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Hal 1- 38

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<p><i>The MSMEs (Micro, Small Medium Enterprises) Development Program and Family Empowerment in Pauh Kamar Village, Nan Sabaris District, West Sumatra</i></p> <p>Yosa Novia Dewi, Khidayatul Munawwaroh, Ziecky Mardoni, Rona Rossa, Sadjiran, Febriyanno Suryana</p>	Hal 1-8
<p><i>Empowerment of Fishermen Group Women Through Processing Fish Products in Lowu-Lowu Village</i></p> <p>Ernawati Malik, Waode Adriani Hasan, Tri Astuti, Muh. Rais R., Ameliyani Kusi</p>	Hal 9-14
<p><i>Empowerment of Students in Al Mubarak Sudiang Islamic Boarding School through Medicinal Plant Cultivation and Utilization</i></p> <p>Ratnasari Dewi, Mudyawati Kamaruddin, Rafidah , Hendra Stevani, Muli Sukmawaty, Ivonne Siswanty</p>	Hal 15-21
<p><i>Mentoring MSMEs through E-Promotion as A Rebranding Strategy Based on Local Wisdom</i></p> <p>Ning Karnawijaya, Siti Rokhanyah, Lila Pangestu Hadiningrum, Indri Pujiastuti</p>	Hal 22-28
<p><i>Drug Abuse Prevention and Empowerment: An Effort to Increase Legal Awareness among The Young Generations in Al-Ma'un Shelter House, Bengkulu</i></p> <p>Zico Junius Fernando, Yagie Sagita Putra, Ria Anggraeni Utami</p>	Hal 28-33
<p><i>Empowerment of Housewives in Randusari Village, Semarang: Training in Culinary Business Management and Fish-Based Foods Processing</i></p> <p>U. Yuyun Triastuti, Nisa'ul Chasanah Idris, Julia Vebrianti</p>	Hal 33-38

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The MSMEs (Micro, Small Medium Enterprises) Development Program and Family Empowerment in Pauh Kamar Village, Nan Sabaris District, West Sumatra

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Abstract

The COVID-19 pandemic decreased Micro, Small, and Medium Enterprises (MSMEs). Therefore, This community service program aims to improve community welfare through the development of MSMEs based on local wisdom in Padang Pariaman Regency, West Sumatra. Nan Sabaris District, Padang Pariaman Regency has several MSMEs producing various products, especially Padang Pariaman speciality cakes. Pauh Kamar village is a culinary destination in Nan Sabaris District. Not all MSMEs in the Pauh Kamar Village were well managed. There was potential products development, but their production and marketing were still limited. The main focus of this MSMEs development program was empowerment through business training and mentoring. This program included business management, financial management, product packaging, and online marketing training. In addition, it also performed family empowerment in the target community. This program focused on the strengthening phase of the community empowerment program. The program evaluations showed that the beneficiaries were very satisfied with the training and business monitoring program. In addition, the program was very effective for beneficiaries in business management abilities, marketing management, business motivation, business turnover, and parenting knowledge. Furthermore, beneficiaries had increased a business turnover of approximately IDR 1.5 million/month and an average income of IDR 750 thousand/month after receiving training and mentoring programs. The MSMEs development program and family empowerment are satisfactory and effective for MSMEs actors in Pauh Kamar Village. The community service team will recommend partners receive financial assistance from other programs and build cooperation with various stakeholders.

Keywords: MSMEs development program; Covid-19 Pandemic; Family empowerment

Abstrak

Pandemi covid-19 berpengaruh pada seluruh aspek kehidupan masyarakat, khususnya aspek ekonomi. Banyak pelaku UMKM yang terimbas dampak pandemi ini dengan turunnya omset usaha bahkan matinya usaha mereka. Sebagai salah satu bentuk pengabdian dosen untuk masyarakat maka diadakanlah Program Pengabdian kepada Masyarakat (PkM). Program pengabdian ini bertujuan untuk meningkatkan kesejahteraan masyarakat melalui pengembangan usaha mikro kecil menengah di kawasan pedesaan berbasis kearifan lokal di Kabupaten Padang Pariaman, Sumatera Barat. Program dilakukan dalam 2 bentuk, yaitu pelatihan dan pendampingan. Secara umum program pemberdayaan masyarakat terdiri dari beberapa tahapan, yaitu: tahap penumbuhan, tahap penguatan dan tahap pemandirian. Namun dalam program ini akan lebih difokuskan pada tahap penguatan pada program pemberdayaan masyarakat. Penerima manfaat program pengabdian ini akan diberikan pelatihan dan pendamping ekonomi, seperti pelatihan manajemen usaha, manajemen keuangan, pengemasan produk, dan pemasaran. Selain itu, program ini juga difokuskan untuk penguatan keluarga yang dilakukan dengan pemberian pelatihan parenting. Hasil evaluasi program menunjukkan bahwa terdapat peningkatan rata-rata omset usaha penerima manfaat, yang awalnya hanya Rp 1,5 juta/bulan

menjadi Rp 3 juta/bulan. Jika dikonversikan kepenghasilan rata-rata, artinya terdapat kenaikan penghasilan rata-rata penerima manfaat sebesar Rp 750 ribu/bulan. Selain itu, juga diadakan pengukuran kepuasan penerima manfaat yang menunjukkan bahwa penerima manfaat merasa sangat puas dengan pelatihan dan pendampingan yang diberikan.

Kata Kunci: UMKM, Pandemi Covid-19, Ekonomi, Pengabdian

INTRODUCTION

The World Bank (2004) considers that the government must implement effective public policies by establishing partnerships with the private sector and society organizations to advance the economy substantially. The partnership strategy is essential to create a conducive situation in economic development, which is expected to be inclusively felt by the community.

One of the efforts for economic development is to foster entrepreneurial activity or entrepreneurship. Frinces (2004) defines entrepreneurship as an attempt to create value by recognizing business opportunities, risk-taking management, communication, and management skills to mobilize the human, financial, and resources needed. Entrepreneurial activity is one of the media to create jobs for the wider community. Various studies show that entrepreneurship activities can give solutions to overcome poverty in the long term. In addition, the concept of entrepreneur has been echoed by Prophet Muhammad for a long time, as stated in the Hadith of Ahmad's History, "You should trade because there are nine of ten doors of sustenance." Rasulullah taught his people to make a trade, one of the entrepreneurial activities.

Ministry of Industry in 2019 revealed that the number of entrepreneurs in Indonesia only reached 3.1% of the population. This number was still lower than in neighbouring countries, namely Singapore (7%) and Malaysia (5%). Therefore, Indonesia still needs a minimum of 4 million entrepreneurs to boost the national economy. Furthermore, World Health Organization (WHO) declared COVID-19 a global pandemic that needed serious attention from all countries on March 11, 2020. After that, on March 31, 2020, President Jokowi ordered the implementation of Large-Scale Social Restrictions to limit the spread of COVID-19 among the public. This situation limits community activities and significantly affects the economic sector, especially micro, small and medium enterprises (MSMEs). Thus, the COVID-19 pandemic decreased Micro, Small, and Medium Enterprises (MSMEs). Therefore, This community service program aims to improve community welfare through the development of MSMEs based on local wisdom in Padang Pariaman Regency, West Sumatra.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

General description

Nan Sabaris District is a fertile area located along the coast (Pemkab Padang Pariaman, 2020a). Villages in this sub-district also have plantation and fishery potential. However, the main product in this sub-district is culinary. There was one group of productive MSMEs totaling ten people. However, the remaining around 40

were unproductive MSMEs actors. Nan Sabaris District, Padang Pariaman Regency is the main route from Minangkabau International Airport to various areas (Pariaman, Padang, Bukittinggi, etc.) (Palanta, 2020). Nan Sabaris District has several MSMEs producing various products, especially Padang Pariaman speciality cakes, such as peanut crackers/cracks, *rakik maco*, *peanut kipang*, *ladu aray*, *balado karipik*, chocolate sponge cake, and others (Pekab Padang Pariaman, 2020b). Villages in Nan Sabaris District only have 30 – 45 minutes from the airport, one of which is Pauh Kamar Village. Besides having beautiful village views, Pauh Kamar village is a culinary destination in Nan Sabaris District.

Problem

Based on surevy that the problem in the target are economic problem. The target can not to develop their product so that too risky increase family income.

Target solution

According the problem, the main focus of this community services area MSMEs development program was empowerment through business training and mentoring, from production to marketing. The program included business management, financial management, product packaging, and online marketing training. This program aims to strengthen businesses in the target community so that their products can meet standards and enter e-commerce. In addition, this community service activity also performed family empowerment in the target community.

METHOD

These parties worked together to make this program a success. CTE Corp is one of the social enterprise institutions engaged in research, training, assessment, and consulting to improve the quality of human resources. In addition, the ADPI is a unifying association of lecturers in community service activities. After regular training and mentoring in this community service, CTE Corp and ADPI would supervise, especially controlling marketing, so that beneficiaries were actively involved in this program.

This program implementation prioritized technology. The methods and stages of technology application were:

- a. The community service team assisted and discussed with MSMEs via face-to-face meetings and online;
- b. The community service team expanded product marketing through technology or e-commerce;
- c. The community service team created social media accounts.

Product Description of Implemented Technology

The technology implemented in this program included:

- a. Zoom Meeting: an online meeting application with the concept of screen sharing. This application allows users to meet face to face with more than 100 participants. Not only on a PC or laptop, but the users can download this application on a smartphone.

