



COMMUNITY EMPOWERMENT BY SCALING UP PAJAMBON VILLAGE GUAVA FRUIT MANAGEMENT THROUGH LOCAL INNOVATIVE DIGITALIZATION & PROCUREMENT OF E-COMMERCE BUMDES

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Abstrak

Pajambon Village is the westernmost village in Kramatmulya District, Kuningan Regency, West Java. Pajambon Village is located in a strategic position because it is in a highland area that has a lot of potential for abundant natural resources. The majority of Pajambon Village residents work as guava farmers and entrepreneurs. Red guava is the leading natural resource of Pajambon Village, but the obstacle faced is that the majority of the Pajambon Village community has not been able to process red guava due to limited human resources, capital, limited marketing scope and lack of response from the local government. Therefore, it is necessary to empower the community to become entrepreneurs who can advance the village economic sector. Based on the environmental conditions above, through the Capacity Building Program of the Accounting Student Association Student Organization (PPK ORMAWA HIMAKU), socialization activities of the Entrepreneurial Village / Village program will be carried out to the community with the Entrepreneurial Village / Village Movement in processing red guava into products that have selling value, with local product innovations, namely guava leaf tubruk tea, Fruity Noodles or red guava fruit processed noodles which have good health benefits, training in packaging and digital-based MSME marketing assistance in collaboration with BUMDES, Pajambon Village MSME Bazaar and Pajambon Village Business Legality Making. It is expected that after the Entrepreneurial Village Movement by holding training and mentoring can improve the quality of human resources (Human Resources) and the productivity of the Pajambon village economy, Making Pajambon Village as an Entrepreneurial Village creates new entrepreneurs who are pioneers in entrepreneurship, so that in the future there can be a new regeneration of sustainable village entrepreneurs.

INTRODUCTION

Community empowerment is an economic development concept in an effort to empower the community (empowering). The concept of economic development is applied in community empowerment that summarizes community values to build a new paradigm in development that is people-centered, participatory, empowerment and sustainable. The concept of development with a community empowerment model is not only to fulfill the basic needs of the community but more as an effort to find alternatives to local economic growth.

Pajambon Village is the westernmost village in Kramatmulya Sub-district, Kuningan Regency, West Java. Its boundaries are to the north bordering Sukamukti Village, to the south bordering Ragawacana Village, to the west bordering Cisantana Village and to the east bordering Mount Ciremai National Park (TNGC). The total area is 94.3 hectares with an altitude of 700 meters above sea level. The amount of rainfall averages 2500 mm/year, the topography is highland and the average air temperature is 23-38 degrees Celsius.

Administratively, Pajambon Village has a population of 2,490 people consisting of 1,232 men and 1,267 women with a total of 807 households. Most of the area of Pajambon Village consists of agricultural land and plantation land, with approximately 48.8 ha used as agricultural land with the most cultivated crop being red guava covering an area of 30 ha. 60% of the community's livelihood is as farmers/farm laborers with a total of 316 guava farmers.

During the harvest period, guava farmers are able to produce more than 1 ton of guava fruit in a period of one week twice. The harvest is distributed to middlemen or factories in Kuningan, outside the city such as Cirebon, and outside the island of Java such as Jambi. Over time, the level of demand for red guava fruit has decreased due to the impact of the pandemic and prolonged rainy season. This makes the quality of red guava not optimal, and the decline in demand so that farmers sell red guava fruit retail at a low price of Rp. 2,500 / kg. Red guava is a superior natural resource in Pajambon Village, but there are no processed guava products that have selling value due to constraints in human resources, capital, limited marketing scope and lack of response from the local government.

Therefore, it is necessary to empower the people of Pajambon Village, especially in entrepreneurship, which aims to develop the village economic sector. The Pajambon Village-Owned Enterprise is engaged in selling basic necessities, while the Village Head (Kades) has also produced processed guava fruit into dodol but with a limited scope of marketing. Therefore, we want to innovate products through the processing of red guava into Tubruk Jambu Tea, and Fruity Mie or processed guava fruit noodles which have good properties for health by inviting housewives as targets and forming joint business groups for training and mentoring empowerment in order to realize village MSMEs.

The importance of a conscious movement for entrepreneurship through the Entrepreneurial Village Movement is a spearhead in improving the welfare of the community. Given the increasingly complicated competition in the world of work, humans are required to have entrepreneurial skills which will later be able to open up jobs for the wider community and Indonesia's challenge in achieving 17 Sustainable Development Goals (SDGs). So that all elements of society must work hand in hand in achieving these SDGs. In implementing the Entrepreneurial Village program, it is inseparable from the help of many

parties. The implementation of this activity can realize the importance of innovation, creativity, entrepreneurial skills, marketing management and technology. And with these activities, it is hoped that the selling value of guava fruit and various other products can have a high selling value. This village development innovation is expected to improve the economy of local residents who mostly work as farmers and the creation of new entrepreneurs in Pajambon village.



