

Community Empowerment for Sustainable Development Goals

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PREFACE

Assalamu'alaikum warahmatullahi wabarakatuh.

Alhamdulillahirrabbi'alam, verry grateful to Allah SWT., because the International Seminar on Community Empowerment Program 2023 can be carried out properly. This seminar was themed "Community Empowerment for Sustainable Development Goals" which was held in the framework of routine activities of the Directorate of Research and Community Service, University of Muhammadiyah Malang.

In this international seminar, the results of service carried out by devotees from various higher education Institutions were presented. The results of the seminar are then documented in these proceedings.

The seminar can be carried out successfully with the help of many parties. Therefore, we would like to thank many parties who have helped organize this seminar.

We realize that there are still many shortcomings in the preparation of the proceedings of this international seminar so that suggestions and constructive criticism are needed. Hopefully this proceedings are useful for readers and those in need.

Wassalamu'alaikum warahmatullahi wabarakatuh.

Malang, October 2023

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SCHOOL-BASED COMMUNITY SERVICES: PROCESSING KITCHEN WASTE INTO ORGANIC FERTILIZER

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Abstract

Household waste, both in liquid and solid form, can contaminate the soil, damage the aquatic ecosystem, affect people's drinking water sources, cause disease germs, and cause an unpleasant odor. This waste usually does not have special handling before it is channeled to the final disposal site. Taking into account the large influence of household waste on the environment, action is needed to manage household waste properly. To overcome this, we conducted mentoring activities for students of SMA Muhammadiyah 3 Batu. In accordance with the educational mission of SMA Muhammadiyah 3 Batu, namely: increasing scientific insight in the academic field and active, creative, effective and fun learning so that every student can participate in learning optimally, as well as developing students' potential in using knowledge and technology. On the other hand, we have the technology for making biofertilizers and organic pesticides that can be used to broaden students' knowledge. The results of the activity showed that the students were enthusiastic in participating in the technical training for making biofertilizers, and realizing the importance of biofertilizers in the context of healthy food production and national food security. The students understood and were able to make biofertilizers, and were able to operate a simple detector for measuring soil fertility, which was assembled by UMM lecturers.

Keywords: composting; eco-friendly; environment pollution; recycling

INTRODUCTION

Everyhousehold's daily activities produce waste which, if not handled properly, will have a negative impact on environmental conditions (Sunarsih, 2014). Ways to process household waste include composting, recycling, and making biogas (Igamqulova, et al. 2023). Composting is the process of turning organic waste into compost, which can be used as organic fertilizer. Recycling includes, among other things, the process of processing organic waste into new products, for example the manufacture of organic fertilizer, biogas, namely the conversion of organic waste into fertilizer and methane gas which can be used as an energy source. The benefits of household waste treatment include reducing the volume of waste, saving natural resources, and preventing environmental pollution (Rakhmatova, et al., 2023). By processing waste, we can reduce the negative effects caused by waste and produce products that have economic value (Igamqulova, et al. 2023). The content of household waste varies depending on the type and source. Organic waste, such as food and vegetable scraps, contains nutrients that are essential for plants (Sunarsih, 2014). Namely the composting process to help plant fertility in the field and improve soil structure.

The agricultural sector is the spearhead in the availability of food. The role of agriculture in the era of the Covid-19 pandemic is very strategic because it continues to contribute to the state budget, namely meeting the food needs of 267 million Indonesians, increasing the welfare of farmers and increasing the value of exports (Valeriana Darwis and Benny Rachman, 2013). Furthermore, Deputy III of the Presidential Chief of Staff for Economic Affairs stated that based on existing data, exports of agricultural products had increased by 13.39% as of January-May 2021 to US\$1.62 billion, an increase from the same period in the previous year of US\$1.42 billion (Hanni Sofia, 2020).

Increasing agro-industrial activities in addition to increasing agricultural production also produces waste which is a problem for all of us. The concept of using pesticides that has been applied to modern agriculture, has caused various side effects such as environmental pollution by waste disposal from pesticide-producing factories as well as on agricultural lands that use these pesticides. If it enters the food chain, the toxic nature of pesticides can cause various diseases such as cancer, mutations, birth defects. Residues of chemicals contained in agricultural products are far from the limit and are already in the sight of endangering food security (food security). For this reason, it is time for farmers to switch to using organic pesticides (biopesticides) which are actually widely available around us. The use of biopesticides is the safest alternative to realizing organic farming, because these organic pesticides have almost no hazard effects for both consumers and the environment (Alifia N. R., 2021; Hanni Sofia, 2020; Valeriana and Benny, 2013).

The phenomenon of "Back to Nature" which has recently become a trend in the selection of food products and other agricultural products, has triggered a tendency for consumers to want products that are free of chemicals (Sudarsono, 2009; Suharwaji, 2010). This requires farmers to reduce or even eliminate chemicals in the production process both in the use of fertilizers and pesticides. Based on a report from FAO (Food and Agriculture Organization) the use of chemical pesticides is already at a level where consumer safety is concerned (Suhawaji, 2010).

To overcome this, we carry out mentoring activities for Muhammadiyah High School 3 Batu students to use kitchen waste to turn into liquid organic fertilizer, so that household waste does not pollute the environment because it can be recycled. The results of the cycle can be tested for the levels of nutrients using tools assembled by lecturers at the University of Muhammadiyah Malang

MATERIALS AND METHODS OF IMPLEMENTATION

The problems faced by students are limitations in understanding biological fertilizers and their manufacturing techniques as well as techniques for measuring soil fertility. To overcome this, we carry out mentoring activities for Muhammadiyah High School 3 Batu students. In accordance with the educational mission of Muhammadiyah High School 3 Batu, namely: increasing scientific insight in the academic field and active, creative, effective and fun learning so that each student can take part in learning optimally, and develop students' potential in using knowledge and technology. To increase the understanding of all students about the importance of biopesticides and biofertilizers technology, the inventors carried out systematic presentations in the hall and then continued with intensive discussions and practice with students and accompanying teachers in open spaces (fields).

The implementation of community service for students who happened to be in the middle of a pandemic at that time, however without reducing the essence of the teaching and learning process which is carried out online (in the network), students can be invited offline (outside the network) by using health protocols in stages by forming student working groups students from grade 1 to grade 3. Activities are carried out in an open field/garden at Muhammadiyah High School 3 Batu. Each working group was given the task of carrying kitchen waste in the form of vegetables, fruit, molasses and rice washing water in the appropriate amount, the waste was put in a plastic can with a lid. To speed up the process of decomposing waste into liquid organic fertilizer, the University of Muhammadiyah Malang team provided a mixed formula for decomposing microbes.

Furthermore, every week the team provides assistance to observe the waste decomposition process. In the decomposition process there will be an increase in temperature and emit an odor due to microbial activity in decomposing organic matter. The results of waste treatment by measuring temperature and odor indicators. If the temperature has not increased and does not emit a foul odor, the decomposition process is complete and fertilizer can be used.

In an effort to improve the performance of student group activities, a team synergism has been agreed and built in the form of division of labor, cooperative patterns, with accompanying teachers. Technically it is agreed that the group leader is responsible for preparing the materials and supporting facilities needed, as well as coordinating with the students of the group members.

In carrying out the activity, students were also assisted by students who had previously been given debriefing. In the following week monitoring and evaluation activities will be carried out according to a predetermined schedule.

The results of monitoring and evaluation are then used as a basis in efforts to improve program performance which is then followed by program redesign and redistribution of tasks between group leaders, group members, and students

RESULTS AND DISCUSSION

The results of the implementation of school-based community service showed that discussions with students were: they (students) did not understand the importance of biological fertilizers, they did not understand the technique of making biological fertilizers and the students were not familiar with simple detectors for measuring soil fertility. To overcome this, we conduct intensive presentation and discussion assistance on the importance of biological fertilizers in healthy food production, training and assistance in the manufacture of biological pesticides as well as training in the use of soil fertility detectors

The problem of household waste is very closely related to the habits of each person in society, there are those who care and there are those who are used to disposing of garbage and waste indiscriminately. This is an obstacle to how difficult it is to change existing habits to improve environmental conditions. Awareness is really needed to overcome the problems that exist in the environment where we live. Household waste is waste that comes from kitchens, bathrooms, laundry, household industrial waste and human waste. Too much household waste, if it cannot be handled, has the potential to pollute and poison the environment.

Utilization of organic waste is one way to reduce environmental pollution (Baduru L. K. and D.U.R. Gopal. 2015), namely by fermenting organic waste from food scraps and plant waste because in this process chemical changes will occur in organic substrates by microbial activity (Agrotekno, 2015 ; Hersanti and Nursusilowati. 2012). This process is determined by the type of organic material, type of microbe, pH, temperature, and certain materials which play a role in increasing the activity of microorganisms so that the fermentation process runs quickly (Jain, et al., 2019). There are several bacteria that can act as probiotic components (Wijaya, 2017). The solution resulting from the decomposition of waste contains macro, micro, and microorganisms that have the potential to transform organic matter and agents to control pests and plant diseases so that they are good for use as biological fertilizers and organic pesticides (Handayani, et al., 2015)

Fermented liquid from kitchen waste materials (vegetables, fruits and rice washing water) contains decomposing microorganisms which are also called local microorganisms (MOL) and have the potential to change organic matter, stimulate growth, and control pests and plant diseases so that it can be used as decomposers, fertilizers biological and organic pesticides. MOL is a collection of microorganisms that can be cultivated, which function as a starter in the manufacture of liquid organic fertilizer (Aries Alfajri, 2015). Namely liquid organic fertilizer that comes from the decomposition of organic matter originating from plant residues, animal waste, and humans whose ingredients contain more than one element (BSN, 2014; BDP, 2018).

The advantage of this organic fertilizer is that it can quickly overcome nutrient deficiencies, does not become a problem in leaching nutrients, and is able to provide nutrients quickly. One type of liquid organic fertilizer that is effective is local microorganisms (Hersanti and Nursusilowati, 2012). The microbes contained in the MOL solution do not only contain one type of microorganism but there are several microorganisms in it, such as *Rhizobium sp.*, *Azospirillum sp.*, *Azotobacter sp.*, *Pseudomonas sp.*, *Bacillus sp.*, *phosphate solubilizing bacteria*, and *cellulose microbes* (Astuti, et al., 2014; Budiyan, et al. 2016; Zhao, B., P. Ying, and Q.L. Wu. 2017). Phosphate solubilizing microorganisms are microorganisms that can dissolve phosphate so that it can be absorbed by plants (Hersanti and Nursusilowati. 2012). These microorganisms are also known to produce amino acids, vitamins and growth promoting substances such as Indole Acetyl Acid (IAA) and gibberellins which can stimulate plant growth (Agrotekno. 2015).

