

DEVELOPMENT OF THE ASTA CITA PROGRAM THROUGH MSME INDUSTRY DOWNSTREAMING TO SUPPORT ECONOMIC GROWTH AND LABOR-INTENSIVE EMPLOYMENT

Dahlia *, Sumardjono, Derman Janner Lubis

Universitas Binaniaga Indonesia

Jl. Raya Pajajaran No. 100, RT.02/RW.03, Bantar Jati, Kota Bogor, Jawa Barat 16153, Indonesia

Email: dahlialetter@gmail.com

Abstract

Bogor, West Java, known as a region with high rainfall, has a number of distinctive culinary delights and diverse tourist destinations. In line with the development of MSMEs that continues to increase every year as a business entity that supports the National GDP by 60.5% and absorbs the workforce by 90.6%; an increasingly diverse range of processed food products are emerging. Food and beverage products as MSME products are currently increasing. Strengthening MSMEs through the downstreaming of the Bogor passion fruit syrup industry to improve community welfare is the theme of the community service grant program which is the 5th goal of Asta Cita. The community service process begins through team discussions with village governments, youth organizations, MSME groups and women's farmer groups. Digitalization, which is the main factor inhibiting MSME sales, in addition to Cost, Volume, Profit analysis in business management, is addressed through training in management and information technology. Supporting the development of digitalization, the results of this community service have produced outputs through the creation of a Google Sites site, a mock-up representing Bogor passion fruit syrup, and social media accounts. The PKM (Community Partnership Empowerment) grant has been provided as output in the form of passion fruit tree seeds, planting media, and fertilizer to reduce costs, increase syrup production volume and increase profits.

Keywords: Markisa, Hilirisasi, Hibah, Digitalisasi

INTRODUCTION

Cikarawang Village, Bogor, West Java is geographically located near the natural tourism area of Situ Gede, approximately 1.5 km away, and has the Situ Burung irrigation area covering 43 hectares, which provides water resources for agriculture and plantations. In terms of SDGs indicators, Cikarawang is categorized as an advanced village; however, its performance varies across dimensions: environmentally conscious consumption and production (16.67), equitable village economy (23.81), dynamic village institutions, and adaptive village culture (24.95) (sid. Kemendes).

The number of MSMEs receiving social assistance in Cikarawang Village amounts to

129 households out of 940 households, representing 13.72%. Based on the updated data as of October 16, 2024, the total number of households in the village is 2,593, with MSMEs accounting for 4.97%. From the population of 129 households engaged in MSMEs, this study was conducted with a sample of 80 MSMEs to create a window of opportunity.

The Harisma Home Industry, located in Cikarawang Village, is a small enterprise that produces beverages made from natural ingredients, specifically passion fruit syrup under the brand *MB*, which stands for *Markisa Bogor*. The syrup is made from passion fruit and sugar. Its production process remains traditional, starting with separating the fruit pulp from the peel, preparing liquid sugar by dissolving sugar in boiling water, and then mixing the fruit pulp into the sugar solution. The group does not use artificial sweeteners or preservatives to maintain the natural essence and nutritional value of the fruit.

Based on field observations, Harisma Home Industry holds a P-IRT license with registration number **2093201010786-25** and approval from BPOM for ready-to-drink products with registration number **(90) MD222882000101010**. Consumer awareness of Harisma Home Industry largely originated from visibility on Google Maps and its Instagram account, which currently has 2,203 followers. However, engagement levels remain low, with fewer than 1% of followers liking or interacting with posted content. On marketplace platforms, the enterprise once had a Shopee account under the "Sirup Bogor" brand. Nevertheless, due to the absence of sales and limited knowledge of social media and e-commerce management by the owner, the account was discontinued. The social media and marketplace accounts were initially created during a student internship program, but they were no longer maintained after the program ended.

The objectives of this community service program are as follows:

1. *Asta Cita* program in the aspects of MSME industry downstreaming, economic growth, technology utilization, labor-intensive employment, bottom-up village development, and poverty alleviation.
2. To contribute to the achievement of the Sustainable Development Goals (SDGs), particularly Goal 8: *Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all*. Specifically: **SDG 8.2**: Achieving higher levels of economic productivity through diversification, technological upgrading, and innovation, including a focus on high value-added and labor-intensive sectors.; **SDG 8.3**: Promoting development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, as well as encouraging the formalization and growth of micro, small, and medium enterprises (MSMEs), including improved access to financial services.
3. To address the **Key Performance Indicators (IKU)** of higher education institutions:
IKU 2: Providing students with off-campus experiential learning.
IKU 4: Enhancing faculty qualifications.
IKU 5: Ensuring that faculty outputs are utilized by the community.
4. To align with the **National Research Master Plan (RIRN)** in the Social and Humanities cluster, with the research theme of *Developing Regional and Village Productivity for Quality and Sustainable Economic Growth*.

Currently, product management remains traditional, making it increasingly difficult to compete with other syrup products that employ machine-based processing. Harisma Home Industry markets its product under the brand name “MB” (*Markisa Bogor*). In addition to the production process, the program also addresses aspects of management and digitalization through information technology.