Figure 1. Red Guava Field in Pajambon Village

Purpose and Objectives

The implementation of the Student Organization Capacity Building Activity which is one of the programs from Belmawa Dikti is intended to realize one of the Tridharma of Higher Education, namely Community Service. The goal to be achieved from this activity is to share knowledge about Entrepreneurship and Digital Marketing Technology so that participants gain new experiences and can share experiences in entrepreneurship. By carrying out the Activities of the Student Organization Capacity Strengthening Program, it is hoped that it can improve the quality of human resources (Human Resources) and economic productivity through the Entrepreneurial Village Movement by holding training and mentoring, Making Pajambon Village as an Entrepreneurial Village / Village creates new entrepreneurs who become pioneers in entrepreneurship, so that in the future a new regeneration of sustainable village entrepreneurs can emerge, Able to adapt to digital technology as a means to expand product distribution, in order to compete with other outside products, Creating superior products to optimize the natural resources of Pajambon Village, namely red guava, At the end of the Ormawa Capacity Building program, villagers already have skills ranging from processing products to packaging without the need for assistance. Furthermore, the legality of the business group was made, and registered in the SME group in the Office of SME Cooperatives, Trade and Industry of Kuningan Regency, the aim is that the Pajambon Village business group continues and develops.

ACTIVITY IMPLEMENTATION METHODS

1. Target of Himaku Ormawa PPK Activities

The target of this Student Organization Capacity Building Program activity is housewives in Pajambon Village and BUMDES Management in Pajambon Village. The number of mothers and BUMDES administrators who participated in the activity amounted to 10-25 people.

2. Time and Place of Activity

Activities were carried out for 5 months in July - November 2023. The location of the activities of the Accounting Student Association Student Organization Capacity Strengthening program is in Pajambon Village, Production activities and product development from Red Guava are carried out at the Pajambon Village Production House.

3. Implementation Method

The methods used in this PPK ORMAWA activity are lecture (seminar and workshop), practice, and discussion. The lecture method (Seminar) is used to explain material about the Entrepreneurial Village Movement which provides an explanation and also basic knowledge about entrepreneurship and how to become a good entrepreneur. In addition, we also hold packaging and marketing workshops through E - Commerce where we can find out how good packaging is worthy of entering the market and also explain how marketing techniques through E - commerce. The practical method is used to practice making processed products from red guava fruit, namely Guava Tubruk Tea, and Fruity Noodles, starting from the selection of good red guava fruit for Fruty Noodle products and also good guava shoots to be used as the Tubruk Red Guava leaves to processing and packaging. The application of machine use and packaging techniques is needed to improve quality and selling price with quality packing. The discussion method was carried out after the activity was completed to find out the participants' responses. Evaluation of the increase in knowledge and skills of partners is carried out through direct discussion at the Pajambon Village Production house, Monitoring and evaluation is carried out every 1 week 2 times during the program.

RESULTS AND DISCUSSION

Socialization of Entrepreneurial Village Movement

Before doing business, it is necessary to have an interest in entrepreneurship. The development of the times and the tight competition in the world of work have made MSMEs in Indonesia increasingly empowered and increasing so rapidly. This is to open up new jobs and increase the country's economic growth. The socialization of activities was carried out at the Pajambon Village Bale, Kramatmulya District, Kuningan Regency, West Java, which was attended by 20 people. Pajambon Village is a potential Red Guava producing area. Generally, guava farmers who pick guavas from the fields are mostly then sold directly to the market and some red guavas are consumed that are ripe or less marketable and are often discarded because too many are not sold. The amount of red guava fruit that is wasted is due to the lack of knowledge and skills about the processing of Red Guava Fruit. One of the efforts to

provide added value is to process red guava fruit into a product. The increasing creativity of food made from red guava fruit is expected to open up new business opportunities, so a new breakthrough is needed to make products made from healthy and high-protein red guava, which are expected to have good and bright prospects, and technology transfer is needed to improve the quality, selling value of products, and marketing strategies.

Through the Entrepreneurial Village Movement, we invite the people of Pajambon Village to start entrepreneurship, especially in utilizing processed red guava products into products with local innovation, namely into Products:

- Guava Leaf Tubruk Tea, which is made from red guava leaves then dried under the sun and packed into metalized gusets. It has properties to treat diarrhea, reduce cholesterol, flatulence, etc.
- Fruity Mie or guava processed noodles, which are made with home methods made from natural ingredients, namely mixed from real red guava juice. With the result of a reddish-colored noodle shape.



Figure 2: Opening of the socialization of the Entrepreneurial Village Movement

Training and Mentoring

In empowering business groups, we conduct training and mentoring. The first is training and mentoring during the production process, namely processing red guava which is a raw material into a finished product.