Kitchen waste materials used besides vegetables and fruit are also rice washing water which contains lots of vitamins and minerals commonly used by plants. Other materials also use sugar factory waste, namely molasses which can be used by microbes as a source of carbohydrates (Joseph et al., 2021). These materials are places that are preferred by microorganisms as a medium for living and developing microorganisms that are useful in accelerating the destruction of organic matter (decomposers) or as additional nutrition for plants (Si, et al., 2020; Zhao, et al., 2017). Fruit waste that is processed into MOL can stimulate plant generative growth and there are several bacteria that can act as probiotic components. Both types of local microorganisms can still be used to decompose or speed up the composting process (Roeswitawati and Yulindar, 2018).



Figure 1: Discussion with students about household waste problems (A), testing liquid organic fertilizer fermented household waste (B)

CONCLUSIONS AND RECOMMENDATIONS

The household waste processing technology program through schools shows how enthusiastic students are in solving household waste problems thereby creating environmentally friendly solutions.

Through working groups, students can contribute to reducing the impact of household waste by recycling it into organic fertilizer. In implementing household waste processing technology, public awareness is needed which is supported by the government and the private sector through educational programs that promote sustainable waste management

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COMMUNITY SERVICE PROGRAM: ENTREPRENEURSHIP LEARNING AT THE VOCATIONAL SCHOOL OF MUHAMMADIYAH 2 MALANG

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Abstract

Vocational school Muhammadiyah 2 Malang, one of Muhammadiyah's business charities engaged in education in Malang city, has six competencies of expertise, namely: Online Business and Marketing, Network Computer Engineering, Multimedia, Office Governance Automation, Accounting and Finance Institutions, and Sharia Banking. All of these competencies are supported by entrepreneurial skills. The entrepreneurial learning process in vocational school 2 Malang has been implemented, but it has not had a significant impact on students or schools. This is because the entrepreneurial learning process does not have good planning and has not been practiced optimally.

This activity was carried out to help partners solve problems with entrepreneurial learning systems and models at the vocational school Muhammadiyah 2 Malang. Several stages are carried out for the problem-solving framework: first, socialization of knowledge about entrepreneurship; second, discussing with the principal, head of the KWU laboratory, and teacher of entrepreneurship to identify the needs; third, a set of student learning plans and entrepreneurship modules for learning; and fourth, conducting in-house training for teachers in the implementation of entrepreneurship learning modules.

The results of this activity have had an impact on entrepreneurship learning through the planning, evaluation, and monitoring of implementation and control devices contained in the RPPS and Entrepreneurship Module. Mitra has conducted trials of RPPS devices and Entrepreneurship Modules and has made several revisions according to school conditions and facilities.

Keywords: entrepreneurship; learning models; learning tools.

INTRODUCTION

Changes in the structure of the 2018 Vocational High School curriculum that have been enacted have brought about several changes, including the addition of creative and entrepreneurial product subjects. The 2018 vocational school curriculum structure, with a significantly increased number of creative and entrepreneurial product hours, intends to encourage learning that produces creative products and improves entrepreneurial attitudes and skills. In the end, it is hoped that vocational school graduates, besides having qualified work skills, can also produce creative products.

The emphasis on entrepreneurship learning is based on conditions in Indonesia, where there are very few entrepreneurs, so the impact is still high due to the high level of unemployment. In contrast to what happens in developed countries, a person's desire to be their boss is quite large (Saiman, 2014). However, since starting to promote entrepreneurship or entrepreneurship programs at the tertiary level and vocational schools, many young entrepreneurs have started in various regions of Indonesia. Starting from the creative industry to culinary, even with traditional and startup business models, as Kasali (2020) said, an entrepreneur must have a PDCA orientation: plan, do, check, and act, which means not only planning various strategies and tactics but also implementing them (Kementerian Pendidikan dan Kebudayaan, 2018).

The entrepreneurship learning process at the high school level, especially Vocational School, has also been implemented. However, the results of entrepreneurship learning for middle-level students have not been felt much. This is because the entrepreneurship learning process does not have good planning and has not been practiced optimally (Kebudayaan, 2019).

The results of the entrepreneurship learning process at the secondary school level, especially SMK, can be influenced by a number of factors, including proper planning and implementation. To improve entrepreneurship learning outcomes and their effectiveness (Aini & Oktafani, 2020). There are several steps to consider: Careful planning It is important to carry out careful planning before implementing entrepreneurial learning. This includes determining clear learning objectives, developing relevant curricula, determining appropriate learning methods and strategies, and assessing the required resources. Development of Learning Materials: In compiling entrepreneurship learning materials, make sure the content is actual and relevant to current business conditions. Materials must be designed to be interesting and relevant to students by presenting real examples and inspiring cases of entrepreneurship. Active Implementation: the application of entrepreneurship learning must be carried out actively and action-based. As well as providing theoretical knowledge, provide students with opportunities to participate in practical entrepreneurial activities, such as planning and executing simple business projects; Collaborate with industry and local entrepreneurs to provide students with direct insight into the business world. This collaboration can include visits to companies, training from business practitioners, or internship programs. Use of Technology (Mukrodi et al., 2021); Take advantage of technology in entrepreneurship learning. The use of digital media, simulations, and the latest software can increase the attractiveness and effectiveness of learning. Coaching and guidance, support students with good coaching and guidance. Teachers and mentors can help direct and develop students' entrepreneurial potential as well as provide input for improvement. Evaluation and monitoring, conduct periodic evaluations of entrepreneurship learning programs. By tracking students' progress and challenges, improvements and adjustments can be made to improve learning outcomes. Fostering interest and enthusiasm, in addition to academic learning, encourages students to explore their interest in entrepreneurship. Facilitate extracurricular activities or entrepreneurship competitions to encourage entrepreneurial spirit; Focus on soft skills, apart from technical skills, to strengthen the development of soft skills such as creativity, leadership, teamwork, and critical thinking. This skill will help students become more competent and adaptive entrepreneurs (Subijanto, 2012).

Observing the surrounding environment is an important step in generating creative and innovative business ideas. Here are some steps and ideas for starting a business with respect to the environment: Identify market needs, pay attention to social and technological changes, focus on personal hobbies and interests, investigate competition, focus on sustainability and environmental awareness, identify skills and expertise, review growth potential, engage with the local community, don't be afraid to take risks, and learn from the experiences of others. The process of starting a business requires careful research and planning. Always be committed to bringing added value to your customers and be flexible in adapting your business according to changing environments and market needs. We hope these ideas will help you start a successful and sustainable business (Widayati et al., 2019).

Vocational School Muhammadiyah 2 Malang, which is located at Jalan Baiduri Sepah No. 27 Tlogomas Malang, is one of the best vocational high schools in the city of Malang and is supported by competent teachers in their fields and supporting facilities in the learning process, such as practicum laboratories, libraries, sports facilities, mini markets, canteens, etc.

Likewise, learning in the subject of Entrepreneurship at Vocational School Muhammadiyah 2 Malang also has similar problems. Muhammadiyah 2 Malang Vocational High School has 284 students with six competency skills, namely: Online Business and Marketing; Computer Network Engineering; Multimedia; Office Management Automation; Accounting and Financial Institutions; and Islamic Banking. The number of teachers and educational staff is only 23. Including only two Economics teachers for all majors. Entrepreneurship subjects are given for the six majors. The number of teachers who teach this subject is only one, assisted by other teachers whose expertise is not in their fields, so learning is still not optimal. Schools already have materials for the Entrepreneurship learning process, but they are poorly organized and not arranged according to the theme. This has an impact on the teaching and learning process, which varies in each class and has not been standardized, and there have been no learning outcomes that meet expectations.

Formulation of the problem based on discussions with partners and the results of observations and interviews, it can be seen that the fundamental problems that need to be addressed immediately are related to the entrepreneurship learning system at Vocational School Muhammadiyah 2 Malang. In more detail, the problems faced by partners are as follows:

1. Partner HR lacks knowledge and understanding of entrepreneurship learning.
2. Partners do not yet have an entrepreneurship learning module for students to handle, so the implementation of learning seems boring.
3. Partners already have practice media in the form of mini-markets within the school environment, but they are still limited to students and teachers only, so it is difficult to develop.

So far, entrepreneurship learning has been carried out in theory with a face-to-face model; no module can be used as a guide for students to take part in entrepreneurship learning. The impact is that learning seems boring, and students seem indifferent to participating in entrepreneurship lessons.

Based on the agreement with the team and partners, the problem is that improving entrepreneurship learning is the focus of this activity. In the process of improving

the learning system and model, the Head of the entrepreneurship Laboratory and the entrepreneurship teaching teacher have provided data and other documents for the benefit of improving learning.

The purpose of the activity is to improve the system and model of entrepreneurship learning as a medium for planning, evaluating, and controlling entrepreneurship learning. This activity is useful as an effort to improve the planning, evaluation, and control of entrepreneurship learning at Vocational School Muhammadiyah 2 Malang. In addition, it is useful for teaching teachers to make it easier to convey entrepreneurial learning, students more easily understand what the teacher conveys, the efficiency of learning time, and facilitate the evaluation of learning.

MATERIALS AND METHODS OF IMPLEMENTATION

Head of the entrepreneurship Laboratory and teacher of entrepreneurship subjects Data acquisition techniques by way of interviews with the Head of the entrepreneurship Laboratory and entrepreneurship teachers. In addition, data were obtained using observation related to supporting facilities for entrepreneurship learning.

Based on the problems at Vocational School Muhammadiyah 2 Malang regarding learning materials and teachers teaching entrepreneurship subjects who still lack knowledge and understanding in the field of entrepreneurship, socialization, and motivation are carried out regarding the importance of learning entrepreneurship (Suwarni et al., 2021). Socialization was given to the Head of the entrepreneurship Laboratory and teachers teaching entrepreneurship subjects. Furthermore, discussions were held about compiling Student Learning Plans for entrepreneurship lessons with entrepreneurship teaching teachers and the Head of the entrepreneurship Laboratory. Before the implementation or application of entrepreneurial material.

