

PROGRAM FOR ASSISTANCE AND EMPOWERMENT OF PKK ENERGY IN IMPROVING THE QUALITY OF BUSINESS ENTITIES OWNED IN SIDOKARE VILLAGE, REJOSO DISTRICT, NGANJUK REGENCY

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Abstract

The Sidokare Village-Owned Enterprise (BUMDes), which was founded in 2019, has succeeded in cooperating with village PKK women who are active members and operational in 2022. During the operation, the Sidokare BUMDes did not escape several obstacles. Through the PAR (Participatory Action Research) approach with the initial mapping stages, tansek, priority ranking, historical tracing, Venn diagrams, flowcharts, problem tree analysis, and hope tree analysis. So that the problem is obtained, namely, the failure of product marketing in BUMDes. This is due to the low knowledge of BUMDes executors, namely PKK women, in managing products in terms of quality and marketing. So that the product is not in demand by the village community. As a result of these problems, it is difficult to determine the selling price, it is difficult to attract buyers, the product manufacturing process is not optimal, and product marketing cannot be comprehensive in the community sector. This service program aims to help PKK women in improving the quality and marketing of soap products, as well as help the economy of the Sidokare BUMDes. The results of the training and mentoring program for PKK women in Sidokare Village are making BUMDes administrators and PKK women enthusiastic about producing and exploring activities to produce 100 dish soaps and 60 laundry soaps. The soap products are marketed to shops and the people of Sidokare. So that the product can be recognized and purchased easily by the people of Sidokare.

Keywords: BUMDes, Moms PKK, Soap products, PAR

INTRODUCTION

Sidokare Village, Rejoso District is a developed village and has a very productive program. One of these programs is the existence of BUMDes which has an innovative product as a result of the executor of the management and PKK women. Village-Owned Enterprises (BUMDes) are legal entities established by villages to manage businesses, utilize assets, develop investment and productivity, provide services, and provide other types of businesses to improve the welfare of rural communities (Permendagri Number 39 of 2010). BUMDes was established based on the needs and potential of the village as an effort to

improve community welfare. Regarding planning and establishment, this BUMDes exists on the initiative (initiation) of the community and is based on the principles of cooperative, participatory, transparency, emancipation, accountability, and sustainability with member-base and self-help mechanisms (Juliasih, Nauli, Nurhasanah, & Kiswandono, 2020). Therefore, serious efforts are needed to make the management of these business entities run effectively, efficiently, professionally, and independently (Yusnita, n.d.).

The potential of adequate natural resources and human resources in Sidokare Village generates a source of village income, namely BUMDes Sidokare Sembada. The BUMDes, which was founded in 2019, has succeeded in cooperating with village PKK women who are active members and will be operational in 2022. During the operation, the Sidokare BUMDes did not escape from several obstacles. From the survey results, there are problems, namely, the failure of marketing in BUMDes. This is due to the low quality of the products sold, the packaging being less attractive, the lack of processing personnel, and the lack of knowledge about the problems that exist in the product so that the product is less attractive to the public. As a result of these problems, it is difficult to determine the selling price, it is difficult to attract buyers, the product manufacturing process is not optimal, and product marketing cannot be comprehensive in the community sector.

From the core of the problem, there are four main aspects of the problem, namely society, institutions, policies, and infrastructure. The first problem is the lack of public interest in using village products so people are less familiar with these products. (Salam, 2020) In the institutional aspect, the main problem is the lack of institutional knowledge in the marketing process so the impact on the production process is hampered due to a lack of coordination. The third aspect is in terms of policy, where the village government is less than optimal in policy supervision on BUMDes products so it has an impact on people who are confused about finding places to buy soap products. While the fourth aspect that becomes the main problem is infrastructure, this includes the absence of facilities where product sales are officially made it has an impact on the less-than-optimal distribution of products to the public. Therefore, the development of BUMDes needs to be carried out so that it can run according to its functions and roles. The existence of BUMDes is also expected to be able to help manage creative and innovative village businesses and it is possible to open employment opportunities for someone, especially the village community itself (Kushartono, n.d.)

The main causes of BUMDes Sidokare include low product quality, high selling prices, lack of communication and coordination between members, the absence of parties who propose policies on BUMDes products, and official product sales places. Therefore, it is important to manage BUMDes by assisting to achieve their goals (Taufik et al., n.d.). These problems are the background of the “Assistance and Empowerment Program for PKK Drivers in Improving BUMDes Sidokare, Kec. Rejos, Kab. Nganjuk” which was held to help PKK women in improving the quality and marketing of soap products, as well as helping the economy of the Sidokare BUMDes. The benefits of this activity are to assist BUMDes in increasing productivity.