- b. Social Media: an online media where users can easily participate, share and create social networks, wikis, forums, and virtual worlds.
- c. Whatsapp: a message smartphones application that allows us to exchange messages without credit because WhatsApp Messenger uses internet data.
- d. E-commerce: distribution, purchase, sale, and marketing of goods and services through electronic systems such as the internet, television, or other computer networks.

Work procedures

The work procedures in this community service included education regarding the use of technology with partners, mentoring in applying technology, program assistance by involving partners, and regular online and face-to-face training.

Evaluation of Program Implementation and Program Sustainability

Evaluations of program implementation consisted of:

- a. Monthly monitoring and assessment to ensure the program runs well
- b. Measurement of the satisfaction in training and monitoring program
- c. Evaluation of program effectiveness

Table 1. Beneficiary Satisfaction and Program Effectiveness Score Ranges

Score	Category
Program satisfaction/Program Effectiveness	
0% – 25%	Dissatisfied/Ineffective
26% – 50%	Less Satisfied/Less Effective
51% - 75%	Satisfied/Effective
76% - 100%	Very Satisfied/Very Effective

RESULTS AND DISCUSSION

Program Stage

This MSMEs development focused on the strengthening phase. The limited funds and the short period had not been able to create independence in the beneficiary community. The community empowerment program generally consists of the growth stage, the strengthening stage, and the independence stage. The activities of the strengthening phase in community empowerment programs are:

- a. Improvement of group skills and assistance,
- b. Strengthening of organizations and groups,
- c. Identification and analysis of business support facilities,
- d. Increasing the managerial capacity of beneficiaries in running a business,
- e. Increasing the capacity of beneficiaries in marketing techniques,
- f. Pioneering market networks (Divisi Ekonomi Dompot Dhuafa, 2020).

In addition, the activities of the independent phase in community empowerment programs are:

- a. Preparing local cadres and institutions to become a forum for program development
- b. Ensuring that local institutions have played an active role as companions
- c. Ensuring that the institutional mechanisms and agreed rules are effective enough to control activities.

Program Strategy

This community service activity used training and mentoring methods. Intensive mentoring in the transformation phase is one of the wise choices until the beneficiaries change with their resources. The right strategy and program are essential in this process. However, building individual or social capacity is not easy because the poor are weak in almost all aspects of life. For this reason, it takes patience and a long time to realize its empowerment (Arianto, 2020). Several strategies of community empowerment, especially in the economic aspect, are: (a) Direct assistance in the community (live in & base on community), (b) Local economic development program with the growth of business clusters, (c) Formation of community-based clusters of MSME actors, (c) Improvement of skills and awareness of the economic potential of the community through integrated coaching and training, (d) Program technical assistance in the application of appropriate technology. (Hadi & Ardhi Khairi, 2020)

Program Implementation

The community service in economic empowerment has several stages/flow of activities. The first activity carried out is the initial assessment process to get an initial picture of the actual condition in the target community. This assessment activity also assesses the potential for the community's social capital and economic capital in the target area (Satrio & Yuni, 2014). In this community service, after the initial assessment, the program included training to increase the capacity of beneficiaries, business monitoring, product quality improvement, and product marketing expansion. In addition, there was parenting training to improve beneficiaries' knowledge about parenting so that the busyness of the beneficiaries did not interfere in caring for their children. The number of questions asked by participants during the training session showed good enthusiasm when participating in the training activities.



Figure 1. Business Training for Beneficiaries in the Community Service

Strengthening access and marketing networks is very important in the business development chain. Several components affecting access and marketing network include marketing facilities and infrastructure, product (quality, quantity, continuity), price competitiveness, distribution, and promotion. The community

service team provided training to increase access to marketing and create business marketing accounts on social media and Shopee. Furthermore, the expansion of marketing access also involved ADPI networks so that partner products were marketed outside of West Sumatra Province. (Masita & Maimunah, 2019)



Figure 2. Some Partner's Products that Promoted on ADPI Social Media

After the training program, the community service team monitored partners' businesses to provide input on business strengthening and motivation. CTE Corp has expertise and experience in community empowerment programs. Thus, its role was to monitor businesses individually or grouped in the target community. Next, the beneficiaries are prepared to run and develop their businesses independently in the independence phase. However, the independence phase has not been carried out in this community service due to limited costs and the period of program implementation. (Masita, E. D., Isnaini, Y., & Lestari, P. C. A., 2021)

Furthermore, the final stage is the program sustainability phase. The sustainability and continuity of an empowerment program are crucial. Therefore, various efforts and support from all parties are critical to achieving the empowerment program's success. Some success indicators of the empowerment program include 1) creating community independence, 2) growing awareness, 3) changing community mindsets, attitudes, and behavior towards a better direction, 4) developing businesses, 5) increasing welfare levels, 6) full support from related parties and 7) the existence of local cadres and institutions.

Evaluation is one of the most crucial program improvement efforts, so a comprehensive evaluation mechanism is essential. The proper evaluation instrument will provide an opportunity to obtain accurate and valid information and data. Thus, the conclusion-making process as a recommendation for developing a program follow-up plan will follow the program's objectives. Kelsey LD (1955), in the 2013 SDP profile book, mentions that evaluation is a process to determine the value of a program or activity. In other words, evaluation becomes a method to find out to what extent activities progress and achieve goals. Rogers (2003) states that effectiveness is a program's ability to achieve its goals. Boyle (1981) has outlined several effectiveness standards based on program type. The effectiveness of developmental programs is measured by: (1) the quality of solutions; and (2) the level of ability of individuals, groups, or communities to develop problem-solving efforts. The effectiveness of institutional programs is measured by competencies and assessing consumers or partners. In addition, the effectiveness of informative programs is evaluated by program affordability and information transfer. Furthermore, evaluation of program implementation is

carried out by two methods: (1) Measuring the satisfaction of program beneficiaries and (2) Measuring the effectiveness of the service program (Masita, E. D., & Ristanti, A. D. (2020).

Measurement of Program Beneficiary Satisfaction

This community service evaluated the satisfaction of the beneficiaries in training and mentoring activities. Three indicators of beneficiary satisfaction in training activities were the technical implementation of training, training materials and methods, and quality of trainers. The score of beneficiary satisfaction in the training program was 90%. Thus, the beneficiaries were very satisfied with the training program.

In addition, three indicators of beneficiary satisfaction in monitoring activities were the technical implementation of training, activities during mentoring, and quality of facilitators. In general, the score of beneficiary satisfaction in the mentoring program was 94%. Thus, the beneficiaries were very satisfied with the mentoring program.(Fithri et al., 2017)

Measurement of Service Program Effectiveness

Increasing business management ability, marketing management ability, business motivation, business turnover, and parenting knowledge were indicators to evaluate the effectiveness of this service community service. The results of measuring the program's effectiveness for beneficiaries showed a score of 90%. Thus, the service community program was very effective for beneficiaries in business management abilities, marketing management, business motivation, business turnover, and parenting knowledge.(Masita & Maimunah, 2019)

Furthermore, the beneficiaries increased the average business turnover from IDR 1.5 million/month (average income of IDR 750 thousand/month) to IDR 3 million/month (average income of IDR 1.5 million/month). Thus, training and mentoring programs successfully increased business turnover and the average income of beneficiaries twice.

Rakik maco (n): crunchy snack made from rice flour and fish

Kipang kacang (n): snacks made of peanuts and brown sugar

Ladu aray (n): traditional pastries originating from Central Pariaman, West Sumatra

Balado karipik (n): spicy cassava chips

CONCLUSIONS AND SUGGESTIONS

The MSMEs development program and family empowerment are satisfactory and effective for MSMEs actors in Pauh Kamar Village. The community service team will recommend partners receive financial assistance from other programs, primarily to assist the business capital of the beneficiaries. In the long term, the community service team will also build cooperation with various stakeholders, such as the village, sub-district, district, and provincial governments, especially the Coordinating Ministry for Economic Affairs. The output is so that the target community can become a model for improving the MSMEs' economy during a

pandemic. This program also prioritizes sustainability every year because the final achievement is community independence.

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Empowerment of Fishermen Group Women Through Processing Fish Products in Lowu-Lowu Village

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Abstract

One strategy in empowerment to increase people's income is creating new entrepreneurs. Lowu-Lowu village is one of the urban villages located in Baubau City. The village's geographical location on the coast has promising potential for fishery resources. In addition, 14% of the 2,414 population in the Lowu-Lowu village live as fishers. So far, fishers in the Lowu-Lowu sub-district did not process fish caught into fish processed products. Fishers sold their fish directly to village markets or markets in other areas in Baubau City, so there was no additional income for fishers. The partner's issue was a lack of knowledge among women in the Lowu-Lowu village to start a home business. Therefore, this community service team held seminars regarding entrepreneurship and training regarding processing fish products to empower women in the Lowu-Lowu village. So they can make extra money for fishers' families. The participants were wives of the Lowu-Lowu fishers group and women of the Lowu-Lowu Family Welfare Empowerment. This activity resulted in increased success indicators before and after community service. In conclusion, community service through empowerment positively impacted women in the Lowu-Lowu village, particularly creating insight (knowledge and perception) regarding entrepreneurship and encouraging entrepreneurial behaviour. The following community service activities could give training on creating business profiles and accounting records for firms.