In summary, it can be explained that the stages of problem-solving in this activity were discussed with the Head of the Laboratory and teachers teaching entrepreneurship subjects to make Learning Plans (RPPS) for Entrepreneurship subjects, develop entrepreneurship learning modules, train teachers, and try out entrepreneurship modules.

The following is the documentation of student practice places and discussions on the preparation of entrepreneurship lesson plans (RPPS):



Figure 1: Discussion with RPPS preparation partners



Figure 2: Place of Entrepreneurship Practice at Vocational School Muhammadiyah 2 Malang

RESULTS AND DISCUSSION

This activity aims to provide knowledge and skills in learning entrepreneurship subjects for teachers teaching entrepreneurship subjects at Vocational School Muhammadiyah 2 Malang. Through these discussions and training activities, it is hoped that educators will be able to gain knowledge, understanding, and skills in conveying knowledge in the teaching and learning process of Entrepreneurship subjects in class.

This activity was attended by teachers teaching entrepreneurship subjects; besides that, the Head of School and Head of the Laboratory were also present. This discussion activity began with the delivery of material on entrepreneurship learning plans. In the presentation of this material, it was seen how the participants responded positively, and entrepreneurship teaching teachers sometimes asked questions of the training participants on the sidelines of the presentation. This is because some of the participants maximized the discussion material, but they showed their desire to learn by occasionally asking questions. In this session, it was also agreed by all teachers teaching entrepreneurship subjects that the learning designs we arranged were by what the teachers wanted.

The activity continued with an explanation of the modules we designed for learning. This is something that is interesting for educators and becomes valuable knowledge, but they realize that due to the capabilities of human resources and facilities, it takes time for them to master and implement it. Meanwhile, the practice or training material is focused on superior MSME products, especially processed snacks or flavored drinks. In general, the teaching staff seemed enthusiastic about participating in this discussion and were well aware that innovations were needed in entrepreneurship learning.

The results of the discussion about the RPPS and the entrepreneurship module with the Head of the entrepreneurship Laboratory and the entrepreneurship teaching teachers show that to solve partner problems currently being faced, it has been agreed that the learning design will have nine (9) subject matters (as in the attachment). The module begins by looking at the characteristics of Entrepreneurial personal characteristics, which, as stated by Noersasongko & Andono (2021), are abilities that are usually attached to traits or personalities. As for the limitations in marketing the products available in the school's mini market, we suggest making shopping vouchers for students and student guardians, as well as making leaflets and contacting people to distribute them to students and deliver them to parents. One of the existing products is a turmeric-tamarind drink, which we helped test at the UMM Laboratory.

The module that we prepared for entrepreneurship learning at Vocational School Muhammadiyah 2 Malang refers to quality in teaching and learning activities, especially entrepreneurship subjects, so servants need to convey several indicators of learning quality, as presented by Sanawiri & Iqbal (2018) dan Dinar et al., (2020) in their research. formulate 44 indicators of learning quality.

Servants focus on six (6) indicators that are important for entrepreneurial learning, namely: Rich and stimulating physical environment (the physical environment can foster students' enthusiasm for learning), Classroom climate conducive to learning (a learning atmosphere conducive to learning), Clear and high expectations for all students (the teacher conveys lessons clearly and all students have the desire to succeed), Coherent, focused instruction (teacher delivers lessons systematically and focused), Thoughtful discourse (the teacher presents material wisely) and Authentic learning (learning is real and authentic with problems faced by society and students).

The following are the time, activities, and results achieved in community service at Vocational School Muhammadiyah 2 Malang.

Table 1: Summary of Activity Implementation

Time	Activity	Results
March 2020	Sign the Cooperation Agreement	Agreement with the Principal with the issuance of a Statement of Cooperation
September 2020	Data collection	Entrepreneurship learning problems can be identified
October 2020	Discussions with the Head of the KWU Laboratory and entrepreneurship teaching teachers	Entrepreneurship module of the RPPS agreement, with nine main topics
November 2020	Dissemination and testing of modules as well as delivery of ready-to-drink beverage production equipment	<ol style="list-style-type: none"> 1. The Head of the KWU Laboratory and teaching teachers understand the contents of the Entrepreneurship Module. 2. Immediately put into practice ready-to-drink beverage production equipment.

The following is the Entrepreneurship Module Cover, the contents of the Entrepreneurship Module, and the delivery of equipment for the practice of producing ready-to-drink drinks.



Figure 3: Entrepreneurship Module Cover



Figure 4: Submission of Entrepreneurship Practice Equipment

Table 2: Entrepreneurship module contents

SUMMARY		
ENTREPRENEURSHIP LEARNING MODULE OF MUHAMMADIYAH 2 MALANG VOCATIONAL SCHOOL		
Entrepreneurship Learning Plan		
Subject	Learning Unit 1 Is it an Entrepreneur? (Subiyakto et al., 2022)	Duration 4 hours
Subject	Learning Unit 2 Personal Entrepreneurial Characteristics (Hadi & Ghina, 2020)	Duration 2 hours
Subject	Learning Unit 3 Generating product ideas and business ideas	Duration 14 hours
Subject	Learning Unit 4 Choose my product idea and my business idea	Duration 10 hours
Subject	Learning Unit 5 Introduction to a Business Plan: Assessing the Feasibility of a Business Idea (Dewi et al., 2020)	Duration 8 hours

Subject	Learning Unit 6 Under standing the Market	Duration 12 hours
Subject	Learning Unit 7 Technical Aspects	Duration 14 hours

The contents of this module explain, first, about entrepreneurship itself: what is a company, and what are the types of businesses? What is an entrepreneur, and what is an internal entrepreneur (intrapreneur)? Why is entrepreneurship a good career choice? Advantages and disadvantages of being an entrepreneur Second, do a self-measurement test. How is my entrepreneurial talent at the beginning of learning, analysing PEC (personal entrepreneurial characteristics), and conducting PEC training? Towards Personal Entrepreneurial Competence The third is about product ideas and/or business ideas: why are those ideas important? How do I identify product ideas as a business opportunity? and how to generate product ideas and business ideas. Fourth, choose a profitable business or product idea. The fifth discusses business opportunities or market opportunities and makes a business plan. The sixth discusses markets and types of markets, customers, suppliers, competitors, market chains, and others related to markets, understanding inter-industry markets (PMC, Product Market Combination Matrix), outsourcing, subcontracting, and commercial partnerships. The seventh discusses resources, technology, business location, workforce, and goods suppliers. The eighth discusses costs and product cost structures, selling price setting methods, measuring efficiency and productivity, as well as how to maximize profitability, and the ninth discusses a feasibility study and financial reports, including profit and loss, balance sheet, and cash flow, for the benefit of business continuity and company performance.

CONCLUSIONS AND RECOMMENDATIONS

After carrying out Community Service activities, especially for educators in entrepreneurship subjects at Muhammadiyah 2 Malang Vocational School, it was concluded that there was an increase in the motivation of entrepreneurship teaching teachers amid the various difficulties they faced in being able to convey the teaching and learning process well about entrepreneurship subject matter online. The knowledge and understanding of entrepreneurship teaching teachers regarding entrepreneurship subject matter have increased. Utilization of the entrepreneurship module can support improving the quality of learning, both by increasing the ability of educators to prepare learning media as well as the ease with which students understand entrepreneurship subject matter.

Based on the results of our dedication, we have some suggestions for related parties: entrepreneurship teaching teachers need to update entrepreneurship lessons for students according to technological developments and community needs. Likewise, the commitment and support of the principal are expected to support this service program with policies according to the needs of teachers and students.

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TECHNOLOGY-BASED FINANCIAL REPORTING TRAINING AND ASSISTANCE TOWARDS A SUSTAINABLE ORGANIZATION

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Abstract

The main objective of this program is to help organizations achieve sustainability by increasing transparency, accountability, and efficiency in the financial management of PCIM Malaysia. Technology-based financial reporting training and mentoring is an innovative approach to strengthening the ability of community organizations to manage and report their finances. In this program, PCIM Malaysia is given training and assistance in Excel-based financial reporting, which can be used to simplify the financial reporting process. As a result of the financial reporting training activities, partners are aware of the importance of financial information for organizations as input in organizational management. Mentoring activities are also provided to partners after training, despite the limited time and long distance between the partners and the service team.

Keywords: financial reporting; technology; training and mentoring, PCIM-PCIA Malaysia

INTRODUCTION

Financial reports are documents that provide information about an organization's finances to those responsible for making decisions. According to Hamzah et al., (2019), financial reports are the result of the accounting process. Interested parties need the information contained in financial reports as a basis for decision making and management of an organization. Therefore, financial reports must be able to present appropriate information and be of good quality. Quality financial reports are financial reports prepared per applicable accounting standards.

The important role of compiling financial reports for an organization is as a basis for decision-making and as part of organizational transparency. One indicator of transparency in an organization is financial management. Skills are needed in preparing financial reports to convey financial management information properly. In the context of social organizations, preparing financial reports differs from large-scale companies that go public, especially non-profit organizations or those that are not profit-oriented (Dinanti & Nugraha, 2018). However, community organizations also have the responsibility to convey financial information or the results of their financial management to stakeholders in the organization.

The rapid development of information technology today has implications for increasing public awareness of the need for quality information (Arista et al., 2021). The increasingly critical condition of society requires organizational managers to be able to manage organizations in a more transparent, participatory, and accountable manner. The development of technology in the world has opened a new digital era that positively impacts organizational management, especially the use of technology

in financial reporting.

Pimpinan Cabang Istimewa Muhammadiyah (PCIM) Malaysia is a non-profit organization that basically stands under the auspices of the Muhammadiyah organization or in this case the Pimpinan Pusat Muhammadiyah. As a sizable organization, PCIM Malaysia is expected to be able to prepare accountable and transparent financial reports that benefit its users. Currently, PCIM Malaysia is still compiling financial reports manually, so there is a risk of errors in the presentation of financial statements. This is because the assigned Human Resources (HR) background needs to have a competency background in terms of financial management so that this has an impact on related human resources (in this case, the PCIM treasurer) in making financial reports according to existing understanding.