Previous community service programs (PKM) on passion fruit syrup have been carried out in several regions of Indonesia. In Sidoarjo, the identified challenges were related to production, marketing, and the application of appropriate technology (Khoirul Ngibad, et al., 2020). In Makassar, the issues focused on promotional mix strategies for passion fruit syrup (Sumarni B., et al., 2023). In West Sulawesi, the main concern was production aspects that contributed to the added value of passion fruit (Rahmawaty A., et al., 2023). Meanwhile, in Gresik, the emphasis was on processing passion fruit into high value-added products (Budi Prabowo, 2021). It can be concluded that the utilization of passion fruit in various regions of Indonesia provides significant economic benefits for local communities.

IMPLEMENTATION METHOD

Implementasi program pengabdian masyarakat terdiri dari beberapa tahapan, digambarkan sebagai berikut:

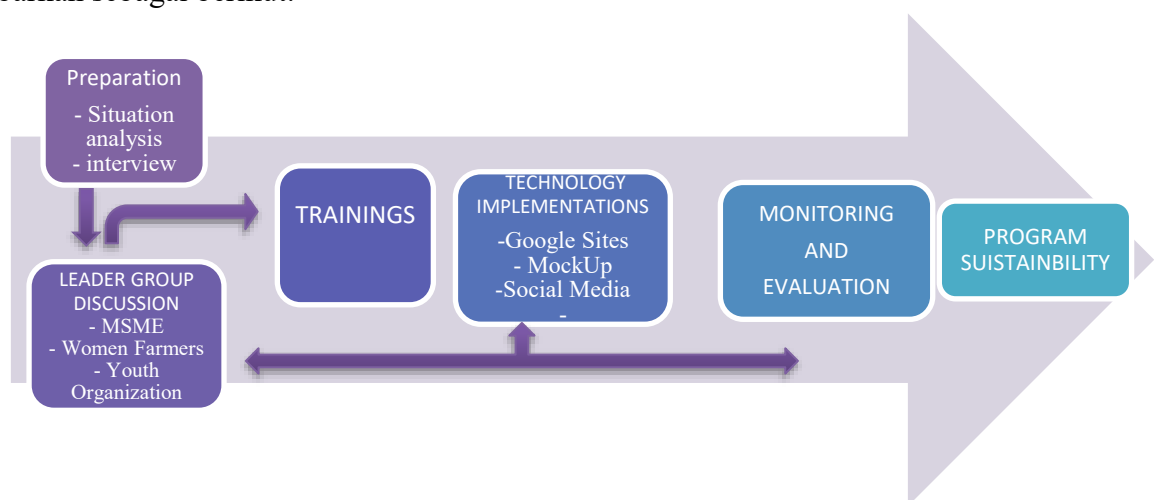


Figure 1. Implementation Method

The community service implementation method is outlined as follows:

1. Preparation

This includes situation analysis and interviews with partner leaders, interviews with village heads to monitor the situation, and drafting plans and solutions. During the preparation stage, information was obtained that, in addition to home industries, there are also MSME groups, women's farmer groups, youth organizations, and Village-Owned Enterprise (BumDes) managers. Interest in developing passion fruit seedling businesses was high, and the initial goal was to develop passion fruit syrup into a local agro-industrial product. Based on this information, training was conducted, selecting samples from each group.

2. Leader Group Discussion

Socialization of the PKM program was conducted by inviting MSME groups, women's farmer groups, youth organizations, and BumDes managers to ensure effective community service implementation and benefiting the needs of the village community.

3. Training

The training was conducted in stages, starting with training on passion fruit production management, production procedures, tools, and necessary materials. Next, training covered business management and development, digital marketing strategies, and creating attractive designs using the Canva application.

4. Technology Implementation

With the various changes occurring in the business world, the role of technology in influencing a company's competitiveness and sustainability is increasingly significant and fundamental. Technology has the ability not only to increase a company's effectiveness and efficiency but also to help companies develop their business, especially by addressing changing customer behavior (Ahalik, Dahlia; 2022). The application of technology in information systems includes the creation of Google Sites, mock-ups representing Bogor passion fruit syrup, and the development of social media accounts, including Instagram and YouTube. Meanwhile, the application of agrotechnology includes the introduction of hydroponic planting methods.

5. Mentoring and Evaluation

According to the established timeline, mentoring will be carried out after all training has been completed and seedling planting has been completed. Mentoring and evaluation will be conducted three months after all activities have been completed.

6. Program Sustainability

The program's sustainability strategy is designed by applying the development of Bogor passion fruit syrup through digital marketing so that Bogor passion fruit syrup is recognized not only as a local product but also as a national product.

RESULTS AND DISCUSSION

The analysis of existing partner conditions concluded that the downstreaming of the industry is essential, leveraging environmental conditions and increasing community awareness of the importance of plantation land maintenance. The Women's Farmers Group, which also serves as a home industry group, can utilize hydroponic farming knowledge to grow more vegetables for their own consumption, even with limited land. It also leverages knowledge of growing media to further enhance the benefits of managing currently managed government land.

