

Development of Various Processed Bananas in Murung Raya Village Banjarmasin, South Kalimantan

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Abstract

Based on the survey, it was found that most of the women who manage banana fruit snacks can help to improve the family's economy and make banana chips a superior product in Murung Raya Village, experiencing problems in the management, product, marketing and productivity management areas. The purpose of this activity is to increase knowledge, skills in the field of product management in a safe and healthy manner, online marketing so as to increase family income. . The approach used was community development through training and assistance to economically productive partners, namely the group of women who manage banana processing. The instrument used a check list. The analysis used a descriptive qualitative. The results of the service show that there is an increase in knowledge, skills in product management, packaging, online marketing and an increase in family income. marketing, The community development approach is able to change the knowledge, skills, skills, communication and behavior of partners in managing entrepreneurship effectively and efficiently.

Keywords: community empowerment, product innovation, family economy

INTRODUCTION

Based on the survey, it was found that most of the women who manage banana fruit snacks can help to improve the family economy and make banana chips a superior product in Murung Raya Village. These various processed bananas can be produced 40-50 kgs of banana chips every week at a price of Rp. 35.000/kg packed in transparent plastic, 35 packs of crispy bananas at a price of Rp. 18.000/pack, and 6 pans of banana bread at a price of Rp. 75.000 / pan. Frequently, the packaging of banana chips and crispy bananas damaged and leaks when they are in traditional stalls or when in the process of product packaging. This is due to the plastic wrapping for banana chips is thin plastic, not plastic specifically for dry foods such as banana chips. For the packaging of crispy bananas using mica plastics which are glued using only stepless. The activities starting from processing raw materials, packaging production, and marketing are carried out manually. Packaging using thin plastic then manually pressed using a candle flame to make it airtight, there is no product name so it cannot be marketed abroad or marketed in business franchises such as minimarkets, rather the products are only sales in traditional stalls, schools' canteen in the Kelurahan Murung Raya, or during religious events such as Eid al-Fitr and New Years. Therefore, most of the community wishes to have assistance and training on aspects of product design development so that they can develop production businesses, especially online packaging and sales, management and health-based management of processed bananas.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS AND TARGET SOLUTIONS

General Description

Murung Raya Village is located in the South Banjarmasin District, Banjarmasin City, South Kalimantan Province. The total population in 2019 was 13,587 people, consisting of 6,092 males, and 6,662 females. In the north it is bordered by Kelayan Dalam Village, in the east by the Antasan River, Pemurus Baru Village and Pekapuran Raya Village, East Banjarmasin District. To the south, it is bordered by the Kelayan Antasan River, Tanjung Pagar Village, and to the west by the Kelayan River, East Kelayan Village. Partners in this community service are a group of economically productive mothers, namely banana snack managers located in Murung Raya Village, South Banjarmasin District, Banjarmasin City, South Kalimantan Province

Table 1 Characteristics of activity targets

No.	Employment	Male	Female	Total
1	Does not work	2325	2058	4383 soul
2	Taking care of household	0	3104	3104 soul
3	Student/Student	866	704	1570 soul
4	Retired	16	7	23 soul
5	civil servant	57	26	83 soul
6	TNI	6	0	6 soul
7	Police	3	0	3 soul
8	Trading	59	33	92 soul
9	Farmer	23	7	30 soul
10	Breeder	4	1	5 soul
11	Fisherman	1	0	1 soul
12	Construction	2	0	2 soul
13	Transportation	6	0	6 soul
14	Private sector employee	571	173	744 soul
15	BUMN employees	2	1	3 soul
16	BUMD Karyawan employees	2	0	2 soul
17	Honorary Employee	19	28	47 soul
18	Freelance	915	59	974 soul
19	Farm workers	19	3	22 soul
20	Fisherman Buruh	2	0	2 soul
21	Stockman	2	1	3 soul
22	Barber	5	0	5 soul
23	Electrician	2	0	2 soul
24	Bricklayer	17	0	17 soul
25	Carpenter	35	1	36 soul
26	Cobbler	3	0	3 soul
27	Welder	5	0	5 soul
28	Tailor	10	17	27 soul
29	Hairdresser	3	0	3 soul
30	mechanic	13	0	13 soul
31	Physician	1	0	1 soul
32	Imam of the Mosque	1	0	1 soul
33	chaplain	4	0	4 soul
34	Cook	2	0	2 soul
35	Members of the House of Representatives	1	0	1 soul
36	Lecturer	1	1	2 soul
37	Teacher	16	35	51 soul
38	Midwife	0	2	2 soul
39	Nurse	3	6	9 soul
40	Radio announcer	1	0	1 soul

41	Sailor	1	0	1 soul
42	Driver	27	0	27 soul
43	Broker	1	0	1 soul
44	Trader	127	108	235 soul
45	self-employed	1746	276	2022 soul
Total		6.925	6.662	13.587

Source: Murung Raya Village Office (2019)

Problems

The economic sector in the aspect of managing banana processed products as a superior product

Target solutions

Assistance in the development of banana processing was carried out through training activities which includes: product name design training, marketing management, packing, and entrepreneurship management

METHOD

Based on the problems that have been raised in this PKM activity, the implementation method used was a community development approach through discussion, training, mentoring on the concept of entrepreneurship and business management, making marketing system, packaging designs using social media / online to partners, simulation, observation, and interview,

The activities were carried out at the Mitra location which is located at Murung Raya Village, South Banjarmasin District, Banjarmasin City, South Kalimantan Province. The program goes through several stages

- 1) Preparation stage consists of a knowledge survey about the concept of entrepreneurship and business management in the management of various snacks from bananas, product safety and hygiene and the marketing system
- 2) Implementation phase includes the implementation of training and mentoring activities
- 3) The evaluation stage is carried out after all the activities have been completed by monitoring the activity output, namely knowledge, skills and family income

RESULT AND DISCUSS

The results of Community Service activities include changes in activity achievement indicators including

Table 2 Indicators of pre and post activities

Activity achievement indicators	Pre	Post
Product design knowledge and skills	not enough	
Marketing reach	Limited to the nearest shop/shop village area	Entering the convenience store
Knowledge and skills to create an online marketing system	Not enough	good
Ability to use online marketing	Not enough	good
Entrepreneurship Management	Not enough	good
Safe and healthy entrepreneurial management	Not enough	good
Family Income	not enough	good

Table 2 explains that this activity of community empowerment has a positive impact on the target, especially in generating insight (knowledge and perception, religiosity) in interpreting life so as to foster positive behavior and participation motivation. These results are in line with research by Ananda, R. and Rosyidi, H. . (2021) and Masita, E. D., & Amalia, R. (2018) which explain that empowerment is a form of communication, counseling that is able to change adequate behavior.

Table 2 describes the changes in entrepreneurial management skills and the ability to use social media as a marketing medium. This condition due to training is a form of communication, counseling, good attitude, the

application of which is directly practiced so that it affects knowledge, confidence and skills Masita, E. D., Isnaini, Y., & Lestari, P. C. A. (2021)

CONCLUSION & SUGGESTIONS

Community Service Activities in Murung Raya Village, South Banjarmasin District with the community development method are able to increase knowledge, skills and participation of targets, namely economic productive groups to develop products that have added value in Banjarmasin City, South Kalimantan Province. It is recommended that the group of women who manage various snacks from bananas in Murung Raya Village, South Banjarmasin District, Banjarmasin City, South Kalimantan Province to be more active in increasing sales of various processed snacks from bananas by promoting online partner empowerment as an effort to improve the family economy.

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