METHOD

The PAR (Participatory Action Research) method is participatory action research as an alternative research style, which uses a three-part process, namely: educational social inquiry and action to share in the creation of social knowledge with oppressed people. PAR is research that actively involves all relevant parties (stakeholders) in reviewing ongoing actions (where their practice is a problem) to make changes and improvements for the better. In conducting research, researchers are directly involved with the local community. Approach social groups in rural areas by building good communication. Engage with the community in feeling what they feel and get more comprehensive information about the existing conditions in the research area (Afandi & et al, 2015).

Therefore, the service program with the PAR method has the following way of working. First, inculturation with the community such as mingling and attending social activities, for example, women's yasinan, routine tahlilan for fathers, fatayat, posyandu (toddlers, elderly, and pregnant women), PKK (healthy gymnastics), and youth groups. The second is mapping to dig up information covering aspects of human financial capital, natural capital, social life, and infrastructure. The third is a transect to find out the area about physical conditions such as soil conditions, types of plant vegetation, land use benefits, and actions that have been carried out on the land use. Fourth, the timeline tracing the historical flow of the initial formation of BUMDes, training in soap making and production, and BUMDes infrastructure. The fifth is to identify the planting season calendar in Sidokare village. The sixth is to obtain data on the influence of Sidokare village community institutions through a venn diagram. The seventh is analyzing the characteristics, public interest, and resources owned by institutions or organizations in Sidokare village through a stakeholder analysis table. The eighth is to analyze and compare the problems in Sidokare village that are identified in the form of a problem ranking matrix and LFA. The last stage is analyzing the problem with the problem tree analysis technique and the hope tree which results in a GAP analysis of the expectation problem and the Sidokare BUMDes program.

RESULTS AND DISCUSSION

In the economic sector of Sidokare Village, BUMDes is one of the sources of the village economy which plays an important role. This is because BUMDes is a place for several village businesses that can provide progress and contribution in Sidokare. Such as dish soap and laundry products which are the result of collaboration between BUMDes and one of the State Universities in Surabaya. However, product quality and marketing still need to be improved. So that the mentoring program is important to carry out to advance Sidokare BUMDes to be better.

Our group has collaborated with Village Owned Enterprises (BUMDes) in Sidokare village, Rejoso sub-district, Nganjuk district. Before conducting the training and mentoring, we conducted interviews and discussions with several resource persons on an ongoing basis with BUMDes, as for the resource persons, namely: The first resource person was Mr. Subandi the director of BUMDes, and Mrs. Maria was the manager of BUMDes. He has told me about BUMDes activities. One of the activities of BUMDes is the production of liquid soap in the form of dish soap and washing clothes. This liquid soap production was established in 2019, but lately, liquid soap production has experienced problems. Several

factors that become obstacles include the lack of production personnel, low public interest in local products, uncertain production processes, and marketing difficulties.

The second resource person is PKK women as production workers for soap making. According to them, the erratic soap production and relatively small wages compared to their income when farming, are one of the factors why BUMDes lacks manpower in soap production. The third resource person is the people of Sidokare as consumers. They explained the reasons why they were less interested in liquid soap produced by BUMDes. Among them, the quality of the soap produced by BUMDes is less foamy, in terms of packaging it is less attractive, and the distribution is not evenly distributed so people find it difficult to buy products. In terms of the selling price, the market has been accepted by the community. The main reason why people do not use BUMDes soap products is that they prefer soap products that are already widely found in the market.

From the results of interviews that have been conducted with informants, it was found that the production of BUMDes soap in Sidokare had stopped due to a lack of production personnel, low public interest in BUMDes soap products, uncertain production processes, and difficulties in marketing. In addition, the consumer side, complains that the soap lacks foam, and the uneven distribution makes it difficult for consumers to buy the product.

This study supports Sinkula's statement that designing a successful new product sales strategy begins with the ability to carefully manage consumer knowledge in the form of inputs such as desires, interpretations, and integration of consumer knowledge when meeting with consumers (Afandi & et al, 2015). This also provides support for the opinion of Keegan. Understanding the wants, demands, and needs of the market by following the developments and characteristics of consumers and customers in promotion is an effective approach to introduce the usefulness of a product and brand to cause perceptions such as interest and desire to buy (Keegan, 2010). 1996).

BUMDes should increase the role of promotion to increase the success of new products on an ongoing basis. This can be done by increasing the attractiveness of promotions, expanding the reach of promotions, and increasing the frequency of existing promotions. BUMDes need to improve consumer knowledge management activities. This is done to accept all forms of consumer desires responsively, as well as interpret them quickly according to their needs, and integrate them directly with consumers on the choice of new products they choose. The advantage of new products is an absolute thing that must be maintained by BUMDes. The uniqueness of the product that is different from before, practical, contemporary packaging, and the level of production efficiency are the keys to increasing the success of new products in improving marketing performance.

