

PKM DEVELOPMENT OF HOUSEHOLD BUSINESS AROMATHERAPY BRICKETS KHOLY ZAINI

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Abstract

People of Martapura City and its surroundings often use incense/bukhur as an air freshener for religious activities. One of the home businesses that produce it is Kholy Zaini. The business was founded 12 years ago with the premise that when pioneering it was that people in the city liked incense/bukhur, while most of it was obtained from imports from the island of Java. Even though it has been running for a long time until now there is still no IPRT and in its manufacture, it still uses synthetic fragrances, which hurts health. This program is implemented to provide understanding and solutions to partners so that the products produced don't negatively impact the future. The methods implemented include socialization activities, counseling, discussions, training, and mentoring. The solution that the PKM Team provides to partners is to replace synthetic fragrances with natural fragrances obtained from the distillation of ylang flowers. The process used to make incense/bukhur from natural fragrances is like making it in general, but the difference is the distillation of ylang flowers to get a natural fragrance. The PKM team succeeded in making a natural fragrance from the distillation of ylang flowers. In addition, the PKM team also teaches the company's bookkeeping to partners and develops a website to market their products. The advantages of this PKM activity are making incense/bukhur more environmentally friendly, partners can make the right decisions and increasing sales and making products known more widely.

Keywords: Agarwood Powder, Bukhur, Cananga Flower, Charcoal Briquettes, Incense, Distillation.

INTRODUCTION

The city of Martapura is known as the Veranda of Mecca, where the predominantly Muslim people are very religious. The people of the city of Martapura and its surroundings often use incense or *bukhur* as an air freshener in religious activities, for example when there is a Maulid habasyi reading event, a Yasin event, or commonly used at home on Friday nights. Incense or *bukhur* is a mixture of natural traditional ingredients which in today's terms are briquettes. Materials commonly used in the manufacture of incense are sandalwood powder, charcoal powder, and sawdust which are mixed and added with adhesives derived from plants (Raut et al., 2011). Incense is traditionally used for worship, meditation, prayer, ceremonies, and ritual purification. Incense is also used as an air freshener, insect repellent, and aromatherapy (Dutta, 2006). Briquettes are a renewable source of energy or heating. Briquettes made from sawdust waste are an alternative to converting unused sawdust into

something salable, useful, and applicable so that it can be easily disseminated in the community. One of the home businesses that produce incense or *bukhur* is Kholy Zaini. The business was founded 12 years ago with the premise when pioneering that people in the city of Martapura and its surroundings like incense or *bukhur*, while the incense/*bukhur* sold in Martapura City mostly comes from imports from the island of Java. Incense/Bukhur Kholy Zaini although it has been running for quite a long time now still doesn't have a business license and is in the making of incense/*bukhur*. Mitra Kholy Zaini has 5 employees. Kholy Zaini's business uses aloe vera wood shavings. The owner of the business, Mr. Akhmad Dhiya Udin, said that in making incense, he still uses simple tools and can produce around 20 kg of incense per month. Until now sales are only made at the local level, not through outlets or online stores, only local buyers who buy in large quantities for resale. This production product packs 50 grams at a price of for. Figure 1 below is a product of Kholy Zaini's business.



Figure 1. The incense/*bukhur* product produced by Kholy Zaini

In running its business, the problems faced relating to activities in the production and management aspects. In terms of production, partners use synthetic fragrance ingredients that can harm human health, especially can cause cancer in the respiratory tract. In terms of management, marketing reach is only limited to Martapura City and its surroundings, while Kalimantan is very potential for incense marketing considering that most of the population is Muslim and uses incense/*bukhur* in religious activities and daily life. In addition, partners only sell incense/*bukhur* in large quantities to sales and sales resell the product at a higher price so that more profits are enjoyed by sales. Another problem faced is the absence of clear bookkeeping, which does not record the income and expenditure of goods or finances. They only record items that have not been paid in full by sales. As a result, partners cannot calculate the exact profit earned. Furthermore, this incense/*bukhur* business does not yet have a PIRT permit. In this service activity, the problems faced by partners will be offered various solutions which are described in Table 1 below