Training activities include production training, business management training, marketing strategies, digitalization of technology for product marketing, and technology implementation. The involvement of all community institutions is a result of the Leader Group Discussion agreed upon by each group leader. The training focus is also directed towards Cikarawang Village's SDG scores for environmentally conscious village consumption and production (16.67); equitable village economic growth (23.81); environmentally conscious village consumption and production (16.67); dynamic village institutions and adaptive village

culture (24.95).

Tabel 1. Skor SDGs Desa Cikarawang

No	SDGs	Skor	Keterangan
1	Desa Tanpa Kemiskinan	60,01	
2	Desa Tanpa Kelaparan	46,89	
3	Desa Sehat dan Sejahtera	73,58	
4	Pendidikan Desa Berkualitas	40,64	
5	Keterlibatan Perempuan Desa	45,01	Fokus Pelatihan
6	Desa Layak Air Bersih dan Sanitasi	58,06	
7	Desa Berenergi Bersih dan Terbarukan	99,95	
8	Pertumbuhan Ekonomi Desa Merata	23,81	Fokus Pelatihan
9	Infrastruktur dan Inovasi Desa Sesuai Kebutuhan	79,41	
10	Desa Tanpa Kesenjangan	39,89	
11	Kawasan Pembangunan Desa Aman dan Nyaman	63,74	
12	Konsumsi dan Produksi Desa Sadar Lingkungan	16,67	Fokus Pelatihan
13	Desa Tanggap Perubahan Iklim	0,00	
14	Desa Peduli lingkungan Laut	33,33	
15	Desa Peduli lingkungan Darat	22,22	
16	Desa Damai Berkeadilan	63,09	
17	Kemitraan untuk Pembangunan Desa	100,00	
18	Kelembagaan Desa Dinamis dan Budaya Desa Adaptif	24,95	Fokus Pelatihan

Source: sid, kemdesa

The involvement of village institutions, through collaboration between MSME groups, women farmers, and youth organizations, in training created a dynamic collaboration and fostered an adaptive culture. It also increased the involvement of village women in training, seedling planting, and technology implementation. Based on discussions during the training, it was concluded that: (1) village consumption and production, with a score of 16.67, was due to raw materials being obtained from suppliers, which increased costs, reduced volume, and reduced profits. It was concluded that grant funding was focused on providing passion fruit seedlings as the primary raw material.

The next SDG focus, equitable village economic growth, was 23.81 due to suboptimal entrepreneurial empowerment. There were obstacles in product marketing. Therefore, it was agreed that production management would continue with traditional methods involving a large workforce (labor-intensive), and that seed grants could be optimally utilized. Marketing constraints were addressed by creating Google Sites, mockups, and a YouTube account. With the advancement of technology, marketing strategies must be revamped to minimize significant risks. Marketing is related to the identification and fulfillment of human and societal needs, and it is hoped that by providing this fulfillment, it will generate profits for the company (VS Adoe, Dahlia; 2022)



Figure 2. Leader Group Discussion Trainings

The next SDG focus is equitable village economic growth of 23.81%. This is due to the suboptimal empowerment of entrepreneurs and challenges in product marketing. Therefore, it was agreed that production management would continue with traditional methods involving a large workforce (labor-intensive), and that seed grants could be optimally utilized. Marketing constraints were addressed by creating Google Sites, mockups, and a YouTube account.



Figure 3, Joint Signing of Grant Asset Assistance KemendiktiSaintek



Figure 4. Google sites Sirop Bogor

The SDGs on dynamic village institutions and adaptive village culture, with a score of 24.95, were implemented through maximum collaboration among women farmers' groups, youth organizations (Karang Taruna), and MSMEs. Female participation in the village reached 45.01%, with information indicating that the land managed by women's groups is government-assisted land, used collectively, including for Dahlia, rose, and jasmine gardens. Under these conditions, passion fruit seedlings were provided in polybags so that they could be planted in home yards.



Figure 5. Green Economic's Grant Assets



Figure 7. Passion fruit seedling

CONCLUSION

The development of MSMEs through industrial downstreaming aims to foster an inclusive, labor-intensive economy. The approach begins with a green economy, such as tree planting for production, followed by maximizing output through creativity and product development.

This downstreaming process promotes new entrepreneurship, product innovation, and village economic development. Activities are supported by the Village Head, MSME group leaders, household industry leaders, and youth organizations (Karang Taruna).

Community discussions revealed strong local interest in passion fruit cultivation. However, limited seedlings and production management pose challenges. The initiative focuses on producing Bogor passion fruit syrup as a local specialty and souvenir.

MSMEs aspire to “level up,” which requires collaboration with academics and stakeholders. Continuous monitoring of training ensures consistency in expanding business capabilities. Successful product introduction demands focus, careful planning, and disciplined effort to improve skills and competitiveness.

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