to the song "Indonesia Raya" | IT |
| | | Listening to the UPGRIS Mars | IT |
| | | Joint Prayer | MC |
| | | Opening remarks / Activity report | Dr. Sigit Ristanto, S.T., M.Sc |
| | | Welcome and opening remarks | Prof. Dr. Wiyaka., M.Pd |
| 3. | 10.00 – 11.20 | FGD Activity | Participants |
| 4. | 11.20 – 11.30 | closing | MC |

C. PARTICIPANTS

The activity was attended by researchers from the Food Science, Biology Education, Management, Digital Business, and Economics study programs.

D. EVALUATION OF ACTIVITY RESULTS

The implementation of the FGD yielded significant strategic insights and development plans:

1. Participants from multiple disciplinary backgrounds successfully engaged in discussing product development opportunities.
2. The FGD determined that the next step is to develop premium and superfood products derived from rice bran, tailored specifically for diabetes survivors.

CHAPTER III

CONCLUSION

The FGD successfully laid the groundwork for multidisciplinary research collaboration at UPGRIS. The focus on creating premium and superfood products demonstrates the institution's commitment to delivering health-oriented, technology-based solutions for the community, particularly for diabetes survivors.

Appendix 1

ACTIVITY PHOTOS