The success rate of a new product that is satisfactory with high buying interest, priority purchases from consumers, and repeat purchases by consumers will improve marketing performance. Several aspects of the factors that influence the success rate of new products in improving marketing performance need to be considered by BUMDes. The management of these three factors will improve marketing performance as expected by increasing sales volume, customer growth, and sales value.

The series of activities carried out in the Efforts to Improve the Quality and Marketing of Sufficient Sidokare Soap (SSS) BUMDes Sidokare. The first activity, we conducted a Forum Group Discussion (FGD) activity which was held on August 6, 2022, at the Sidokare

Village Hall. This activity was carried out to socialize and dig for information about Sidokare BUMDes soap products. The FGD participants came from the local community who are members of the PKK and production workers for BUMDes soap production. The total number of FGD participants was about 20 people. This FGD was carried out together with UINSA KKN students, the community, BUMDes members, and the Sidokare Village government. In this FGD event, we KKN students tried to find out as much information as possible about soap products from various aspects, such as the quality of soap, soap packaging, and the selling price of soap. We KKN students get a lot of information related to soap products from the FGD event.

From the FGD activities, some information about soap production activities was obtained, including one of the main factors that caused why soap products not to be able to develop optimally was the production staff who did not work optimally. In addition to the shortage of production staff, according to the director of BUMDes in soap production, there must be a clear division of labor so that there is no disguised unemployment. There are currently 6 BUMDes cadres who are the production crew, with the number of existing crews it is hoped that there will be a division of labor so that soap production can take place and BUMDes can produce optimally.



Figure 1. FGD (*Forum Group Discussion*)

The second activity carried out was training on improving the quality and marketing of BUMDes soap products which was held on August 11, 2022, at the Sidokare BUMDes Office. This activity aims to help BUMDes Sidokare to be more advanced and develop. Improving the quality and distribution of BUMDes Sidokare soap products. This training activity was attended by resource persons who are experts in their fields, namely Mr. Muhammad Yazid, members of BUMDes, and the Sidokare community. The participants of this training activity were 15 women from PKK Sidokare. In training activities on improving the quality and marketing of BUMDes soap products, we got a lot of information. In this training, participants are taught how to manage products to be marketed, such as determining market prices. Before determining the market price, we are taught to calculate the HPP (Cost of Production). The HPP calculation includes the cost of basic materials of production, transportation, and direct labor costs. HPP must be calculated in detail before it can determine the market price so that it will generate profits. For packaging, the presenter suggests avoiding bottle packaging for reasons of being less efficient. In looking at market share, several strategies are carried out, such as if our market share is middle to lower then

quality can be ruled out and we can attract buyers by giving gifts for each product purchase. For middle-upper consumers still have to prioritize product quality.

From these training activities, it can be concluded that the level of success of the new product cannot be separated from the promotion and advantages of the new product compared to other products. The advantages of new products are one of the determining factors for the success of new products. Indicators of whether a business product is successful or not in the market include how far the buying interest has grown, the priority of the product purchased, and the consumer's decision to repurchase the product variant at another time (Kolne & Festianto, 2018). It can be explained that these indicators are important in influencing the success or failure of a product that has an impact on marketing performance (Putri & Armika, 2021). Marketing performance can be measured by an increase in sales volume, customer growth, and growth in sales value. This study is to examine how the factors that can affect the success of new products can improve marketing performance. The results showed that promotion, consumer knowledge management, and the advantages of new products had a positive influence on the success rate of new products. Meanwhile, the variable of increasing the success of new products has a positive influence on marketing performance.



Figure 2. Quality and Marketing Training

The third activity is implementing the results of the training, the first is soap production which will be held on Friday, August 12, 2022, at BUMDes Sidokare. After the training phase, we together with the BUMDes production crew carried out soap production again. For soap production this time we apply the knowledge we got from the previous training. This activity was carried out by KKN students who were accompanied by managers and BUMDes members. Students try out recipes for making dish soap and laundry soap with purchased ingredients so that the right composition is obtained and gives optimal results. Tools and materials needed in the training for making dish soap production include a soap-making machine, wooden stirrer, measuring cups, rags, spoons, scales, plastic packaging, labels, small and large plastic containers, and funnels. Materials needed in the manufacture of dish soap include: NaCl, Texapon, Foamboster, Citrun, Dyes,

Fragrance, Water. While the materials needed in the manufacture of laundry soap include: NaCl, Texapon, Foam Booster, Comperien, Citrun, Preservative, and STPP. We perform detailed HPP calculations for soap production. We replaced the packaging that used to be bottled with more efficient plastic. In addition, we also updated the label on the soap

packaging with a more attractive label. In terms of labels, in the past, dish soap and washing clothes had the same label, now the labels between dish soap and washing clothes are different. After the training phase and the renewal of packaging that is more unique and attractive.