Keywords: Empowerment; Processing fish products; Women

Abstrak

Kelurahan Lowu-lowu merupakan salah satu kelurahan yang terletak di Kota Baubau. Letak geografis kelurahan yang berada di pesisir pantai memiliki potensi sumber daya perikanan yang menjanjikan. Dari total penduduk 2.414 Jiwa yang ada di kelurahan Lowu-lowu, 14% penduduknya bermata pencaharian sebagai nelayan. Selama ini nelayan-nelayan yang berada pada kelurahan Lowu-lowu tidak mengelola hasil tangkapan ikan yang diperolehnya melainkan langsung di jual ke pasar yang ada di kelurahan tersebut ataupun di jual pada pasar yang ada di daerah lain di Kota Baubau. Kondisi ini menyebabkan tidak ada penambahan pendapatan yang diperoleh oleh nelayan. Oleh karena itu, melalui kesempatan ini tim pengabdian kepada masyarakat melaksanakan pelatihan dengan tujuan untuk memberdayakan ibu-ibu nelayan di kelurahan Lowu-lowu tentang pengolahan hasil tangkapan ikan agar dapat memberikan tambahan pendapatan. Metode pelaksanaan yang digunakan yaitu memberikan pengetahuan dan pelatihan. Hasil kegiatan ini adalah meningkatkan pengetahuan dan pelatihan kepada ibu-ibu kelompok nelayan terkait cara mengelola hasil tangkapan ikan menjadi produk olahan ikan dengan memanfaatkan peralatan dan bahan baku yang ada di sekitar mereka. Oleh karena itu, dengan adanya pelatihan pengolahan hasil tangkapan ikan ini diharapkan dapat meningkatkan pendapatan keluarga mereka.

Kata kunci: Pemberdayaan; Pengolahan; Tangkapan; Nelayan

INTRODUCTION

Currently, the Indonesian government is trying to create equitable development and shape a sustainable economy to achieve Indonesia's 2045 goals. The government has made various efforts to achieve these goals, including social assistance programs, community empowerment, improving livelihoods (Siswanti and Ratnasari, 2021), and community nutrition improvement (Kamaruddin, Hasrawati, *et al.*, 2019; Kamaruddin, Jusni and Amalia Sari, 2019; Kamaruddin, Ma'ruf, *et al.*, 2019). Earlier, policymakers only put the people as objects. However, they currently have to view people as living subjects, even the main actors. They must change the previous development paradigm to develop a country successfully. Furthermore, one of the essential concepts to overcoming the failure of state development is applying empowerment (Nurrokhman, 2019).

In general, the definition of empowerment is an effort to restore or increase the empowerment of a community to act under their dignity, rights, and responsibilities as human beings and citizens. In addition, it is an effort to free the poor from the shackles of poverty (Margolang, 2018). One strategy in empowerment to increase people's income is creating new entrepreneurs. According to Kasmir (2007) in (Ridzal and Hasan, 2019), entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life or business. Empowerment strategies to create new entrepreneurs includes: 1) Providing insight, knowledge, entrepreneurial spirits, and entrepreneurial skills; 2) Encouraging the formation of joint business groups; 3) Creating a business environment that supports and promotes the realization of small and medium entrepreneurs (Hia, 2015).

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTION

General description

Southeast Sulawesi is one of 34 provinces in achieving Indonesia's 2045 goals. One of the cities in Southeast Sulawesi province is Baubau City. Baubau City consists of 8 sub-districts and 43 urban villages. Based on Statistics Indonesia in 2021, the Baubau City's Human Development Index (HDI) had a value of 75.90. This value was the second-highest value after the Kendari City, which was ranked first with a value of 83.53. The high HDI value indicated that Baubau City succeeded in building the quality of life for its people. Even though Baubau city was ranked second in the HDI, the percentage of the open unemployment rate in Baubau City was also relatively high. Based on Statistics of Baubau City data in table 1, the percentage of open unemployment in Baubau city was in second place after Kendari city, with a value of 6.57 percent (BPS Kota Baubau, 2021). Thus, there were still many workers who had not been absorbed in the labor market. One way to reduce the open unemployment rate is to create jobs. Jobs come not only from the government or private companies but can also from establishing a business or entrepreneurship. According to Siswoyo (2009)

in (Sofyan, 2019), entrepreneurship has an essential role in the economy of a developing nation. The existence and function of the entrepreneur group determine the economic progress or decline of a country.

Table 1. Open Unemployment Rate by Regency/City in Southeast Sulawesi Province 2016 – 2020 (percentage)

Regency/ City		2016	2017	2018	2019	2020
Regency						
1	Buton	-	2.47	1.60	1.29	4.78
2	Muna	-	5.65	5.61	4.70	6.45
3	Konawe	-	1.94	2.30	3.06	5.42
4	Kolaka	-	2.97	2.18	3.69	5.29
5	Konawe Selatan	-	1.65	2.62	2.29	2.58
6	Bombana	-	0.47	0.70	2.44	2.74
7	Wakatobi	-	2.43	2.43	2.48	4.18
8	Kolaka Utara	-	2.62	1.53	1.38	2.13
9	Buton Utara	-	1.48	1.76	2.70	4.11
10	Konawe Utara	-	4.23	3.59	3.92	3.79
11	Kolaka Timur	-	2.08	2.76	3.25	3.29
12	Konawe Kepulauan	-	5.41	1.19	1.82	1.55
13	Muna Barat	-	0.56	2.62	3.12	3.36
14	Buton Tengah	-	1.69	4.45	4.22	4.22
15	Buton Selatan	-	2.61	3.52	3.77	3.90
City						
1	Kendari	-	7.22	6.04	6.15	7.08
2	Baubau	-	7.07	5.75	5.84	6.57
Sulawesi Tenggara		2.72	3.30	3.26	3.59	4.58

Source: Statistics of Baubau City, 2021

Baubau City has the potential for abundant natural wealth from the agricultural, livestock, and fisheries sector. Based on Statistics of Baubau City data, the potential for fisheries in Baubau City has increased every year. In 2019 the fishery production in Baubau City reached 14,036.64 tons, and in 2020 it increased by 571.95 tons to 14,608.59 tons (BPS Kota Baubau, 2021). The marine fishery potential of Baubau City is a new business opportunity for open unemployment. New prospective entrepreneurs can exploit marine fisheries' potential by producing processed fish products.

Furthermore, people living on the coast of Baubau city, one of which is the Lowu-Lowu village community, can develop these business opportunities. Lowu-Lowu Village is one of the villages located in Baubau City. The village's geographical location on the coast has promising potential for fishery resources. In addition, 14% of the population of 2,414 people in the Lowu-Lowu village live as fishers.

Problem

So far, fishers in the Lowu-Lowu sub-district did not process fish caught into fish processed products. Fishers sold their fish directly to village markets or markets in other areas in Baubau City. This condition caused no additional income for fishers. Fishing is a passive income because fishers cannot work during the high-wave season. According to Jimad et al. (2020) in (Ridzal et al., 2021), empowering women is essential to improve

the economy, especially the economy in the family. Women play a dual role, not only as a mother who takes care of their children, as a husband's companion, but also as a woman who plays a vital role in the economic sustainability of the family. Working women can reduce the family's financial burden because there are other sources of income apart from the head of the family or husband. The target issue was a lack of knowledge among women in the Lowu-Lowu village to start a home business.

Target solution

Therefore, this community service team held seminars regarding entrepreneurship and training regarding processing fish products to empower women in the Lowu-Lowu village. So they can make extra money for fishers' families.



Figure 1. Processing fish products

METHOD

The participants were wives of the Lowu-Lowu fishers group and women of the Lowu-Lowu Family Welfare Empowerment (in Indonesia, it is called *Pembinaan Kesejahteraan Keluarga* or *PKK*). The village head of Lowu-Lowu village also attended this activity. On October 27, 2021, the activity was carried out at the Lowu-Lowu village hall. The community service team taught the participants about entrepreneurship and home-based business opportunities through seminars. The provision of knowledge material could provide new insights regarding home-based business businesses and foster motivation for participants to become independent entrepreneurs by utilizing raw materials and resources around them. In addition, the team also provided training on how to make *pempek* and meatballs, assisted by several students. The community service team chose training on making *pempek* and meatballs because these two products used the same raw materials and were easy to get for the participant (Masita, E. D., Maimunah, S., & Abidah, S. N. (2019).

Pempek (n): a savory Indonesian fishcake delicacy made of fish and tapioca

RESULTS AND DISCUSSION

The results of community service activities included changes in the success indicators stated in table 2. Table 2 shows increased success indicators before and after community service activities.

Table 2. Results of Community Service activities

Success indicators	Pretest	Posttest
Participants' knowledge of the entrepreneur	Moderate	Good
Participants' knowledge of the entrepreneur management	Moderate	Good
Participants' knowledge of the simple accounting records for home businesses	Moderate	Good
Participants' knowledge of making <i>pempek</i> and meatball	Moderate	Good

A seminar is an approach through knowledge-transfer activities. According to the Sabarisman literature review findings, coastal communities required a systematic and organized effort to influence and push for change. The principles of empowerment of coastal communities should use an approach tailored to the unique characteristics of fishers' social lives (Sabarisman, 2017). The partner's issue was a lack of knowledge among women in the Lowu-Lowu village to start a home business. According to (Jamaaluddin, 2017), the biggest obstacle in entrepreneurship is taking the first step to start. Creating a business from something simple around us is a great way to get started. Therefore, the initial activity in this community service was designed to alter participants' perspectives. The next section discussed a business idea to overview the possibilities and market options in the Lowu-Lowu village. The community service team also taught keeping simple accounting records for home enterprises and small businesses. Finally, there was a training on making *pempek* and meatballs. The research results by Khasanah & Asytuti revealed that the contribution of women's income in home-based businesses was 37.40% of family income (Khasanah and Asytuti, 2020).