Table 1. Parameters, Existing State, Solution, and Target

No	Parameter	Existing Condition before PKM activities	Solution	Target
1	Production	Incense/ <i>bukhur</i> products use synthetic fragrances which are harmful to health	Introduction and practice of the technique of making incense/ <i>bukhur</i> made from the distillation of cannanga flowers	The ability of the target group increased by 80% in the field of production
2	Management	There aren't any yet	Conduct training and assistance on the company's financial bookkeeping system	Partners have a systematic and neat record book of income and expenditure of financial or goods.
3	Marketing	Waiting for sales or buyers directly	Conduct training and assistance on product marketing strategies, especially through the web	The ability of the target group increased by 80% in terms of digital marketing

METHOD

Alternative problem-solving in partner problems is assisted by two approaches, namely the classical and individual approaches. The classical approach is carried out when delivering material on techniques for giving natural fragrances and preparing simple financial statements. An individual approach is carried out during practice, namely the practice of making incense using natural fragrances and simulating the preparation of financial statements. For that, the methods to be used are: 1) Socialization Partners are motivated to have the will to use natural fragrances, online marketing, and accounting in their business activities. In addition, partners were given an overview of naturally scented incense products and small business accounting and important roles. 2) Practice Training participants are allowed to discuss problems related to small business products and finances that they have faced so far. Furthermore, participants made incense, created web or social media accounts, and simulated compiling financial reports from recording transactions to compiling financial reports. 3) Evaluation Evaluation activities are used to monitor the suitability between the activity plans that have been made and the implementation carried out The problem-solving framework in this PKM which can be observed in Table 2 below which includes: the relationship of the problem, the root of the problem and the solution

Table 2. Problems, Root Problems, and Problem Solutions

No	Problem	The root of the Problem	Problem-solving approach (solution)
1	The use of synthetic fragrances that can cause cancer in the respiratory tract	<ul style="list-style-type: none">• Partners are not aware of the dangers of synthetic fragrances on health• The price of natural fragrance oil is very expensive and the presence of natural fragrance oil is difficult to obtain• Partners do not have the knowledge and skills to make incense mixtures made from natural ingredients that are easily available and produced from wetlands in South Kalimantan	Carry out training and assistance in making incense using a mixture of cananga flower distillation
2	Less systematic company bookkeeping	Partners do not have the knowledge and skills in making company books	Conduct training and assistance on the company's financial bookkeeping system using Microsoft Excel
3	The product marketing system is carried out by waiting for the arrival of sales and retail buyers to pick up partner incense products	Partners do not have the knowledge and skills about product marketing strategies through the web	Conduct training and assistance on product marketing strategies, especially through the web or social media

The methods used in the training in making incense mixed with cananga flower distillation include composing, filtering, making starch glue, a distillation of cananga flowers, mixing media, and printing incense. Burning sawdust waste manually to produce charcoal or activated carbon. After that, filter the powder that has been burned to obtain soft and fine sawdust. Sawdust charcoal was sieved through a 50-mesh pass-size sieve. Make a starch solution using tapioca flour according to the concentration (eg a concentration of 50% means 50 grams of tapioca flour is boiled with 1 liter of water until it resembles glue). Put as much as 6 kg of cananga flowers into a boiling kettle with the direct steam method. Put water into the kettle up to a third of the way, then put the ingredients into the distilled kettle until solid and close the kettle tightly. Then mix all the ingredients (sawdust that has been filtered, a distillation of cananga flowers, and starch glue as much as 50% (50 grams) of the entire mixture of sawdust charcoal and coconut shell. After the ingredients are evenly mixed, then form a mixture by printing using a conical paragon pipe of diameter 1.5 inches and 6 cm high, then put the molded briquette mixture into the oven at 50°C for 3 hours (Angga Yudanto & Kartika Kusumaningsih, 2013). The dried incense is ready to be marketed.

RESULTS AND DISCUSSION

The first activity carried out by the service team was conducting a site survey and socializing with partners regarding the planned service activity. After finding various agreements and problems faced by partners, then it is scheduled to carry out socialization and counseling to help solve problems faced partners. Socialization and counseling activities (Figure 2) were carried out to raise awareness and provide understanding to partners on the importance of choosing good materials in the production process, the importance of having clear and detailed data collection on expenses and income earned as well as good and up-to-date marketing to balance current development. The presentation of the material was carried out by the Service Team by displaying several slides of material and followed by a discussion session. At the time of socialization and counseling partners realized the dangers posed by the use of synthetic fragrances that have been used in the production process. Partners are also ready to replace synthetic fragrances that can cause respiratory tract cancer, so the service team provides solutions using natural fragrances obtained from the distillation of cananga flowers. This solution is given because the acquisition of natural fragrance ingredients is difficult to find at the service location and if there is one, the price is very expensive.