This mentoring and training process was carried out for the PKK women of Pajambon Village with a total of 13 PKK women. Training and mentoring is carried out twice a week, namely Friday and Saturday. Training and assistance in making Fruity Noodle and Tea products from guava leaves was carried out 3 times before we did marketing and trials to the community. This 3-time training was carried out with the aim of ensuring the composition of Fruity Noodles and Guava Leaf Tea products



Figure 3. Training and mentoring activities for product manufacturing

Second, training and assistance in making attractive packaging and marketing through E-Commerce and Social Media held at the Pajambon Village Hall on August 28, 2023 by inviting presenters who are experts in their fields, namely Mr. Agah Purnama, S.Si from PLUT - KUMKM (Integrated Business Service Center - Micro, Small and Medium Enterprises Cooperative) wrapped in fun and interesting activities. The activity was attended by village officials such as the village head, the Pajambon village PKK business group and the head of the Pajambon village Bumdes



Figure 4. Packaging and Digital Marketing Workshop Activity

Third, training and mentoring on marketing strategies distributed through BUMDES e-commerce such as shoope. This training and mentoring activity is carried out by creating a shopee account which is used as a product marketing account in Pajambon village, one of which is fruity noodle products and guava leaf tea. The shopee account itself is managed by the himaku ormawa pkk team in collaboration with the Pajambon village BUMDES.

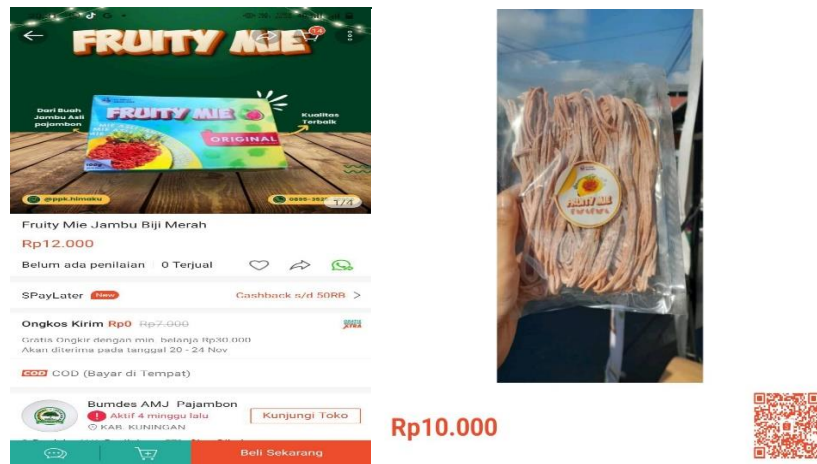


Figure 5. Shopee's Media Account

Last, financial literacy and simple accounting bookkeeping practices were held to maximize and manage the budget properly.

This Financial Literacy activity was attended by speakers who were very competent in their fields, namely kang Agung Suharyana as UMKM development consultant of Bank Indonesia Cirebon Representative Office and Arie Andira Ferdiana as Assistant Analyst of Bank Indonesia Cirebon Representative Office. This activity was attended by 25 participants from PKK women of Pajambon Village, Bumdes of Pajambon Village and the general public of Pajambon Village.

Pajambon Village MSME Bazaar

Towards the end of the activity we held a peak event, namely the MSME bazaar, the MSME bazaar here was filled with many series of events including the Symbolization of the Louncing of PPK ormawa Products of the Accounting Student Association, Art Creation performances of children and the people of Pajambon Village and the Pajambon village umkm product bazaar consisting of Pajambon village MSME product stands and also PPK ormawa products, namely Fruity noodles and Jambu leaf tea. In this bazaar activity, the general public was invited and coordinated with the Kuningan Regency SME Trade and Industry Cooperative Office so that the bazaar activities were crowded and attracted outside residents. With this activity, it is hoped that it will be able to foster community interest in entrepreneurship so that the creation of entrepreneur - village entrepreneur, one of which is Pajambon village, is able to bring sustainable change



Figure 7. Pajambon Village MSME Bazaar Activity

Making the legality of the Pajambon Village business group

From several activities that have been carried out, both from the process of assisting the manufacture of Fruity Noodles and Guava Leaf Tea products and product trials in the biology lab, we carry out product licensing, both Halal Certificates, Product NIB, and also PIRT where we work with several partners, namely the Health Office and the Office of SME Cooperatives Trade and Industry.

CONCLUSIONS

The activities of the Capacity Building Program of the Accounting Student Association for empowering the Pajambon village community in making processed products from Pajambon village crops, namely from red guava fruit, have a positive impact. In addition to increasing the economic value of processed red guava fruit, it also provides benefits for partners, namely increasing partner skills and knowledge related to making processed products from red guava fruit, including packaging techniques, marketing and making simple financial reports. The results of this activity show that there is an increase in the ability of partners in entrepreneurship in producing and selling products and products in pajambon village already have legality such as NIB, Halal Certificates and others.

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