The Chairperson of PCIM Malaysia also said that the lack of HR understanding of the financial reporting system also impacted the overly simplistic nature of financial reports. The problem of a lack of understanding of human resources in preparing financial reporting at PCIM Malaysia is currently considered necessary to be resolved immediately. In an effort to solve these problems, it is necessary to carry out training and assistance in preparing financial reports using a technology-based financial reporting system, in this case, the use of a modified Excel program to provide convenience and easy understanding for HR who is responsible for compiling financial reports (Hasnawati et al., 2022). This is done so that partners can understand and make financial reporting in an accountable, transparent, effective, and efficient manner.

Based on the situation analysis and information about partner problems, it can be seen that the main problems faced by partners include:

1. Partners do not yet have an in-depth understanding and awareness of the importance of Financial Reports in organizational management.
2. Partners do not have skills and expertise in preparing financial reports.
3. The partner's financial reporting has not been well structured because the applicable financial accounting standards (SAK ETAP) are not used in preparing the organization's financial reporting.

In this case, partners expect simple technology that can be used in making or presenting partner financial information. The technology referred to in this case is a simple technology that can provide a simple understanding of which human resources, although they do not have special skills, can still use them.

1. Solutions to problems that can be offered by the service team to PCIM Malaysia are as follows:
 2. 1. Partners can have a deep understanding and awareness of the importance of financial reports for the sustainability of business units.
 3. 2. Partners have systematic financial reports using simple technology, namely Excel-based financial reports.
 4. 3. Simple Excel-based financial reports adjusted to the capabilities/competencies of human resources owned by partners.

The outputs and targets in the technology-based financial reporting training and assistance program are as follows:

No	Output	Indicator
1.	Journal publication with ISBN with National accreditation	Published
2.	Publication in print/online media	Yes/available
3.	Activity photos	Yes/Available
4.	There is an understanding and awareness of partners about the importance of financial reports	There is understanding and awareness (Want to implement Financial Statements)
5.	There are excel-based financial reports	There are Excel Based Financial Reports.

MATERIALS AND METHODS OF IMPLEMENTATION

Based on the analysis of the situation and the problems that have occurred as previously discussed, all program activities are carried out using methods that are adapted to the expected goals. The methods used is training and mentoring. The stages are as follows:

1. Dissemination of work programs aimed at making the program run effectively. The schedule for the implementation of program activities has been prepared in accordance with the partners' agreement.
2. Development of Excel-based financial reporting applications by the service team.
3. Sharing of material to participants in a tutorial and lecture method. This method was chosen to convey the theory and basic knowledge concepts that must be mastered by participants which include proof of transactions, making journals, and preparation of excell-based financial reports (reports of financial position and income statements).
4. Assistance
 After the participants have acquired knowledge of the basic knowledge concepts that must be mastered by the participants which include proof of transactions, making journals, and preparing financial reports (reports of financial position and income statements), then the partners implement the knowledge gained in their business. During the mentoring process, monitoring, and evaluation of the implementation of activities is carried out by service implementers.

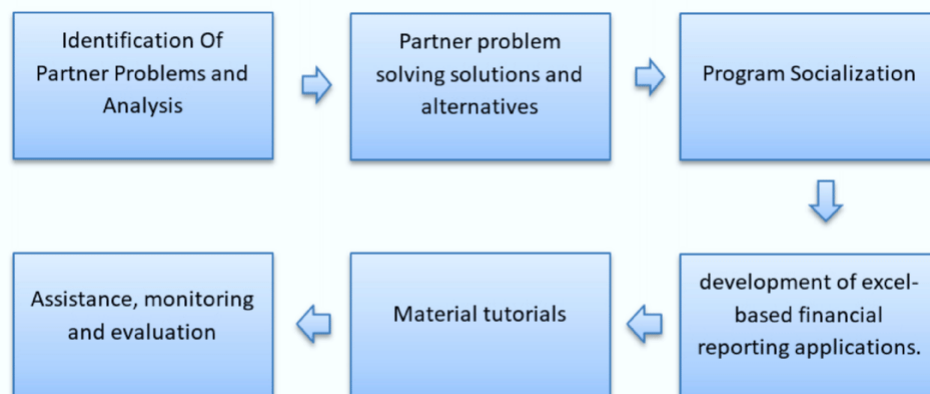


Figure 1. Program Stage

RESULTS AND DISCUSSION

PCIM Malaysia's financial reporting training and assistance program is carried out in several stages. The first stage of this activity is socialization. Socialization is an activity carried out at an early stage with the aim that PCIM management/managers in the future will have the enthusiasm, motivation, and commitment to make financial reports, especially for the organization's benefit.

The second stage of this activity was training in preparing Excel-based PCIM financial reports. The Excel application is used because it is relatively easy to use, does not require special skills, and can provide convenience in preparing financial reports. Excel, as a tool for preparing financial reports, is expected to motivate organizational managers to prepare simple financial reports with quality information. At this stage of the training activity, the service team provides special training to the treasurer of PCIM Malaysia regarding functions that can be used, as well as analyzing financial information generated by financial reports in Excel so that they can make decisions.

The third stage in this activity is mentoring. Mentoring activities are carried out after the training activities are carried out with the aim of assisting partners when implementing the system (excel-based financial reports). Assistance is carried out online via WhatsApp chat or zoom if needed. However, assistance activities via WhatsApp or Zoom are still considered quite helpful in the process of implementing the system.

The output of this program is that Partners, especially in this case the management, especially the treasurer of PCIM Malaysia, have the skills (expertise) in making Excell-based computerized financial reporting for financial reporting according to ETAP Accounting standards. This program has also succeeded in achieving the output of compiling an Excel-based computational financial report owned by PCIM Malaysia. Some of the things obtained from the implementation of community service can be described as follows:

- a. The PCIM board consisting of the Chair, Treasurer, and Secretary welcomed the implementation of the service and supported each stage of this program's activities.
- b. The financial reporting assistance carried out by the team succeeded in making a computerized financial reporting application with the Excel program. It succeeded in making a financial report in March 2023. Thus, the Orphanage Management can find out about PCIM's financial activities. Among them are statements of financial position (total assets, liabilities, and debts) and income statements (income and expenses incurred in March 2023).
- c. With the diligence and enthusiasm of partners and service teams, computerized financial reporting can be appropriately applied and can simplify and regulate PCIM Malaysia's financial reporting.



Figure 2 : Socialization Stage



Figure 3 : Training Stage

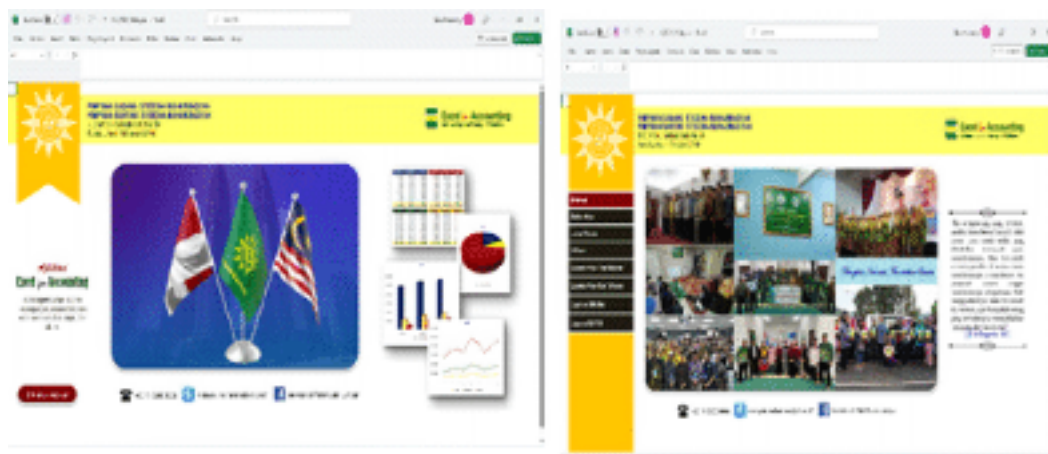


Figure 4 : Home Page and List of Excel Features PCIM Malaysia Financial Reporting Excel Program

CONCLUSIONS AND RECOMMENDATIONS

The implementation of the community service program by conducting training and assisting in preparing technology-based financial reporting at PCIM Malaysia went well and was responsive. This can be seen from the support and enthusiasm of the Management of PCIM Malaysia in participating in all stages of activities ranging from outreach and training to assisting in the preparation of financial reports. The outputs achieved in this service program were the orderliness and orderliness of PCIM Malaysia's financial reports and the preparation of Excel-based financial reports for PCIM Malaysia. However, this activity also experienced limited mentoring because the mentoring time was relatively short, and the distance between the partners and the service team was quite far. Therefore, the suggestion for further activities is that the service team can provide more time for direct assistance.

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UTILIZATION OF SPICES AS HEALTH BEVERAGE PRODUCTS IN NGABAB VILLAGE, PUJON DISTRICT, MALANG REGENCY

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Abstract

From several studies, kencur rice drink can improve body freshness because the rhizome of kencur contains starch (4.14%), minerals (13.73%), and essential oils (0.02%) in the form of cineol, methyl kanil acid and penta dean, cinnamic acid, ethyl aster, sinamic acid, borneol, kamphene, paraeumarin, anisic acid, alkaloids and gums. This material is cheap and very easy to get in the village of Ngabab.

The manufacture of a kencur rice drink does not require special skills, the manufacturing process uses simple production tools. But not many people are willing to do and develop this beverage business. Meanwhile, Ngabab village has the potential to develop this business. The purpose of community service is to increase the income of packaged kencur rice drink entrepreneurs and improve the economy of the Ngabab village community.

The specific target of community service activities is that partners are able to make packaged quality rice kencur drinks, attractive in taste and shape, healthy without preservatives and synthetic dyes, partners are able to market products in large quantities, partners are able to manage capital and develop, and form an entrepreneurial spirit.