CONCLUSIONS AND SUGGESTIONS

In conclusion, community service through empowerment positively impacted women in the Lowu-Lowu village, particularly creating insight (knowledge and perception) regarding entrepreneurship and encouraging entrepreneurial behavior. The following community service activities could give training on creating business profiles and accounting records for firms.

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Empowerment of Students in Al Mubarak Sudiang Islamic Boarding School through Medicinal Plant Cultivation and Utilization

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Abstract

Based on interviews with a partner, the following community partner issues were lack of medicinal plants gardens around the Al Mubarak Sudiang Islamic boarding school, lack of knowledge and introduction to the types of plants with medicinal properties, and lack of knowledge about the health benefits of medicinal plants. Using traditional medicinal plants is the community's active participation in solving health problems. The community service partner were students in Al Mubarak boarding school. The solution to overcome the partner's problems was empowerment with a participatory learning approach emphasizing learning through consultation, training, coaching, and demonstration/simulation of medicinal plant cultivation and utilization. Then, the authors evaluated program implementation and sustainability before and after activities. The evaluation showed increased achievement levels in all success indicators. Thus, this community service had significant benefits for all participants. In conclusion, the empowerment of students in Al Mubarak Sudiang Islamic Boarding School can increase their knowledge in medicinal plants cultivation and utilization, skills in medicinal plants cultivation, and medicinal plants utilization. The local government should support and participate in the sustainability of this community service through small industries producing healthy drinks from medicinal plants.

Keywords: Empowerment; Students; Cultivation; Utilizing; Medicinal plant

Abstrak

Berdasarkan wawancara dan survei pendahuluan dengan mitra, permasalahan mitra masyarakat berikut adalah: kurangnya taman tanaman obat di sekitar pondok pesantren Al Mubarak Sudiang, kurangnya pengetahuan dan pengenalan jenis-jenis tumbuhan berkhasiat obat, kurangnya pengetahuan tentang manfaat tanaman obat bagi kesehatan. Pemanfaatan tanaman obat tradisional merupakan partisipasi aktif masyarakat dalam memecahkan masalah kesehatan. Mitra pengabdian masyarakat ini adalah santri di Pondok Pesantren Al Mubarak.. Solusi untuk mengatasi kendala mitra adalah pemberdayaan dengan pendekatan pembelajaran partisipatif yang menekankan pembelajaran melalui konsultasi, pelatihan, pembinaan, dan demonstrasi/simulasi budidaya dan pemanfaatan tanaman obat. Kemudian, penulis mengevaluasi pelaksanaan dan keberlanjutan program sebelum dan sesudah kegiatan. Evaluasi menunjukkan peningkatan tingkat pencapaian di semua indikator keberhasilan. Dengan demikian, pengabdian masyarakat ini memiliki manfaat yang signifikan bagi seluruh peserta. Kesimpulan, pemberdayaan santri di Pondok Pesantren Al Mubarak Sudiang dapat meningkatkan pengetahuan dalam budidaya dan pemanfaatan tanaman obat, keterampilan dalam budidaya tanaman obat, dan pemanfaatan tanaman obat. Pemerintah daerah harus mendukung dan berpartisipasi dalam keberlanjutan pengabdian masyarakat ini melalui industri kecil yang memproduksi minuman sehat dari tanaman obat.

Kata kunci: Pemberdayaan; Siswa; Penanaman; Memanfaatkan; Tanaman obat

INTRODUCTION

Medicinal plant cultivation is essentially land in the yard, garden, or field used to cultivate plants effective as medicines to meet the needs of the family and the community for drugs (Ahdani, 2014). Each medicinal plant requires a unique set of environmental conditions to grow and develop properly. Climate and soil are two crucial ecological components for its growth. Several climate factors, including temperature, rainfall, and sunlight, directly impact its growth (Anita, Zubir, and Amani, 2017). Using traditional medicine derived from plants is the community's active participation in solving health problems. Various nations have recognized its role in improving the community's health. The World Health Organization (WHO) recommends using traditional medicines, including herbal medicines, to maintain public health, disease prevention, and treatment (Badan Pusat Statistik Indonesia, 2008).

The Indonesian government establishes Primary Health Care (PHC) as a strategy to achieve universal health coverage. Primary Health Care includes using traditional medicines derived from medicinal plants. One of the essential aspects of PHC is using appropriate technology and community participation in traditional medicine, especially medicinal plants. (Sambara et al., 2016)

SITUATION ANALYSIS

General Description

The community service partner were students in a boarding school with approximately 150 male and female students. Al Mubarak Sudiang Islamic Boarding School is a semi-modern Islamic boarding school on the outskirts of Makassar, combining Islamic religious knowledge and special skills (such as brick making and gardening). It is located in the Pai sub-district, Biringkanaya sub-district, Makassar (about 18 kilometres from Makassar). Al Mubarak Sudiang Islamic Boarding School had a vacant lot turned into a garden. However, the garden was not well-organized and was planted with various plants but not too many medicinal plants (Figure 1). Al Mubarak Sudiang Islamic Boarding School has sufficient land, adequate human resources, climate support, and fertile soil. Those resources can aid in the establishment of medicinal plant gardens. In addition, procurement of medicinal plant gardens was crucial in Al Mubarak Sudiang Islamic Boarding School.

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Figure 1. Students in the Al Mubarak Sudiang Islamic Boarding School cultivate various plants

Problems

Based on interviews and preliminary surveys with a partner, the following community partner issues were: 1. lack of medicinal plants gardens around the Al Mubarak Sudiang Islamic boarding school; 2. lack of knowledge and introduction to the types of plants with medicinal properties; 3. lack of knowledge about the health benefits of medicinal plants.

Target Solutions

The solution to overcome the partner's problems was empowerment with a participatory learning approach emphasizing learning through consultation, training, coaching, demonstration/simulation of medicinal plant cultivation, and utilization. The purposes of the participatory learning approach or Learning-by-doing activities were: 1) Sensitising partners on the importance and benefits of medicinal plants for health, 2) Raising awareness of the need to establish a medicinal plant garden at Al Mubarak Sudiang Islamic Boarding School to improve the health of students, 3) Increasing knowledge about different types of medicinal plants, 4) Using science and technology through training, demonstration, coaching, and mentoring to cultivate medicinal plants. (Masita & Maimunah, 2019)

Thus, steps in these community service activities included: 1) outreach to potential partners, 2) consultation on the importance of medicinal plant gardens in the community, especially in Islamic boarding schools, 3) introduction and identification of plant species that have medicinal properties, 4) establishment of a medicinal plant garden in the area of Al Mubarak Sudiang Boarding School, and 5) demonstrations, training, coaching, and support in medicinal plants cultivation and utilizing.

METHOD

The following procedures of the community service implementation were:

- 1) The authors approached and informed partners about the goals of community service activities. The partner was students in modern Islamic boarding school-based educational institution from different social backgrounds, ethnicities, and activities. Therefore, a method to reach out and connect with them could facilitate community service implementation. The authors also arranged a meeting with the Islamic boarding school manager to explain the purpose of these community service activities. (Masita, Elly Dwi, 2018)

- 2) The authors organized consultations on medicinal plants gardens and the optimal use of medicinal plants for health. This consultation socialized the design of medicinal plant gardens by identifying the types of medicinal plants based on their typical growing locations.
- 3) The authors organized counseling and demonstration of medicinal plants cultivation according to the material from the previous consultation (point 2). This training was more detailed and aimed to increase students' knowledge and skills with the following materials for cultivating medicinal plants:
 - a) Preparation and management of the soil, including the establishment of beds and the use and management of organic compost. The procedures for constructing boundary fences and plant beds were: (1) Preparing all the tools and materials; (2) Constructing garden borders using bamboo as the primary material, depending on the size of the garden area; (3) Placing plastic trellises in some beds to allow medicinal plants to grow; (4) making plant beds in a pre-determined location. The angle and direction of sunlight determined each group of beds' length, width, and thickness. In addition, the plant beds were laid out from east to west;(Fithri et al., 2017; Fitrawaty et al., 2018; Masita et al., 2019)
 - b) preparation and selection of high-quality medicinal plant seed for generative propagation through seeds and vegetative propagation through cuttings, grafts, grafting, and sprouts;
 - c) Planting medicinal plant seeds raised in a nursery;
 - d) Caring for plants through fertilizing, watering, weeding, hoarding, and controlling pests and diseases
- 4) Instruction and supervision of students in using medicinal plants for health, including processing preparations of leaves, bark, tubers, rhizomes/rhizomes, seeds, and fruits. In addition, it included the drying process, storage of preparations, and the use of preparations (such as dosing and cooking).

The community service team used active participation in these community service activities. Active participation included students' presence, discipline, and activity at each stage of community service activities. In addition, it contained morals, energy, and thought of partners' participation in each activity. The authors actively communicate and interact with the partners by discussing and making suggestions during and after activities. The authors assessed student participation through an attendance list, a list and schedule of activities at the daily, weekly, and monthly levels, and a monthly progress report (Anita et al., 2017)

Further, the community service team distributed questionnaires and interviewed students to evaluate the program. We assessed program implementation and sustainability before and after activities. The evaluations in this community service activities were: 1) The initial assessment to determine the students' knowledge levels and understanding of medicinal plants and their health benefits; 2) The final assessment to find out student's responses, knowledge, and understanding of each activity performed.