Figure 2. Socialization and counseling activities

This outreach activity was attended with great enthusiasm by the participants, seen from the people who followed and listened to the explanations of the service team well and actively. Participants are also actively involved in discussions to develop their potential and to exchange ideas and opinions with the service team so that the resulting product does not hurt consumers who use it (Figure 21). From this activity, the devotees realize that the community needs knowledge that supports their business so that they can take advantage of the existing potential optimally. Knowledge of good company bookkeeping to find out how much net profit has been obtained from the results of production activities. Knowledge of good marketing is also a topic that is discussed during counseling and discussions because good marketing, can increase the number of consumers who use this incense/*bukhur* product from Kholy Zaini so that partners' income increases and partners' welfare increases. The enthusiasm of the community during the counseling made the team feel optimistic that the training and mentoring activities would be better. After the socialization and counseling activities were carried out, it was followed by practicing how to make incense/*bukhur* using natural fragrances obtained from the distillation of cananga flowers (Figure 3). The activity of making incense/*bukhur* for the first time was the coming of a sawdust Arwood to produce activated charcoal. After cooking is complete, filter the charcoal to obtain a softer and finer powder. Cananga flower distillation is used to obtain natural fragrance using the direct steam method. During incense/*bukhur*-making activities, partners and other service members

practice a distillation tool (steam boiler) to produce the distillation ylang flowers needed in incense/*bukhur* production. A distillation distiller in the form of a steam boiler then enters water and cananga-flowers and then boils it in a steam boiler to obtain cananga-flower water.



Figure 3. Preparation of plant briquettes for mixed ingredients for *bukhur* or incense

The next activity is to mix filtered charcoal with cananga flower distillation and starch glue as much as 50% of the entire mixture of charcoal and coconut shell. After the ingredients are evenly mixed, form charcoal using a mold (Figure 4) to be further burned in the oven. After that, the incense/*bukhur* is packaged which is dry and the incense/*bukhur* is ready to be marketed.



Figure 4. Printing activity before being put into the oven

In addition to the practice of using a steam boiler to produce natural fragrances, service activities are also filled with training and assistance in making bookkeeping with the company's Microsoft Excel and marketing via the web. Participants participated in all activities carried out by the service team enthusiastically, as seen from the active participation of participants in asking questions to the service team to provide them with a better understanding.

A production activity will be even better if it has clear and detailed records of the production activities carried out. Bookkeeping is a recording process that is carried out regularly to collect financial data and information which includes assets, liabilities, capital, income, and costs as well as the amount of acquisition and delivery of goods or services, which is closed by compiling financial statements and profit and loss statements (UU Law No. No. 28 of 2007). A good and quality financial report is a report that can present information

about the position of money from the business being run so that it can be used as a guide in decision-making (Regina & Sofia, 2020).

So far, partners have not carried out business bookkeeping regularly, where bookkeeping is carried out only if there is a sale or purchase transaction in large quantities. The Service Team provides direction that it is important to carry out regular bookkeeping by transactions. Partners can arrange simple bookkeeping so that the Service Team is lighter in providing training. Willingness, intention, and desire to improve bookkeeping are very much needed in the bookkeeping process, starting from collecting purchase and sales notes/receipts and copying them into simple bookkeeping. At this stage, partners do not experience obstacles and obstacles.

The era of rapidly developing technology now encourages every manufacturer to be able to do digital marketing so that the products they issue can compete with other similar products. The existence of digital marketing makes the products offered can be widely known by various groups of people. One type of digital marketing that is being done today is marketing through the web. This web will later contain various information that buyers need to know about the products offered and orders can be made online. In this service activity, the service team provides a web that has been made and can be used by partners considering that the faster digital marketing is carried out, the greater the opportunity for greater profits to be obtained. With this web marketing, it is hoped that the products produced by partners can be marketed outside the region and even outside Kalimantan.

CONCLUSION

The activities that have been carried out in this PKM program answer the actual problems that occur at this time. The activities that have been carried out in partners are:

- 1) introduction of simple distillation,
- 2) simple bookkeeping training
- 3) assistance with partners

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