Method used to achieve the goal of increasing productivity is to carry out several intensive training steps and ongoing assistance for entrepreneurs with a participatory training approach, which emphasizes the full participation of training participants and mentoring. The service is carried out as follows: training on making quality and attractive packaged kencur rice drinks, training on marketing the product to a wider area, managerial training in bookkeeping and capital management, and assistance which includes consultation and guidance on problems faced by entrepreneurs. This method is expected to motivate and form a persistent entrepreneurial spirit in the packaged kencur rice beverage business group.

Keywords: Ngabab Village; Packaged Kencur Rice

INTRODUCTION

Micro, small and medium enterprises (MSMEs) are one of the driving forces of national economic development. The movement of the MSME sector is critical to creating growth and jobs. As much as 95% of business units are micro businesses, MSMEs are more in the real sector which is very beneficial for Indonesia's economic growth (Musnandar, 2011). MSMEs in developing countries, such as in Indonesia, are often associated with domestic economic and social problems such as high levels of poverty, large numbers of unemployed, unequal distribution of income between

urban and rural areas, and urbanization problems. The development of MSMEs is expected to make a significant positive contribution to efforts to overcome these problems (Sahaya and Arto, 2011).

Regional economic development, Malang Regency has 4 (four) sectors which have traditionally been the pillars of the regional economic structure, namely the agricultural sector; processing industry; trade, hotels and restaurants; as well as services. Malang Regency's core business is the agricultural sector and the reflection of Malang Regency's Long Term Development Plan (RPJP) in 2025 is as the business center of East Java Province, which is currently entering the second stage in the realization of its implementation phase. This second stage targets the growth of strategic and fast-growing areas based on agribusiness (Prasetyo, 2013).

Considering that Malang Regency's core business is the agricultural sector, Malang Regency has high business potential and opportunities for agricultural-based products. Ngabab Village is one of the villages in Pujon District, Malang Regency. In Ngabab village, Dusun Krajan, there are kencur, turmeric and other spice gardens. The income from selling these spices is an average of Rp. 20.000,-/Kg and can be harvested every 9 to 10 months or once a year.

Since 2014 Ngabab village has begun to be visited by many tourists from several areas in East Java to travel to villages around the Pujon sub-district, this tourist visit is very profitable and a market opportunity. This potential can be exploited if Ngabab village provides souvenirs in the form of special health drinks, such as kencur rice juice in attractive, clean, healthy and inexpensive packaging.

Based on the results of the team's initial visit in October 2019, it was found that so far the production of kencur rice extract is still made very simply, the quantity is very limited and there is little attention to hygiene and health. In November, the galingale harvest is abundant, then in December there is no kencur harvest. In December, the planting season for kencur rhizomes begins to grow and be harvested in October next year. So far, the rhizome of the superior variety kencur which is about 6 months old has not been planted, on the grounds that the superior variety tastes bad and is not as good as the Javanese kencur variety, which has an average planting age of 10 months.

During the 10-month harvest waiting period, there was unemployment for the spice growing farmers. One way to maintain the survival of farm workers (during the harvest waiting period) was to urbanize from Ngabab village to Malang city to become construction workers (builders or construction workers), or stay in the village of Ngabab by working sober.

The simple pattern applied by farmers who have spice garden land is carried out with a routine management model every day starting from watering the plants, cleaning the land from plant pests and animal pests. There is quite a lot of water available from several water sources in the Krajan hamlet, the management of water management is carried out in a kinship manner with the rotating tasks of supervising the water channels, cleaning and maintenance of the sewers being carried out in mutual cooperation with all residents.

Making rice kencur extract is done simply, not measured, irregular and unhygienic, if in today's marketing all are sold then it will be made again to be marketed tomorrow, and if it is not sold today then it will not be made again for marketing tomorrow, and so on. And do not have good production management.

Financial administration is carried out simply, the use of proceeds from sales has never been considered, recorded and developed, until now it has not developed into modern management (eg cooperatives) and has not implemented technology in the production process of kencur rice essence.

Farm partners actually have long wanted to form a joint venture in the form of kencur rice drink business. However, this desire has not been realized because there is no one to coordinate it in a container that is managed with good management. Constraints are only a few active members, educational level, lack of expertise, low knowledge are also factors inhibiting the realization of this desire. Although group members have diverse expertise, they have never worked together under the coordination of one business management. As a result, they make their own products with limited knowledge.

Distribution and marketing are also the main obstacles to realizing the wishes of business partners and farmer partners in starting a business. Little knowledge about marketing, limited access to other parties, limited consumers are also obstacles.

Some of the social conditions experienced by farm labor partners have become the concern of the service team, including family economic problems, low education and knowledge. By conducting trainings on making rice kencur juice in attractive packaging and P-IRT certificates for business partners and farmer partners, it is hoped that this will help increase the income of business partners and farmer partners in Krajan hamlet, Ngabab village, Pujon sub-district.

The manufacture and marketing of this packaged kencur rice drink can be done well, it will get a multiplayer effect including increasing the price of kencur rhizome materials for farmers, beverage production can be maintained continuously, will open up new jobs, increase income for partners, and this product can become new icon, Krajan hamlet, Ngabab village, Pujon sub-district.

By opening a packaged kencur rice drink business, in addition to improving the family economy, after attending training and assistance from universities, business partners and farmer partners also pay attention to the health aspects of this processed rice kencur drink. Pay attention to and carry out hygiene, considering the impact of disease that will be caused by eating or drinking that is not hygienic.

MATERIALS AND METHODS OF IMPLEMENTATION

The method of implementing activities and solutions to address partner problems are structured as follows :

Preparations for the initial implementation carried out field surveys, contacts with business partners and farmer partners to see the existing conditions and potential (human resources and material availability) and continued to collect ideas until the preparation of proposals.

The implementation of the program includes socialization of the program to business partners, providing knowledge about beverage entrepreneurship, explanations and training which are practiced in stages. The mentoring stage is carried out so that business partners are more enthusiastic and produce better quality products to the point where business partners can afford to buy the complete equipment for the production of kencur rice drink themselves.

Monitoring and evaluation is carried out to see the success of business partners in selecting, storing, processing, packaging and marketing in Ngabab village, Pujon

sub-district, Malang district, East Java. After the process has been running for 1 (one) month, each month an evaluation of the activities between the business partners and the program implementation team is carried out to see and measure the successes of the business partners, as well as the constraints and obstacles faced by the business partners and farmer partners.

Several problems with business partners in the implementation of this program will be discussed with the implementing team to find a way out in dealing with these problems. Problems experienced by business partners, for example problems with how to use kencur rice production equipment or maintenance and repairs, this will be conveyed by business partners to the program implementation team at the next meeting according to the initial agreement and is expected to be an important input for improving business partners so that they become better and succeed. Dealing with problems is carried out openly between business partners and the service program implementing team, this is important and is the key to the success of this program.

Table Situation, Problems and Solutions

No	Mitra Uraian	Mitra Usaha	Mitra Tani
A.	Situation Analysis		
	a. Resource Man	Lack of knowledge and skills in making rice kencur extract. Less education.	Lack of knowledge and skills, Low education
	b. Production	The production of kencur rice essence is only temporary and the amount is small.	Can work temporarily and unemployed a lot.
	c. Market	Potency : High demand from tourists around the Dewisri market, Mantung market & Pujon market.	Potency : High demand from tourists around the Dewi sri market, Mantung market & Pujon market.
	e. Finance	The pattern of financial management is very simple (none).	There isn't any

B.	Partner Problems : 1. Resources man 2. Production 3. Finance	Knowledge of making kencur rice drink is still low. Entrepreneurial spirit is still low. The manufacture of kencur rice drink is not optimal so that the production results are less than optimal. Very simple, one might say nothing, finances are maaged traditionally	Knowledge of making kencur rice drink is still low. Entrepreneurial spirit is still low The manufacture of kencur rice drink is not optimal so that the production results are less than optimal. There isn't any
C.	Partner Problem Solutions : 1. Resources Man 2. Production 3. Finance	Training & motivation & mentoring Initially given a set of production tools & trained to use Training and mentoring	Training & motivation & mentoring Initially given a set of production tools & trained to use Training and mentoring

The activity plan includes:

- a. Providing material on basic knowledge and motivation of an efficient entrepreneurial spirit delivered in a classical manner. Submission of material theories and concepts about the basic knowledge of an efficient entrepreneurial spirit. The team will carry out 2 to 3 meetings with the facilitator or presenter, Dr. Masiyah Kholmi, Ak, MM, CA and Drs. Adi Prasetyo, MSi, Ak, CA
- b. Provide skills material in the form of practice in two main aspects, namely: Aspects of production and business management aspects.

The production aspect, conveying the process of selecting, counting, storing, processing, packaging to marketing, is carried out 4 (four) times, in general it is carried out as follows:

- a. The practice of selecting ingredients for making kencur rice drink.
 - b. The practice of determining the ratio of the amount of drink ingredients.
 - c. The practice of storing ingredients for drinks.
 - d. The practice of processing ingredients to become drinks.
 - e. The practice of packaging drinks and providing packaging images to make it attractive.
 - f. Beverage marketing practices and beverage marketing strategies.
- Speakers in this activity: Ir. Diding Suhardi, MT., IPM. and Drs. Adi Prasetyo, MSi, Ak, CA

Aspects of business management, increasing managerial ability by providing material about knowledge of business financial management. Speakers for this activity: Dr. Masiyah Kholmi, Ak, MM and Drs. Adi Prasetyo, MSc. To achieve this program, the schedule for implementing program activities will be prepared according to the agreement of the participants.

Assistance, in helping to overcome problems faced by business partners and farmer partners, all activities were carried out using the mentoring method by the UMM service team. Assistance is carried out starting from the selection, counting, storage, processing, packaging to marketing activities. Carry out visits that contain consultation and guidance or guidance on problems that occur with business partners and farmer partners. The speakers for this activity were: Ir. Diding Suhardi, MT., IPM ; Drs. Adi Prasetyo, MSi and Dr. Masiyah Kholmi, Ak, MM, CA

Partner participation is a factor in the success of this service program. Participation of partners is very important in implementing the program, partners who are intense and disciplined in participating in training will have a positive impact on the sustainability of this beverage production business. Some of the ways that the team will take to be able to actively mobilize partners include:

- a. Carry out scheduled training activities, the schedule for implementing program activities will be prepared in accordance with the agreement of the training participants and mentoring,
- b. Conducting meeting activities with business groups at Balai Ngabab. In social gathering activities and or recitation activities by the service team
By carrying out these activities it is hoped that it will increase the motivation of business partners and farmer partners to always actively participate in trainings.