RESULTS AND DISCUSSIONS

The following were the steps for the empowerment of students in Al Mubarak Sudiang Islamic Boarding School:

a. Planning and licensing

1) Collaboration with the implementation team

A joint team from the Poltekkes Kemenkes Makassar and the University of Muhammadiyah Semarang carried out this community service activity. The team coordinated to prepare for community service. Coordination with the team resulted in the following agreements:

- a) The target was students in Islamic Boarding School
 - b) Number of Participants Involved
 - c) Adherence to implementing health protocols in carrying out community service during the CoViD-19 pandemic
- b. Collaboration with the target

There was a coordination between the community service team and the managers of Al Mubarak Islamic Boarding School students in the Pai sub-district, Biringkanaya sub-district. All parties agreed to carry out community service activities during learning activities in the boarding school, following health protocols.

c. Field survey

The community service team conducted a survey in the Al Mubarak Sudiang Islamic Boarding School to learn about the policies and activities implemented at the Islamic Boarding School during the Covid-19 pandemic. The survey showed that the boarding school was enthusiastic about this community service project.

d. Counseling and demonstration implementation

1) Counseling and demonstration on cultivating medicinal plants

This activity was attended by students and supervisors of the Al Mubarak Sudiang Islamic boarding school. All participants were very interested in learning about medicinal plant cultivation. The activity began with data collection on medicinal plants in the Al Mubarak Sudiang Islamic Boarding School garden, followed by 30 minutes of counseling on medicinal plants cultivation.

2) Counseling and demonstration on using medicinal plants

The community service team conducted counseling and demonstration on using medicinal plants to the target community. The participants were ecstatic to be a part of this activity. Furthermore, one demonstrated preparation was fig leaves (*Ficus carica L.*) decoction. The participants tried the processed results of the medicinal plants. They testified that the preparation was refreshing and positively affected the body, marked by sweating a few minutes later after drinking it. (Anita et al., 2017)

Materials and tools for making fig leaves decoction were scales, wooden spoons, portable stoves, gas, bowls, plastic, earthenware pots or pans made of stainless steel, and glass. In addition, the following ingredients were dried fig leaves, two medium glasses of mineral water, one tablespoon of honey, a pinch of salt, and 1-2 cardamom grains. Furthermore, the processing methods were: 1) taking up to 9 pieces of dry fig leaves and crushing them before being placed in the pot; 2) pouring up to 2 cups of mineral water into a pot; 3) preheating the pot to medium heat (without lid); 4) allowing it to boil for about 100 degrees Celsius; 5) allowing the water to shrink until there was only 1 cup of water left; 6) turning off the heat, removing the pot, and allowing the fig leaves concoction to warm before drinking. (Hadi & Ardhi Khairi, 2020)

The community service team gave questionnaires before (pre-test) and after (post-test) counseling and demonstration on cultivating and utilizing medicinal plants to all participants. The evaluation aimed to determine knowledge levels acquired during the activity. In addition, it also assessed achievement levels of the planned objectives using several success indicators in Table 1. The evaluation showed increased achievement levels in all indicators. Thus, this community service had significant benefits for all participants.

Table 1. Evaluation Before and After Community Service

No	Success Indicators	Evaluations	
		Before	After
1.	Partners were knowledgeable about the various types of medicinal plants	50%	90%
2.	Partners were knowledgeable about the advantages of medicinal plants	50%	99%
3.	The number of partners who cultivated medicinal plants	50%	100%
4.	Partners were knowledgeable about medicinal plant cultivation	50%	100%
5.	The number of partners who utilized medicinal plants	10%	99%
6.	Partners could identify and categorize medicinal plants	10%	97%

CONCLUSIONS AND SUGGESTIONS

The empowerment of students in Al Mubarak Sudiang Islamic Boarding School can increase their knowledge in medicinal plants cultivation and utilization, skills in medicinal plants cultivation, and medicinal plants utilization. The local government should support and participate in the sustainability of this community service through small industries producing healthy drinks from medicinal plants.

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Mentoring MSMEs through E-Promotion as A Rebranding Strategy Based on Local Wisdom

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Abstract

The pandemic affects Micro, Small, and Medium Enterprises (MSMEs) as an economic sub-sector. MSMEs products have marketing problems, so many unsold products. Traditional marketing strategies can not reach a vast market share, so income significantly declined during the Covid-19 pandemic. In Kejuron Ward, Taman District, the Madiun City, MSMEs actors consist of several industrial sectors such as food and clothing sales. During the COVID-19 pandemic, MSMEs actors in the Kejuron Ward tried to use alternatives to online selling. However, promotions in online selling were still not optimal to attract customers as offline promotions. The target issues were a lack of knowledge in digital marketing and less attractive products. Mentoring MSMEs through e-promotion as a rebranding strategy based on local wisdom was an effort to overcome the partners' problems. The empowerment model used in this community service was participatory assistance through lectures, discussions, and practices methods. There were significant differences in success indicators before and after socialization and practice regarding e-promotion as a local wisdom-based rebranding strategy. The most significant increase was knowledge levels which improved by 50% after the socialization. Thus, this community service could increase innovation and creativity in the target community and solve MSMEs' business problems in Kejuron Ward. In conclusion, mentoring MSMEs through e-promotion as a rebranding strategy based on local wisdom increases partners' knowledge in digital marketing, more attractive products packaging, and updated MSMEs' products with trending products. There should be ongoing assistance and communication to support the sustainability of this program.

Keywords: Mentoring; Micro, Small, and Medium Enterprises (MSMEs); E-Promotion

Abstrak

Pandemi selain berimbas pada kesehatan juga pada UMKM sebagai subsector ekonomi. Fenomena bahwa produk UMKM memiliki kendala dalam hal pemasaran sehingga banyak produk yang tidak terjual, penggunaan strategi pemasaran tradisional yang belum menjangkau pangsa pasar yang luas serta penurunan pendapatan yang berdampak pada ketahanan ekonomi pelaku UMKM yang rendah di Kecamatan Taman Kelurahan Kejuron Kota Madiun. Di kecamatan ini kebanyakan UMKM di sektor makanan dan pakaian atau aksesoris. Untuk mengatasi hal tersebut perlu penambahan promosi melalui media sosial yang lebih menarik dan pembaharuan packaging yang lebih milenial. Model yang digunakan dalam pengabdian ini adalah pendampingan partisipatif. Ceramah dan latihan praktik (drill practice) digunakan sebagai metode dalam pelaksanaan pendampingan melalui kegiatan sosialisasi sampai praktek e-promotion sebagai strategi rebranding berbasis kearifan lokal. Pendampingan ini diharapkan dapat memecahkan persoalan yang sedang dihadapi khususnya dalam keberlanjutan UMKM masa dan pasca pandemi yaitu dengan strategi pemasaran yang dilakukan oleh pelaku UMKM, yang awalnya berbasis pada offline marketing agar bergerak lebih kreatif dengan melakukan inovasi produk serta pengembangan sumber daya manusia dengan pemasaran/promosi online. Adanya pendampingan memberikan kontribusi dalam penguatan e-promotion berbasis kearifan lokal pada pelaku UMKM sehingga dapat mengembangkan usaha serta meningkatkan pendapatan masyarakat.

Kata Kunci: Pendampingan, UMKM, E-Promosi, Kearifan Lokal

INTRODUCTION

The Covid-19 virus is hitting almost all countries in the world. It impacts not only health problems but also the economic sector. The Indonesian government implements a Community Activity Restriction Enforcement (in Indonesia, this program is called *Pemberlakuan Pembatasan Kegiatan Masyarakat* or *PPKM*) policy that has the potential to decrease income, especially for Micro, Small, and Medium Enterprises (MSMEs). Not only impacts large industries, but this pandemic also affects MSMEs actors. Various small and medium-scale MSMEs sectors also have the economic impact of this pandemic. One of them is MSMEs actors in Madiun City that find it difficult to get income.

Eighty-four per cent of Micro and small businesses (MSBs) and medium and large businesses (MLBs) have experienced declined income since the Covid-19 pandemic. Statistics Indonesia surveyed from 10 to 26 July 2020. Of 34 thousand MSBs and MLBs entrepreneurs in Indonesia, the most significant sectors affected were accommodation and food and beverage. In addition, 92.47 per cent of respondents in these two sectors had declined income (Pryanka and Zuraya, 2020).

Developing a people's economy requires a comprehensive strategy because it has many limitations. MSMEs products have marketing problems, so many unsold products. Traditional marketing strategies can not reach a vast market share, so income significantly declined during the Covid-19 pandemic. As a result, it impacts the low economic resilience of MSMEs actors.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

General description

This community service was held in RT.32 RW.10 Kejuron Ward, Taman District, Madiun City. Madiun City is a city in East Java Province, Indonesia. It is located 160 km west of Surabaya, or 111 km east of Surakarta, Central Java. There is a railway industry in this city and has a railway high school, one of which is the Indonesian Railways Polytechnic. Madiun is an area pioneered by Ki Panembahan Ronggo Jumeno or commonly called Ki Ageng Ronggo. At first, it was not called Madiun but Wonoasri. The origin of the word Madiun can be interpreted from the words *medi* (ghost) and *ayun-ayun* (swinging). When Ki Ageng Ronggo traveled to Madiun, many ghosts were wandering around. In addition, the name of the *keris* owned by Ki Ageng Ronggo was named *Keris Tundhung Medhiun*.

Madiun Regency is mentioned in two names in its history, namely (village/district) Wonorejo and Purbaya. Meanwhile, on Wikipedia are Wonosari and Purabaya. The name Madiun has only been used since 16 November 1590 AD to replace Purbaya / Purabaya. Madiun City has been nicknamed City of Girls, City of *Brem*, City of *Pecel*, City of Culture, Industrial City, Charismatic City, and City of Warriors. Geographically, Taman Subdistrict is located at 111°E-112°E and 7°S-8°S and is directly bordered by Madiun District in the north, south by Geger District, east by Wungu District, and in the west by Jiwan District. The height of the

mainland of Madiun City is located at 63 meters to 67 meters above sea level with an average slope of 0% - 2%, or it can be said to be relatively flat.