Figure 3. SSS Dish Soap Products



Figure 4. SSS Laundry Soap Products

The next stage is the socialization of soap products which will be held on Monday 15 August 2022 at the Sidokare Village Hall. This activity was carried out by KKN students and attended by PKK Sidokare women. This activity aims to reintroduce self-sufficient Sidokare soap products with new quality and packaging. The previous packaging used plastic bottles, while for the new soap product packaging we used spout packs, this socialization activity is expected to maximize marketing to the wider community, especially the Sidokare village community so that they love homemade products more.

After the training phase and the renewal of packaging that is more unique and attractive. We marketed soap products on August 15 – August 17, 2022. We distributed the soap to nearby shops ranging from grocery/grocery shops, minimarkets, and to the public so that it was easy for people to buy BUMDes soap products. In addition, we also promote to the public that soap production from BUMDes has renewed and we also give appeal to love local products more. Within three days we have sold 78 pcs of dishwashing products and 60 pcs of laundry soap.



Figure 5. Soap Marketing

From a series of activities that have been carried out, the draft budget required includes the following; First, the costs incurred in the Forum Group Discussion (FGD) activity with

BUMDes members and the Sidokare village government were Rp.466,000. Second, the costs incurred in training activities to improve the quality and marketing of soap products which were attended by the community, and BUMDes members and attended by resource persons who are experts in their fields, namely Mr. Muhammad Yazid, amounted to Rp. 216,000. Third, the costs incurred in implementing the results of the production and marketing training for BUMDes soap products which were participated by all KKN students, BUMDes members, and the Sidokare village community, in which the costs incurred were Rp. 1,200,000. With details on the purchase of soap raw materials of Rp. 250,000, transportation costs of Rp. 150,000, product packaging costs of Rp. 300,000 and the cost of making stickers of Rp. 300,000 and the cost of purchasing a packaging press machine of Rp. 200,000.

From the explanation of the budgeting analysis above, it can be concluded that we students of KKN UINSA have produced 100 pcs of dish soap and sold 78 pcs, with the remaining 22 pcs of soap that has not been sold. As for the laundry soap, we have produced 60 pcs and all of them have been sold out. For the cost of goods sold (HPP) of dish soap, we take a profit of Rp. 1,700 with a selling price of Rp. 5,000/pcs. As for the cost of goods sold (HPP) for laundry soap, we took a profit of Rp. 1,600 with a selling price of Rp. 6,000/pcs.

Within 3 days, we from KKN students have been marketing Sembada Sidokare Soap (SSS) products in various places, such as in grocery stores, and minimarkets, and market them directly to the people of Sidokare. From this marketing process, we obtained income from dish soap products of Rp. 366,100. As for the laundry soap, we earned an income of Rp. 676,500, so the total final income from the sale of Sidoakare Sembada Soap (SSS) was Rp. 366,100 + Rp. 310,400 = Rp. 676,500.

The fourth activity was monitoring and evaluation which was carried out on August 18, 2022, by KKN students and attended by the BUMDes coordinator and members. We carry out monitoring to obtain facts, data, and information about whether the soap-making program was successful or not. In these monitoring activities, we can determine the level of success of the work programs that we have carried out. The head of the Sidokare village said that the soap products we made had reached the target in terms of product quality and packaging. Starting from the quality of the soap which is increasing when compared to before. In the evaluation activities that we carried out with various parties related to the series of soap product manufacturing programs from the beginning of production to the overall product marketing process, it had been going well, where a series of community service activities could increase business motivation, awareness, interest, knowledge, and skills of the community through BUMDes soap product business.

CONCLUSION

Based on the service program that has been carried out, it can be concluded that the training and mentoring program at the Sidokare Village PKK is to make BUMDes administrators and PKK women enthusiastic about producing and exploring activities to produce 100 dish soap and 60 laundry soap. The soap product of BUMDes Sidokare has also undergone several changes, starting from improving the quality of the composition of the soap, updating the packaging and soap brand to SSS (Soap Sidokare Sembada), and decreasing the HPP (Cost of Production) for soap products. Soap products have also been marketed to shops and the people of Sidokare. So that the product is already known and

bought easily by the people of Sidokare.

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