After socializing the initial meeting, identification of priority issues and issues agreed with the business partners, the types of outputs to be produced are as follows:

- a. There are 4 (four) outputs in the production aspect, including:
 1. Proper and correct use of production equipment starting from the stages of cleaning ingredients, cutting, grinding, mixing, pressing to temporary storage for beverage production.
 2. Comparison of the amount of ingredients, the stages of mixing the ingredients, the stages of mixing the water and the ratio of the amount, so that the taste is maintained properly and fresh.
 3. Proper use of packaging equipment for the production of kencur rice extract in order to maintain the taste, freshness and cleanliness of beverage production.
 4. Using natural ingredients (herbs) that do not damage the environment and human health.
- b. Business management has 4 (four) outputs, including:
 1. Business partners and farmer partners are able to increase production and market beverages.
 2. Business partners and farmer partners are able to manage business finances.
 3. Knowledge, understanding, entrepreneurial spirit motivation increases.
 4. Producing a drink of kencur rice juice in a quantity according to demand and not hoarding a lot of ingredients and beverage production, so that it is not easily damaged.

The output is in the form of a product, this service program carries out activities in the form of providing material, training, and mentoring which of course has an output in the form of the product produced, namely: kencur rice essence in delicious, fresh, attractive, healthy and inexpensive packaging. Using good local spices, clean and naturally healthy. Clean and healthy production process without preservatives. Creating new jobs for farmers during the dry season and avoiding urbanization from villages to cities.

RESULTS AND DISCUSSION

Krajan Hamlet, Ngabab Village, Pujon District, is one of the villages in the highlands which produces spices such as ginger, kencur and turmeric. People in the village usually use these spices as a traditional drink by brewing the spices, then adding sugar, lime, tamarind and honey. The people in this hamlet are not familiar with the process of processing food into herbal products such as making ginger and kencur herbs. The form of activity that is suitable for solving this problem is in the form of training which consists of lectures and practice on the process of processing packaged beverage products to obtain optimal beverage products by all participants.



Figure 2. Kencur Plantation Field and Herb Rice Herb Partners in Krajan Hamlet

In this activity the process of refining ingredients and making drinks, at first using an electric blender and a wok, then using a small grinding machine, several processing containers and packaging heating devices, which will be directly donated to business partners. This community service activity was carried out several times from April 2020 to December 2020, located at Mrs. Umi Mahmudah' house, which was attended by several herbal medicine business partners, then developed and joined by members of the PKK and local village officials. PKK members of Krajan Hamlet, Ngabab Village, were very enthusiastic about hearing and practicing how to process kencur spices into packaged Kencur Rice herbs.

The product from the kencur rice drink is then measured individually directly on the mica plastic packaging, then served. On that occasion all participants tried their rice kencur drink and stated that they were able to make the product for consumption within the family, used as a treat and sold to visitors to the village.





Figure 3. Natural Cooling Process

This service activity was also attended by 1 group of students participating in the PMM-Lecturer Partners, a total of 5 students, they also attended training, manufacturing and assisting with marketing to publication on the web and YouTube



Figure 4 : <https://www.youtube.com/watch?v=7XC954T21G8>

From the aspect of production produced, among others: Proper and correct use of production equipment starting from the stages of cleaning ingredients, cutting, grinding, mixing, pressing to temporary storage of beverage production. Comparison of the amount of ingredients, the stages of mixing the ingredients, the stages of mixing the water and the ratio of the amount, so that the taste is maintained properly and fresh. So it was found a formula for the comparison of standardized ingredients into the composition of the formula for making Rice Kencur Drink, which is right and tastes good.

Proper use of packaging equipment for the production of kencur rice extract (Cup Sealer) in order to maintain the taste, freshness and cleanliness of beverage production.

Using natural ingredients (herbs) that do not damage the environment and human health, and can be shown on the packaging that WITHOUT PRESERVATIVES From the aspect of business management, the results include: Business partners and farmer partners are able to increase production and market beverages outside Ngabab

Village, for example to Batu City and Malang City. Business partners and farmer partners are able to manage business finances, so they can increase the amount of production and the number of marketing places.

Knowledge, understanding, entrepreneurial spirit motivation increases, so that there is a persistent enthusiasm for entrepreneurship in the field of packaged Kencur Rice Beverages. Producing Sari Kencur drink in the quantity that is in accordance with the demand and not hoarding a lot of ingredients and beverage production, so that it is not easily damaged.

CONCLUSIONS AND RECOMMENDATIONS

The implementation of community service activities in Krajan Hamlet, Ngabab Village, Pujon District, in this case consisting of Business Partners and PKK members, totaling 28 people, have known and understood the process of processing spices into kencur rice drink products and have also been successful in practicing them, consuming them themselves. and sold, from processed products from spices that they make together. Using natural ingredients and no preservatives.

The material used to package the product is mica plastic with a screen printing logo on the package and is closed using heating, to unite the lid and the packaging container, so that it is tightly closed. The age of the kencur rice drink is only about 6 days in an open space, from the time of manufacture, if it is stored in the refrigerator (refrigerated) it will be around 1 month old. This happens because it does not use preservatives, while rice and kencur will undergo a fermentation process.

In carrying out community service activities, training is needed to calculate production costs for processing kencur rice products from spices so that these products are not only made for consumption but can also be an additional livelihood for the family.

It is necessary to do research and manufacture of kencur rice extract with certain processing methods and the addition of natural preservatives so that packaged kencur rice ages longer, not only 6 days old as it is today. And training on beverage hygiene and health still needs to be carried out in order to get a certificate of eligibility from BPOM-RI

ACKNOWLEDGMENTS

Praise the presence of Allah SWT for the mercy, taufiq and guidance bestowed on the service team so that they are able to complete this service as well as possible.

Sholawat and greetings may always be poured out to Rasulullah Muhammad SAW, to his family, to his friends and followers until the end of time, amen.

Thank God, the service regarding the use of spices as a health drink product in Ngabab Village, Pujon District, Malang Regency, can be completed with the results of an effort to make kencur rice drink. Initially this kind of business has been made a lot but for fruit juice drinks and the average use of preservatives.

This trial was carried out starting from trials of making rice kencur extract several times to produce a taste that was quite fresh and still prioritized concoctions of spices so that they had the effect of traditional medicine for health and freshness of the body. Drink preservatives are still not used so that the age of the kencur rice drink is only about 5 (five) days from manufacture, then it undergoes fermentation and spoils.

We would like to thank DP2M UMM for allowing the service team to do this, to colleagues in the electrical engineering department and younger students who have helped with this service, hopefully it can be developed further, aamiin, thank you.

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TRAINING FOR INCREASING THE KNOWLEDGE OF FEVER MANAGEMENT IN AISYIAH MEMBERS, MALANG CITY

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Abstract

Background: Fever is a sign and symptom of many diseases, especially infectious diseases. Infectious diseases are still high in Indonesia. Communities need to understand and know the initial management of fever to prevent and reduce complications caused by fever. In this research, Fever Management Training was conducted for Aisyiah Members of Malang City. **Objective:** Comparing the average knowledge of fever management before and after training. **Method:** The research was conducted through online training activities, and participants filled out questionnaires before and after the training. Data were analyzed using paired T test. **Result and Discussion:** Questionnaires were filled out by 78 participants who filled out the pre and post-tests. There was an increase in the average test score, with an intermediate pre-test score of 53.85 and an average post-test score of 76.28. The paired T-test was p.0.000, showing the results of a significant difference between the mean pre and post-test values. **Conclusion:** Training activities can increase knowledge about fever management in Aisyiah Malang Members.

Keywords: fever, fever management knowledge

INTRODUCTION

Fever is an increase in body temperature above the normal value range of 36-37 °C (98-100 oF). Fever is a sign and symptom that is often found in disease. Fever can occur at any age. (Brazier, 2017)(Davis, 2018) (Mohammad, 2022). Fever is one of the efforts of the body's defense system to fight an infection. An increase in body temperature usually helps the patient to overcome the disease. However, when the temperature is too high, fever can become a serious problem and cause complications. (Brazier, 2017).

The prevalence of infectious diseases with a risk of causing fever in Indonesia is still high. According to the 2018 RISKESDAS report, the prevalence of diseases diagnosed by health workers is as follows: acute respiratory infection (ARI) 4.4%; pneumonia 2%, pulmonary tuberculosis 0.42%, hepatitis 0.39%, diarrhea 6.8%, malaria 0.37%, filariasis 0.8%. (Kementerian Kesehatan RI, 2018). While the incidence of febrile seizures is based on reports in Indonesia as follows: 1) Report by Marwan R (2017) at the Pekauman Health Center, Banjarmasin, found a significant relationship between knowledge, experience, and behavior with the first handling of febrile

seizures in children aged 6 months-5 years. (Marwan, 2017); 2) Report by Kakalang JP et al (2016), at Prof.Dr.R.D.Kandou Hospital Manado, in the period January 2014-June 2016, 150 children were diagnosed with febrile seizures. Most patients aged 1-<2 years (27.3%) with a family history of febrile seizures (69.3%) and respiratory tract infection as a cause of fever (45.3%).(Kakalang, Masloman and Manoppo, 2016); 3) Report by Kakalang JP et al (2016), at Prof.Dr.R.D.Kandou Hospital Manado, in the period January 2014-June 2016, 150 children were diagnosed with febrile seizures. Most patients aged 1-<2 years (27.3%) with a family history of febrile seizures (69.3%) and respiratory tract infection as a cause of fever (45.3%). (Nindela et al., 2014)

High fever (hyperthermia) complications include direct cell death occurring at a temperature of around 41°C and multi-organ failure. (Walter et al., 2016). In children, fever often causes seizures. Febrile seizures in children are expected between 6 months and five years of age, associated with a fever over 38oC (100.4oF). Febrile seizures can increase the risk of developing epilepsy in the future.(Alexander KC Leung, Kam Lun Hon, 2018) (Xixis, KL; Samanta, D; Keenaghan, 2021)

Severe fever complications in adults and children must be followed up with fever prevention and management training. The training was conducted for members of the Aisyiyah Health Council, as community members who are expected to become health cadres in their surroundings.