The MSMEs sector is one of the economic pillars in Madiun. It is vital for the community because it can overcome unemployment by absorbing many workers. Madiun City prioritizes MSMEs initiated in 2020 and is now growing in various wards. In Kejuron Ward, Taman District, the Madiun City, MSMEs actors consist of several industrial sectors such as food and clothing sales. The community target in these activities were Small and Medium Enterprises (MSMEs) actors in Kejuron Ward, Madiun.

Keris (n): dagger stabbing weapon originating from the island of Sumatra

Brem (n): traditional fermented food or beverages from Indonesia

Pecel (n): traditional Javanese salad with peanut sauce

Problems

During *PPKM* implementation, MSMEs actors in the Kejuron Ward significantly reduced income. So, they tried to use alternatives to online selling. However, promotions in online selling were still not optimal to attract customers as offline promotions. The target issues were:

1. Lack of knowledge, especially in digital marketing. The community service target relied more on repeat customers.
2. Less attractive products, so that customers feel bored with monotonous products.

Target solution

Mentoring MSMEs through e-promotion as a rebranding strategy based on local wisdom was an effort to overcome the partners' problems. It was carried out in stages, from program socialization to mentoring practices for MSME actors.

E-promotion previously has been carried out on MSMEs producing rubber tire waste in Cirebon Regency, West Java. These activities included organizing production assistance activities and making marketing media online through social media such as Instagram, Youtube, and Facebook. The result revealed that a digital-based marketing strategy could directly impact the selling value of used tire waste, especially during the COVID-19 pandemic (Bakhri and Futiah, 2020). It aligns with the activities carried out in Slempit Village, Gresik, namely Empowering MSMEs in Food Based on Local Wisdom during the Covid-19 Pandemic. These activities included training and mentoring MSMEs in innovative food products, product innovation, human resource development, and online marketing. The result showed that MSMEs actors feel motivated to develop their products and try new marketing techniques online. Thus, increasing the capacity of MSME actors could grow their businesses and income (Nurdina *et al.*, 2021).

METHOD

Socialization activities to the practice of e-promotion as a rebranding strategy based on local wisdom in this paper used participatory assistance. Participatory assistance is a community empowerment step that begins

with an assessment phase sourced from information collected. It is beneficial for the community to direct the activity or program and increase independence (Hikmat, 2010) (Hadiwijoyo, 2012).

The community service team also implemented mentoring through lectures, discussions, and practices. The lectures method was carried out because many MSMEs actors did not know about online marketing, rebranding, and repackaging. In addition, community involvement, especially in MSMEs, can provide ample opportunities and strengths to work together in solving various problems. It aims to make the implementation of activities more effective, efficient, and sustainable by providing more opportunities for the community to contribute and find better solutions to their problems (Andriany, 2015).

This participatory research-based Community Service activity was carried out due to an active collaboration between lectures of Universitas Islam Negeri Raden Mas Said (UIN RMS) Surakarta and students of *Kerso Dharmo* community service program of UIN RMS Surakarta in 2021. This team assisted in planning and implementing actions. They also involved the community, especially MSMEs. The participants were 10 MSMEs in Kejuron Ward, Madiun City. The stages of the community service activities were:

The planning process included identifying needs, existing potentials, and weaknesses, determining solutions, carrying out activities, and organizing activities. The planning was prepared by the community service team with involving participants.

The implementation process involved coordination between lecturers, MSMEs, and students. After agreeing and coordinating the proposed activity plans, an agreement was obtained to implement e-promotion as a rebranding strategy based on local wisdom through socialization and practice methods.

RESULTS AND DISCUSSION

The stages in the empowerment process include site selection, socialization of community empowerment, and the community monitoring process (Mardikanto and Soebiato, 2017). The population in this community service had heterogeneous backgrounds, including ethnicity, religion, education, and occupation. In addition, most MSMEs in Kejuron Ward are in the food and clothing or accessories sector. Thus, it is necessary to do promotions through social media and repackaging that are more attractive and millennial to restore MSMEs' income during the *PPKM* period. This community service aims to increase MSMEs' capacity and business turnover, as happened to MSMEs actors in the Gresik Regency (Nurdina *et al.*, 2021).

Even though MSMEs have limited market coverage, MSMEs products have competitive quality products and government policies support. The marketing strategy must be as globally competitive as large business units or large industries. Fulfilling customer satisfaction is still a significant concern in micro and medium enterprises, so marketing strategies are crucial. Previous studies revealed that internet-based marketing and global competitiveness significantly increased business capacity or MSMEs (Istiqomah, Fajaryanti, and Dewi, 2020; Nurlinda and Sinuraya, 2020).

In practice, marketing is often concerned with identifying and meeting needs. Marketing is a process of planning and implementing plans for pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals (Anaroga, 2004). Most MSMEs actors currently use offline marketing strategies. However, the disadvantage of offline marketing is limited market share.

Digital marketing among MSMEs in Indonesia experienced slow growth due to internet access problems (Kompas. id, 2019). However, it is slowly but surely increasing because the digital era impacts almost all aspects of people's lives. Nowadays, some MSMEs have marketed their products through digital platforms. So it can expand market reach and create a competitive business ecosystem (Lukitaningsih, 2014; Fitriyanti and Astuty, 2021; Rokhaniyah and Sinta, 2021).



Figure 1. MSMEs in the Kejuron Ward, Madiun City

The community service team prepared the place and equipment for the activities. The activities began with introducing MSMEs in Kejuron Ward and their products (Figures 3 and 4). The team initiated marketing SMEs' products through Whatsapp and other social media. The community target participation in implementing this community service was quite active. Socialization activities of e-promotion as a local wisdom-based rebranding strategy held face-to-face went well and smoothly while adhering to health protocols.

The majority of MSMEs products in this community service were Hijab. Hijab products have been popular with the public. In addition, speedy trends and development in hijab models provide opportunities for more significant sales. However, more sellers mean more competitors. So in this community service, the team did a rebranding process by changing the packaging to become more attractive and millennial

In addition, the community service team also updated MSMEs' products with trending products, such as pashminas, so that the variety of products was more up-to-date (figure 6). There were significant differences in success indicators before and after socialization regarding e-promotion as a local wisdom-based rebranding strategy. The most significant increase was knowledge levels which improved by 50% after the socialization (Table 1). Thus, socialization regarding e-promotion as a rebranding strategy based on local wisdom has been quite successful.

Table 1. Results of e-promotion socialization as a local wisdom-based rebranding strategy

Success Indicators	Evaluation	
	Before	After
Ease of program implementation to obtain participants' consideration or approval for new ideas put forward	No program yet	70% (medium)
Knowledge about e-promotion as a rebranding strategy based on local wisdom	30% (low)	80% (medium)
Awareness and interest in e-promotion practices as a rebranding strategy based on local wisdom	50% (low)	80% (medium)

In addition, there were increased success indicators before and after community service activity. This socialization effectively improved e-promotion practices among MSME actors in Kejuron Ward (Table 2). Thus, this community service could increase innovation and creativity in the target community and solve MSMEs' business problems in Kejuron Ward

Table 2. Results of e-promotion practice as a local wisdom-based rebranding strategy

Success Indicators	Evaluation	
	Before	After
Number of MSMEs who are attending	Not implemented yet	80% (medium)
Ease of program implementation to obtain participants' consideration or approval for new ideas put forward	No program yet	75% (medium)
Practice regarding e-promotion as a rebranding strategy based on local wisdom	30% (low)	75% (medium)
Awareness and interest in e-promotion practices as a rebranding strategy based on local wisdom	40% (low)	75% (medium)
The enthusiasm of SMEs in paying attention and asking questions	No program yet	75% (medium)

CONCLUSION

Mentoring MSMEs through e-promotion as a rebranding strategy based on local wisdom increases partners' knowledge in digital marketing, more attractive products packaging, and updated MSMEs' products with trending products. There should be ongoing assistance and communication to support the sustainability of this program.

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Drug Abuse Prevention and Empowerment: An Effort to Increase Legal Awareness among The Young Generations in Al-Ma'un Shelter House, Bengkulu

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Abstract

The spread of drugs is almost unavoidable. Nowadays, drug abuse has reached an alarming situation and has become a state problem. This situation is very concerning because the number of narcotics abuse victims in Indonesia has lately increased. In addition, its victims include the underprivileged community and involve children or young teenagers. It's worrying considering that they are the next generation in the nation. The Al-Ma'un Shelter House is an institution for fostering and assisting underprivileged children, especially street children in Bengkulu. The partner's issue was the lack of socialization on drug abuse prevention among the younger generation. It is essential to work together in protecting children from the harm of drugs. Thus, the community service team from Bengkulu University performed socialization or legal counselling on drug abuse prevention to increase legal awareness among the younger generations in Al-Ma'un Shelter House, Bengkulu. This community service activity used the lecture, discussion, and question and answer methods. During the Covid-19 Pandemic, the participants in this community service activity were 15-25 young generation (children and teenagers) in Al-Ma'un Shelter House. Socialization of drug abuse prevention was held on September 24, 2021, in Al-Ma'un Shelter House, Bengkulu. The participants showed enthusiasm for this activity. Drug abuse prevention socialization potentially increases knowledge and legal awareness among the young generations in Al-Ma'un Shelter House, Bengkulu. There should be more socialization or legal counselling from the government and law enforcement officials. In addition, the roles of parents in the family and educators in schools are also crucial.

Keywords: Socialization; Legal Counseling; Drug abuse prevention

Abstrak

Penyebaran narkoba hampir tidak bisa dihindari. Penyalahgunaan narkoba dewasa ini telah mencapai situasi yang mengkhawatirkan dan telah menjadi masalah negara. Keadaan ini sangat memprihatinkan karena jumlah korban penyalahgunaan narkoba di Indonesia akhir-akhir ini semakin meningkat. Selain itu, korbannya adalah masyarakat kurang mampu dan melibatkan anak-anak atau remaja. Ini mengkhawatirkan mengingat mereka adalah generasi penerus bangsa. Pondok Pesantren Al-Ma'un merupakan lembaga pembinaan dan pendampingan anak-anak kurang mampu, khususnya anak jalanan di Bengkulu. Masalah mitra adalah kurangnya sosialisasi pencegahan penyalahgunaan narkoba di kalangan generasi muda. Sangat penting untuk bekerja sama dalam melindungi anak-anak dari bahaya narkoba. Untuk itu, tim pengabdian masyarakat Universitas Bengkulu melakukan sosialisasi atau penyuluhan hukum pencegahan penyalahgunaan narkoba untuk meningkatkan kesadaran hukum di kalangan generasi muda di Rumah Singgah Al-Ma'un Bengkulu. Kegiatan pengabdian masyarakat ini menggunakan metode ceramah, diskusi, dan tanya jawab. Pada masa Pandemi Covid-19, peserta kegiatan pengabdian masyarakat ini berjumlah 15-25 generasi muda (anak-anak dan remaja) di Rumah Singgah Al-Ma'un. Sosialisasi pencegahan penyalahgunaan narkoba dilaksanakan pada tanggal 24 September 2021, di Rumah Singgah Al-Ma'un, Bengkulu. Antusiasme peserta terhadap kegiatan ini sangat tinggi. Sosialisasi pencegahan penyalahgunaan narkoba berpotensi meningkatkan pengetahuan dan kesadaran hukum di kalangan generasi muda di Rumah Perlindungan Al-Ma'un, Bengkulu. Harus ada sosialisasi atau penyuluhan hukum yang lebih banyak dari pemerintah dan aparat penegak hukum. Selain itu, peran orang tua dalam keluarga dan pendidik di sekolah juga sangat menentukan.

Kata kunci: Sosialisasi; Konseling Hukum; pencegahan penyalahgunaan narkoba

INTRODUCTION

The problem of drug abuse needs attention from the Indonesian government and the international world. Entering the 20th century, international attention to the problem of narcotics has increased, one of which through the Single Convention on Narcotic Drugs in 1961 (Adi, 2009). Drugs are a critical and complex issue that must involve many parties because drugs are not just an individual problem but everyone's problem. Finding the right solution must involve and mobilize all parties, including the government, non-governmental organizations (NGOs), and local communities. One of the efforts to overcome the dangers of drugs is to carry out a program focusing on school-age children (Pengadilan Negeri KarangAnyar Kelas II, 2015). In Indonesia, the development of drug addicts is overgrowing. Drug addicts generally come from various professional business circles. Primarily, any profession that consumes drugs begins by experimenting with drugs. Bengkulu City has Al-Ma'un Shelter House to foster street children. However, this shelter house can not coordinate all street children in Bengkulu. It is located at Fatmawati 1, Number 20, Penurunan Sub-District, Ratu Samba District. It was established approximately three years ago under the guidance of the Bengkulu City Social Service. Operational activities in the Shelter House occur every Wednesday and Friday, including mentoring in mental and spiritual development, science, skills, arts, and entrepreneurship. According to Bengkulu City Social Service data, the number of street children under the guidance of the Al-Maun Shelter House is currently approximately 35 people. However, the street children who often come to the Shelter House are around 50 people.

The data shows that most drug users are in the adolescent age group. Adolescence is a developmental phase between childhood and adulthood. It has an enormous desire to experiment, follow trends and lifestyles, and have fun. Although all these tendencies are natural, they have the potential to motivate teenagers into drugs use. Thus, the adolescent is at a strategic age in the distribution of drugs. Further, development in childhood and adolescence will affect life in adulthood.

The problem becomes even more severe when teenagers are infected and transmit HIV/AIDS because of using drugs through needles interchangeably. This situation will threaten the next generation in the nation. Drug abuse prevention is not only the task of a group of people but our collective duty. Thus, it is necessary to perform efforts to prevent drug abuse from an early age by providing sufficient knowledge.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

General description

Al-Ma'un Shelter House is an institution for fostering and assisting underprivileged children, especially street children in Bengkulu. It was established based on the Decree of the Bengkulu Muhammadiyah Regional Leadership on January 30, 2016. However, it had previously been initiated in September 2015. It began with Friday sharing activities which were lunch activities for the poor, sponsored

by *Bebek Manter*, and working together with Lazismu PWM Bengkulu. In three years since establishing the Al-Ma'un Shelter House, this institution has moved from Telkom park to the Suprpto Muhammadiyah Mosque. Finally, in April 2019, the Al-Ma'un shelter house received a use grant in the form of an empty house belonging to the University of Muhammadiyah Bengkulu. This house has four bedrooms and a large living room so that children can carry out routine activities. At the same time, it is a resting place for children who have been sleeping at Simpang Lima Taman Telkom. The operational activities continue to run even with many physical shortcomings and no electricity and water network. The big dream for the Al-Ma'un shelter house is more intensive coaching and mentoring. In the future, Al-Ma'un Shelter House will enhance into a boarding school for underprivileged children, especially street children (Masita, E. D., & Maimunah, S. 2018).

Problem

The partner's issue was the lack of socialization on drug abuse prevention among the younger generation in Al-Maun Shelter House, Bengkulu. It is essential to work together in protecting children from the harm of drugs. Children must comprehend the dangers of drugs and their negative consequences. The younger generation needs information, strategies, and abilities to prevent them from the dangers of drugs.

Target solution

The community service team from Bengkulu University performed socialization or legal counseling on drug abuse prevention to increase legal awareness among the younger generation in Al-Ma'un Shelter House, Bengkulu. This legal counseling was vital to prevent drug misuse among children and adolescents. The activity included:

1. Providing knowledge and increasing legal awareness in the younger generation regarding drug abuse prevention;
2. Giving understanding to the younger generation regarding the logical consequences of drugs misuse

The goal was to increase public knowledge regarding drug abuse prevention through school-age education. The socialization included the negative aspects of drug misuse and legal sanctions for users and dealers, so there was a changed mindset in the younger generation. The practical benefit of this activity was a model for drug abuse prevention through school-age education. This socialization focused on providing a correct understanding of narcotics and illegal drug abuse among the younger generation. In addition, the output of this community service was increased knowledge of drug abuse, its sanctions, and its prevention, especially in children and teenagers. (Fachry *et al.*, 2017; Grazuleviciene *et al.*, 2017)

METHOD

This method could explain to the partners about drug abuse, its causes and effects, its prevention, and law and regulations on Narcotics. In carrying out this lecture method, the speaker must avoid theoretical discussions because the participants were still children and teenagers. In addition, the speaker should use everyday language and related cases. The lecture presentation time ranges from 30 to 45 minutes, followed

by a question and answer discussion and dialogue. Discussion, questions and answers, and dialogue (Masita, Maimunah and Abidah, 2019; Rahmidani *et al.*, 2019)

In this community service activity, activity, discussion, question and answer, and dialogue used two-way communication. The communication was the participation of the younger generations in Al-Ma'un Shelter House to find solutions to their problems. After that, empowerment the participant to develop counseling programs. This activities to use quesiner pre and post questioner include knowladge, Awarness and empowerment(Aswiyati, 2016; Juwariyah, Widyaswati and Meiriyanti, 2018)

RESULTS AND DISCUSSION

During the Covid-19 Pandemic, the participants in this community service activity were 15-25 young generation (children and teenagers) in Al-Ma'un Shelter House. Socialization of drug abuse prevention was held on September 24, 2021, in Al-Ma'un Shelter House, Bengkulu. The participants showed enthusiasm for this activity. It can be seen from their involvement in the question and answer session that participants actively asked questions about the legal counseling materials. (Masita, E. D., Isnaini, Y., & Lestari, P. C. A. 2021)

Table 1 Knowledge And Empowerment Level

Problem	Skor pre	Skore post
Knowladge	Low (total score 10)	High (totla score 40)
Awarness	Low (total score 10)	High (totla score 30)
Empowerment	Low (total score 15)	High (totla score 25)

CONCLUSION AND SUGGESTIONS

Drug abuse prevention socialization potentially increases knowledge and legal awareness among the young generations in Al-Ma'un Shelter House, Bengkulu. There should be more socialization or legal counseling from the government and law enforcement officials. In addition, the roles of parents in the family and educators in schools are also crucial.

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Empowerment of Housewives in Randusari Village, Semarang: Training in Culinary Business Management and Fish-Based Foods Processing

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Abstract

Women's economic development is essential to improve the welfare of society. Empowerment is one of the efforts to strengthen the bargaining position of women in increasing their role in national development. Randusari Village, Semarang City, has its natural potential as a coastal area, making it easier to utilize fishery products. In addition, the Randusari village was formed into a thematic village titled *Kampung Pelangi* in 2016. The women in Kampung Pelangi produce souvenirs to increase the productivity of housewives and family income. However, there were no efforts to develop a culinary business by utilizing fish as the main ingredient in Randusari Village. Thus, this community service empowers housewives in Randusari village through training in culinary business management and fish-based foods processing. It is an effort to improve the family economy through increased knowledge and information on processing innovative fish-based foods with selling and nutritional value. The training used the lecture and demonstration methods. It took place at the Randusari Village Hall with 30 housewives. Further, the training evaluation showed increased knowledge in management, culinary business, packaging, marketing, and selling price calculation. In addition, training in fish-based food processing in Randusari Village could help participants improve their fish processing skills correctly and adequately. In conclusion, this community service activity can empower housewives in Randusari village. The output is target community can make culinary business plans. The local government should cooperate with various parties and conduct intensive coaching for culinary business actors.