MATERIALS AND METHODS OF IMPLEMENTATION

The activity was carried out in the following stages: 1) Before and after the activity, a questionnaire was given to see the initial knowledge and after the training was given; 2) Conducting training on the topic: a). Introduction to the causes and complications of fever, b) Training in the first treatment of fever in adults, c) Training in the first treatment of fever in children.

RESULTS AND DISCUSSION

The training implementation activities were carried out on Friday, date. December 4, 2020. One hundred forty participants attended the activity, but only 78 completed the pre- and post-tests. In the pre-test, 4 participants answered all the questions incorrectly (score 0), 28 participants (35.9%) got the most scores of 50, and only 8 participants (10.3%) answered everything correctly. In the post-test, no one got a score of 0, most participants got a score of 75, as many as 33 (42.3%), and those who answered correctly were all 26 participants (33.3%). There is an increase in the average test score, the average pre-test value is 53.85, and the post-test average value is 76.28. The paired T-test showed that there was a significant difference between the mean pre and post-test scores (p.0.000). Participants seemed enthusiastic about participating in the activity and actively asked questions during the question-and-answer session.

Table 1. Pre and post test scores of participants

Score	Pre-test		Post-test	
	Number	(%)	Number	(%)
0	4	5,1	0	0
25	17	21,8	3	3,8
50	28	35,9	16	20,5
75	21	26,9	33	42,3
100	8	10,3	26	33,3
Total	78	100	78	100

Table 2. Questionnaire Questions and Answers on the Post-Test

No	QUESTIONNAIRE QUESTIONS	Wrong answer		True answer	
		n	%	n	%
1	Humans have a body temperature due to body heat. How many degrees Celsius is the human body temperature healthy?	25	32,1	53	67,9
2	Many conditions can cause fever. Which function of fever is true?	4	5,1	74	94,9
3	High fever is dangerous for the body. A very high fever can cause dangerous complications such as those in the answers provided	35	44,9	43	55,1
4	High temperatures in children can increase the risk of febrile seizures. Prevention is done in many ways, such as by giving a compress. How to compress the right way?	16	20,5	62	79,5

The final answer on the post test about healthy human body temperature was answered 67.9% correctly by the respondents. Fever is an increase in body temperature above the normal value range of 36-37 oC (98-100 oF). Fever is a sign and symptom that is often found in disease. Fever can occur at any age. ; (Davis, 2018) .

Many conditions can cause fever. The final answer regarding the function of fever was answered 94.9% correctly by the respondents. Fever is one of the efforts of the body's defense system to fight an infection. An increase in body temperature usually helps the patient to overcome the infection. However, when the temperature is too high, fever can become a serious problem and cause complications.(Brazier, 2017). A fever that is too high or known as hyperthermia is an increase in temperature above 38.2 oC.(Walter et al., 2016). The temperature measurement above is carried out with a thermometer in the mouth area (oral); if the temperature measurement is carried out in the armpit, the temperature will be lower by around 0.2 -0.3 oC. (Brazier, 2017) A person with a fever may display the following symptoms: feeling cold when others are not experiencing it, trembling, lack of appetite, dehydration, depression, body aches, lethargy, lack of concentration, drowsiness, and sweating. If the fever is too high, you may also experience irritability, confusion, delirium, and severe seizures.(Brazier, 2017)

High fever can harm the body. The final answer to the post-test regarding complications of very high fever in the body was answered by 55.1% of the respondents. Complications of high fever (hyperthermia) include 1) Direct cellular damage. Hyperthermia is directly cytotoxic by affecting cell membranes' stability and transmembrane protein transport's function. The above conditions lead to disruption of ionic transport, increasing intracellular sodium and calcium, with a decrease in the intracellular concentration of potassium ions. Protein and DNA synthesis are disrupted at various stages. The nuclear matrix exhibits breakdown at lower temperatures than other parts of the cell, with a significant endothermic change at around 40 oC. Direct cell death occurs at about 41°C; 2) cytokine stimulation and inflammatory response are local effects. In a febrile state, there is an increase in pro and anti-inflammatory cytokine levels and addition in acute-phase reactants. There is a correlation between increased levels of interleukin 6 (IL-6) and mortality; 3) Systemic effect. Systemic effects of high fever include gastrointestinal bacterial translocation and endotoxins. Non-pyrogenous hyperthermia increases gastrointestinal bacterial translocation and the blood-brain barrier (BBB). It appears more permeable to toxins than during normothermia. This translocation of bacteria and endotoxins can lead to multiple organ failure. (Walter et al., 2016)

High heat in children can increase the risk of febrile seizures. Prevention is done in many ways. One way is to give compresses to children. The final answer on the post-test about how to compress was answered correctly by 79.5% of the respondents.

Febrile seizures in children often occur between the ages of 6 months and five years, are associated with a fever greater than 38°C (100.4°F), where there is no intracranial cause (such as infection, head trauma, and epilepsy), and are not there are other causes for seizures (such as electrolyte disturbances, hypoglycemia, drug use, or drug withdrawal), or a history of non-febrile seizures. Febrile seizures often recur. Febrile seizures can increase the risk of developing epilepsy in the future (Alexander KC Leung, Kam Lun Hon, 2018) (Xixis, KL; Samanta, D; Keenaghan, 2021)

Body temperature measurement in the axilla using a digital thermometer is recommended in children aged <4 weeks. Whereas for children aged > 4 weeks, measuring in the axilla with a digital thermometer or measuring in the tympanum using an infrared thermometer is recommended. For measuring body temperature by parents at home, it is recommended to use a digital thermometer. Children who do not have a fever on physical examination but are reported by their parents to have it should be considered a fever. (Diniyanti dan Panusuan, 2011)

When a child has a fever, parents should pay attention to their child's activities in general, whether they can still play, eat and drink well, and their child's urination every 3-4 hours. If the child sleeps more often, drinks less water, and urinates less frequently, immediately take the child to the doctor. In children who are fast asleep, parents should not wake them up to give febrifuge. The use of antipyretic drugs aims to reduce body temperature and make children feel more comfortable, but they are not effective in preventing febrile seizures. Paracetamol is the first line of choice to reduce fever and relieve pain. Oral administration of paracetamol is preferable to rectal administration. The combination of two antipyretics paracetamol and ibuprofen alternately every 4 hours, is not scientifically proven to have a stronger antipyretic/analgesic effect than using one type of antipyretic.. (Radli SE et al.,2009) (Richardson M and Lakhanpaul M, 2007)(Welsh A, 2007)

The main indication for giving antipyretic is to make children feel comfortable

and reduce parental anxiety, not to lower body temperature. (Nizet et al., 2008) (Chiappini et al., 2017). Giving febrifuge is indicated for children with fever with a temperature of 38oC (measurement from the armpit fold). The child's activity, alertness, mood, and appetite will improve by lowering body temperature. (Drwal-Klein LA and Phelps SJ, 1992). In recent years, two antipyretic paracetamol and ibuprofen are often used to treat fever in children in the hospital and at home. Practices like this are not recommended because of frequent drug dosing errors, incorrect administration intervals, and drug intoxication due to excess. (Litalien C and Jacqz-Aigrain E, 2001) (Sarrell EM et al, 2006).

Management of fever can be done physically, namely: 1) Children with fever are placed in a room with average temperature; 2) Try not to make children's clothes thick; 3) bed rest; 4) Give lots of drinks because the need for water increases; 5) Give compresses. (Pursell, 2000) (Plipat N et al., 2002) (Dieckmann RA et al.,2000) (Kayman H, 2003).

Warm water compresses (tepid sponging) can also help reduce fever (Hendrawati and Mariza, 2019) (Sudirman and Modjo, 2017). Compress/sponging with warm water in the armpit folds and groin folds (inguinal) for 10-15 minutes will help reduce heat by way of heat coming out through the pores of the skin through the evaporation process (Karin et al., 2022). If doctors and parents feel that compresses are needed (for example, body temperature increases by more than 40 degrees Celsius, which does not respond to febrifuge drugs, it is important to give febrifuge drugs first to reduce the temperature regulating center in the hypothalamus brain nervous system, then continue with compresses warm water.



Figure 1. Group photo of Speakers and Regional Leaders of Aisyiyah Malang

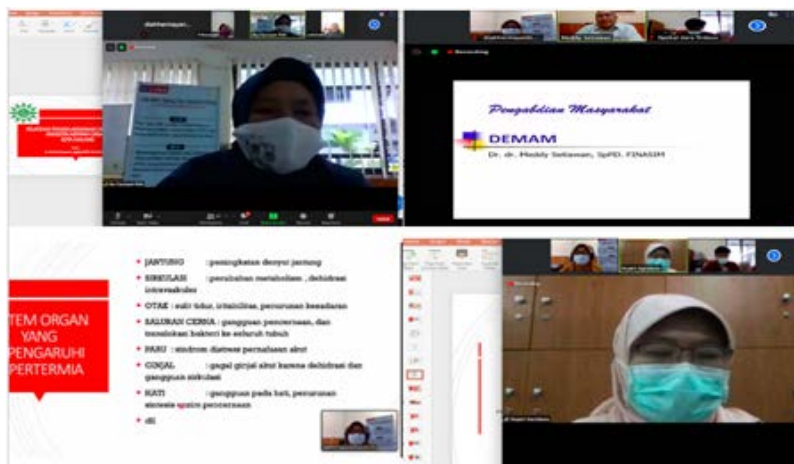


Figure 2. Photo of Fever Management Training Implementation

CONCLUSIONS

Fever management training for members of Aisyiyah Malang has significantly increased the knowledge level of the participants. Continuous educational and information activities are needed to increase knowledge and healthy behavior in the Aisyiyah family, thereby supporting government programs to improve the health and welfare of the Indonesian population.