Keywords: Empowerment of housewives; Culinary business management; Fish-based foods processing

Abstrak

Pembangunan ekonomi perempuan sangat penting untuk meningkatkan kesejahteraan masyarakat. Pemberdayaan merupakan salah satu upaya untuk memperkuat posisi tawar perempuan dalam meningkatkan perannya dalam pembangunan nasional. Desa Randusari Kota Semarang memiliki potensi alam sebagai kawasan pesisir sehingga memudahkan pemanfaatan hasil perikanan. Selain itu, desa Randusari dibentuk menjadi desa tematik bertajuk Kampung Pelangi pada tahun 2016. Para ibu-ibu di Kampung Pelangi memproduksi oleh-oleh untuk meningkatkan produktivitas ibu rumah tangga dan pendapatan keluarga. Namun, belum ada upaya untuk mengembangkan usaha kuliner dengan memanfaatkan ikan sebagai bahan utama di Desa Randusari. Dengan demikian, pengabdian masyarakat ini memberdayakan ibu-ibu rumah tangga di desa Randusari melalui pelatihan pengelolaan usaha kuliner dan pengolahan makanan berbahan dasar ikan. Hal ini sebagai upaya meningkatkan perekonomian keluarga melalui peningkatan pengetahuan dan informasi tentang inovasi pengolahan pangan berbasis ikan yang bernilai jual dan bernilai gizi. Pelatihan menggunakan metode ceramah dan demonstrasi. Bertempat di Balai Desa Randusari bersama 30 ibu rumah tangga. Lebih lanjut, evaluasi pelatihan menunjukkan peningkatan pengetahuan di bidang manajemen, bisnis kuliner, pengemasan, pemasaran, dan perhitungan harga jual. Selain itu, pelatihan pengolahan makanan berbahan dasar ikan di Desa Randusari dapat membantu peserta meningkatkan keterampilan mengolah ikan secara benar dan memadai. Kesimpulannya, kegiatan pengabdian masyarakat ini dapat memberdayakan ibu rumah tangga di desa Randusari. Outputnya adalah masyarakat sasaran dapat membuat rencana bisnis kuliner. Pemerintah daerah harus bekerja sama dengan berbagai pihak dan melakukan pembinaan secara intensif bagi para pelaku usaha kuliner.

Kata kunci: Pemberdayaan ibu rumah tangga; manajemen bisnis kuliner; Pengolahan makanan berbahan dasar ikan

INTRODUCTION

Housewives or homemakers are strong women because they act as managers in the family. Women have an essential role in national development because of their extraordinary potential. According to the historical view of the potential of women, they play many roles as mothers, wives, farmers, company managers, volunteer workers, village heads, etc. (Manembu, 2017). Statistics Indonesia has revealed the population projection of Central Java Province Regency/City from 2010 to 2025. The female population in the workforce will reach 11,707,583 people (BPS Provinsi Jawa Tengah, 2021). This number indicates that women can become economic development actors in mobilizing society to fight poverty. Women's economic development is essential to improve the welfare of society. Supporting the family economy is one effort to increase the role and contribution of Indonesian women in development. Fulfilling spiritual and material needs can improve the standard of living and self-quality. Empowerment is one of the efforts to strengthen the bargaining position of women in increasing their role in national development (Aswiyati, 2016).

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

General Description

Randusari Village has its natural potential as a coastal area, making it easier to utilize fishery products, both marine fish, brackish water fish, and freshwater fish. Fishery potential can be used as a family consumption or income source (Husnayaen *et al.*, 2021). It is in line with the development of regional potential in Randusari village. The Randusari village was formed into a thematic village titled *Kampung Pelangi* in 2016 (Juwariyah, Widyaswati and Meiriyanti, 2018). A tourist village can potentially improve the social and economic conditions, especially in the Randusari village community. Therefore, the community should play an active role in the program's success to enhance the people's economy. One of the efforts is to increase the role of housewives in the Randusari village.

Problem

The women in Kampung Pelangi produce souvenirs to increase the productivity of housewives and family income (Fachry *et al.*, 2017). However, there were no efforts to develop a culinary business by utilizing fish as the main ingredient in Randusari Village. The development of a culinary industry from fish potentially can support the success of Kampung Pelangi. Processed fish products can be used as products with a selling value (Siswanty and Ratnasari, 2021), pride, and become souvenirs for tourists (Putra and Asrianty, 2019). In addition, fish is healthy food, especially for children's growth, containing a lot of protein and omega 3, suitable (Wibowo, 2017).

Target solution

This community service empowers housewives in Randusari village through training in culinary business management and fish-based foods processing. It is an effort to improve the family economy through increased knowledge and information on processing innovative fish-based foods with selling and nutritional value. The

context of women's empowerment is by utilizing the natural potential that exists but has not been appropriately managed due to limited knowledge and skills. So women, especially housewives in Randusari village, must be aware of increasing their knowledge and skills.

METHOD

The training used the lecture and demonstration methods. The material in the lecture method was culinary business management, including culinary business planning, packaging techniques, marketing techniques, selling price calculations, and the implementation of culinary businesses (Triastuti, 2020). In addition, materials in the demonstration method were knowledge and practices of fish-based foods processing. The first stage in community service implementation was preparation. The preparation stage is the initial stage before implementing activities. The activities in the stage were pre-survey, identification of problems and needs of partners, making proposals that offer solutions to problems and needs of partners, and procurement of training materials. The second stage was implementing training in culinary business management and fish-based foods processing. The training took place at the Randusari Village Hall, Randusari Pos Street II/55 Semarang. It was held on November 25, 2021, with 30 housewives in the Randusari Village area from RW 1 to RW 7 as participants. The characteristic participants had skills in processing food to be inspired to process fish-based foods. A food processing training guide used recipes prepared by the Social Welfare Academy of Mrs. Kartini Semarang as a speaker (Diana, 2019). The third stage was the training evaluation by asking questions and answering questionnaires to determine the understanding levels of participants after the training.

RESULTS AND DISCUSSION

First, the community service team provided training regarding management understanding, objectives, processes, and functions. After giving the material, there was a discussion with the participants. The training evaluation showed that participants had increased understanding. 80% of the participants understood that management is essential science to learn in a business. (Fitrawaty *et al.*, 2018; Masita, Elly Dwi, 2018; Rahmidani *et al.*, 2019; Hadi and Ardhi Khairi, 2020) In addition, 85% comprehended the activities in the management process. In addition, the community service team presented motivation to grow a high entrepreneurial spirit. The participants were very active in the question-and-answer discussion regarding how to have an entrepreneurial spirit. The material consisted of the definition of a culinary business, the purpose, the process of opening a culinary business and calculating the selling price. After giving the material, there was a discussion with the participants. The training evaluation showed that 85% of participants had increased knowledge regarding building a sustainable culinary business to improve family welfare. Furthermore, training on packaging included packaging purposes, processes, and functions. After giving the material, there was a discussion with the participants. The training evaluation showed that 90% of participants had increased knowledge regarding the importance of product packaging. Moreover, training on marketing consisted of marketing definition, objectives, processes, and functions. The training evaluation showed that 90% of

participants had shown a change in understanding. They comprehended that marketing is vital science to succeed in the culinary business. The selling price calculation is the process of counting the cost of production and profit so that the feasibility of the business can be assessed. After giving the material, continued discussion between participants and the speaker, participants practiced predicting production costs and income. Finally, the community service team performed demonstrations in as many as seven groups. Each group practiced processing fish-based foods. Training in fish-based food processing in Randusari Village could help participants improve their fish processing skills correctly and adequately. The atmosphere of the training activities was illustrated in Figure 1. In addition, The products consisted of catfish *sate lilit* (number 1), catfish drumstick (number 2), dumplings made from *pindang* (number 3), tilapia rolls filled with vegetables (number 4), *zuppa soup* made from *bandeng* (number 5), *bandeng* rolls (number 6), and spicy fish *bakpia* (number 7). The fish-based food products can be marketed at the Tiban market, which is open every Sunday and is managed by residents. The further plans are more broadly products marketing and can add variants of souvenir products in Semarang.



Figure 1. Fish-Based Food Processing Activities
Source: Yuyun (2021)

Pindang (n): processed fish by a combination of boiling, cooking, and salting

Sate lilit (n): satay variant in Indonesia, originating from Balinese cuisine

Bandeng (n): popular food fish in Southeast Asia

Zuppa soup (n): a thick soup with pastry or puff pastry placed on top like a hat

Bakpia (n): a pastry cake from Fujian in the form of flour rolls baked with various fillings.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Training in culinary business management and fish-based foods processing can empower housewives in Randusari village. The output is target community can make culinary business plans. In addition, the training can increase lecturers' participation in developing culinary businesses in Randusari Village.

Suggestion

The local government should cooperate with various parties, especially the banking sector, to support working capital and business development in Randusari Village, especially for MSMEs. In addition, the local government could conduct intensive coaching for culinary business actors to promote business.

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