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BUSINESS ANALYSIS OF SUPERIOR POTATO SEED PRODUCTION (PLANTLET)

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Abstract

One of the main causes of low potato productivity in Indonesia is the high quality and demand for seeds, which the government needs help to fulfil. Potatoes are a strategic commodity in supporting national food security. The need for quality seeds can currently only be met by the government for 10% of all needs. So the business opportunity is very high, the production of potato seeds has a high quality assurance standard so that just any entrepreneur cannot do it. In particular, potato-type seeds in the form of plantlets that will be produced through this program. Activities are carried out at the UMM Potato Seed Production Laboratory Business Unit from June 2022 to July 2023 to see the progress of seed sales, while business feasibility analysis is carried out by financial analysis using investment assessment criteria, namely net present value (NPV), Internal Rate of Return (IRR), net benefit cost ratio (Net B/C), Payback Period (PP) on estimated business development in the next five years with a business area scale of 100 square meters. Marketing is carried out using social media, such as Instagram, e-Commerce and WhatsApp platforms, and large-scale marketing is carried out by submitting vendors to companies engaged in potato seeding. The product produced in this program is virus-free potato seeds in the form of plantlets and distributed throughout Indonesia. This business is estimated to be able to generate an NPV value of Rp. 591,275,240. Based on the internal rate of return, this seed business is prospective to implement because the investment invested in the first year can provide a profit of 10% (IRR > interest rate [4.25%]). The B/C ratio obtained from the calculation is 1.22, and can provide a return on investment of 5 years, with this result it can be said that the potato seed business is feasible.

Keywords: Scale-up; Business; Potato; Seed.

INTRODUCTION

Potatoes in Indonesia are one of the strategic commodities in supporting national food security, the gap in supply and demand levels causes Indonesia to still have to import each year. In addition to these, the productivity of domestic potato plants still needs to be improved, namely 20 tons/ha with a production potential of up to 40 tons/ha. One of the main causes of low potato productivity in Indonesia is the high quality and demand for seeds which the government needs help to fulfill. Currently, Indonesia can only meet 10% of the needs of farmers. The inaccessibility of quality potato seeds by farmers can cause a decrease in production of up to 50%. The high

demand for quality seeds and limited supply is a potential business opportunity for potato seed producers in Indonesia (Sravanthi & Reddy, 2020); (Sembiring et al., 2021).

The supply of quality potato seeds in Indonesia begins with the production of source seeds obtained from the isolation of virus-free meristem cultures carried out by the BSIP Tanaman Sayuran and BSIP Jawa Timur as the owners of the varieties, then developed into seed types in the form of plantlets, then basic seeds G0, G1/G2 until the seeds are dispersed (Sembiring et al., 2021). The limited variety of seeds in East Java to meet G0 seed breeders is a business opportunity. UMM's commitment is to provide virus-free potato seeds to farmers in East Java, especially in Indonesia.

Potato seed products have great potential on the domestic market, given the high demand, while the government has not been able to meet the demand for seeds (only 10% of farmers' needs) (De Jong, 2021). Therefore, to maximize the business opportunity, potato seed production of potato seeds has a high standard of quality assurance, so that not just any entrepreneur, either an individual or legal entity, can do it. Especially for the class of plant seeds that will be produced in this program, because to maintain quality, the government through the Center for Plant Seed Monitoring and Certification issues regulatory standards for establishing quality standards for potato seeds. (Aighewi et al., 2021). Analyzing market needs with high demand and product availability that is still superior, competitors are sufficient for the circulation of seeds that are not labeled with low quality, which results in a decrease in production yields (Matsa, 2010). This is because the availability of inferior seeds reduces investment in new technologies and cultivars, leaving farmers using outdated technologies (Taylor et al., 1992).

Some of the problems faced by farmers related to the production of potato seeds include the following:

1. Technological Limitations

Farmers face limitations in the technology available for the production of potato plantlets. The technologies used, such as tissue culture methods, micropropagation, or the use of growth hormones, are not yet widely available or affordable or have not been optimized for local conditions. This can affect the production capacity and quality of the produced potato plantlets.

2. High production costs

The use of sophisticated potato plantlet technology often requires high production costs, such as the equipment, chemicals, or infrastructure required. This can be an obstacle for farmers, especially with budget constraints or access to financial resources.

3. Limited technical skills and knowledge

The production of potato plantlets requires high technical skills and in-depth knowledge of the technology used. Farmers may face difficulties in mastering complex plantlet technologies or in finding a workforce with the necessary skills and knowledge. This can affect the quality and quantity of potato plantlet production.

4. Availability of raw materials and superior varieties

Production of potato plantlets requires high quality raw materials, such as superior potato seeds, plant nutrients or tissue culture media. Farmers face limitations in the availability of the necessary raw materials, especially high-yielding potato varieties that suit local conditions. This can affect the yield and quality of the potato plantlets produced.

5. Regulatory or licensing constraints

The use of potato plantlet technology is often related to certain regulations or permits that must be followed. Farmers will face obstacles in obtaining permits or complying with applicable regulations regarding the use of plantlet technology. This can affect smooth production and operational sustainability.

Therefore, there is an opportunity for collaboration with the University of Muhammadiyah Malang (UMM) regarding on the scale-up of the potato seed production business, which currently UMM has superior high-quality superior potato seed production technology with TIB technology (Temporary Immersion Bioreactor), which can be available in a short time, as well as superior varieties. Free of viruses and guarantee of quality in the form of a letter of recommendation for UMM Potato Seed products by BPSB (Seed Monitoring and Certification Center).

The UMM Potato Seed Production Center in Vitro Culture Laboratory Business Unit was established in 2022 with the Chancellor's Decree No. E.2.a/094/UMM/I/2022, the address is Jalan Raya Sengkaling No. 188, Dau, Malang, This unit with UMM Potato Seeds Branding has received a Competency Certificate for Horticultural Seed Producers and Distributors from the East Java Seed Supervision and Certification Center (BPSB) with No. 0015/Badan Hukum/JTM/IV/2022 on April 18 2022. Delegation of Legality from BSIP (Agricultural Instrument Standardization Agency) Lembang Vegetable Plants for Potato Seeds of Lembang Granola Variety with No. 805.1/LB.020/H.3.1/07/2022 on July 1, 2022. In addition to obtaining a Legality Delegation from BSIP (Agricultural Instrument Standardization Agency) East Java for Potato Seeds of Flower Granola Varieties with No. B-1094/HR.020/H.12.15/07/2022 on 26 July 2022. UMM Potato Seeds has competent human resources in their fields and representative laboratory facilities. The purpose of this activity is to carry out production analysis and scale up the business to increase the income generated by the business units being developed.

MATERIALS AND METHODS OF IMPLEMENTATION

The place for this activity to be carried out is the UMM Potato Seed Production Laboratory Business Unit from June 2022 to July 2023 to see the progress of seed sales, while business feasibility analysis is carried out by financial analysis using investment assessment criteria, namely NPV, IRR, B/C Ratio, PP on Estimated business development for the next 5 years. With a 100-square-meter business scale.

Most of the raw materials that will be used in the first year are chemicals that are not traded in general. To meet the demand for chemicals, a search was made for pro-analyst chemical supply partners from several companies, for example, PT. Megah Sejahtera, then a price comparison is carried out, if the price offered is suitable then a chemical vendor will be appointed. Most of the chemicals needed in the first year are produced in Germany, so sufficient time is needed to supply chemicals, for the available chemicals, vendors will immediately send them. This also applies to some of the materials needed in the second and third years. For some tools designate a CV. Kemuning Lestari Surabaya and CV. Nura Gemilang is a vendor of laboratory equipment and materials.

Table 1. Owned Supporting Facilities

No.	Type	Total	Capacity
1	Incubation Room 50 m2	1	5 rack
2	Meeting Room 10 m2	1	6 people
3	Administration Room 6 m2	1	2 people
4	Preparation Room 20 m2	1	3 people
5	8 tier Culture Shelf	4	10.000 bottles
6	Autoclave+2 stainless baskets	1	40 liter
7	Laminar Air Flow Cabinet	2	100 bottle
8	Electric stove	2	2 hours/day
9	Hot Plate Pyrec	2	30 minutes/day
10	TL Lamp 40 Watt Philips	20	12 hours/day
11	Analytical Balance	1	0,1 mg
12	Electrical installation	1	10.000 watt
13	Push Rack	1	100 bottles
14	Glass Ware	1	10 – 200 ml
15	Laboratory Coat	3	4 - 6 hours/day
16	Aquadestilator	1	20 liter/day
17	AC Thossiba plasma cluster	6	1 pk
18	Refrigerator	1	400 – 500 l
19	Thermohygrometer	2	24 hours
20	Lux Meter	1	16 hours
21	Micro Pipette	1	100 ul
22	Measuring Pipette	10	10 dan 20 ml
23	PC	1	12 hours
24	Printer	1	12 hours
25	Room Sterilizer	1	Package
26	pH Meter	1	Unit
27	Ladder	2	150 kg
28	Temporary Immersion Bioreactor	10	1000 ml
29	Culture Bottles	5000	250 ml

Source: Primary data (processed), 2023

Product quality assurance is very important, the product produced in the first year, namely potato seed plantlets, will be reviewed once a year by the East Java Seed Monitoring and Certification Center. The Seed Certification and Monitoring Center directly visits the production site to see how the seeds are produced, how the marketing system works, to whom, and how much has been issued. The same thing was also done by the delegation of legality, namely the BSIP Tanaman Sayuran and BSIP Jawa Timur. Both of them will conduct a visit every year to see the development of potato seed plantlet growth for the Granola Lembang and Granola Kembang varieties. Reviewing whether the implemented SOP (Standard Operating

Procedures) is appropriate, whether there are any obstacles encountered during the production and marketing process, and reviewing the facilities and infrastructure owned. Also, do not forget, that every year the equipment used for production must be calibrated, this is meant that there are no errors in the production process of potato seed plantlets. All of these things are done to ensure that the products produced are of good quality and reach the hands of consumers.

Marketing is done by utilizing social media, such as Instagram, e-commerce, and WhatsApp. Marketing through Instagram and e-Commerce is carried out by sharing product links with friends and relatives to be disseminated, while WhatsApp is carried out by routinely creating WhatsApp stories related to the products to be traded. For large-scale marketing, vendor proposals are made to companies that focus on potato seeds by submitting UMM Potato Seeds profiles to convince buyers. Marketing will be carried out for potential areas of potato farmers and seed breeders in East Java which include Malang Regency, Batu City, Pasuruan, Lumajang, Bondowoso, and Probolinggo Regencies. The potential of potato land in East Java is 11,967 ha, which requires a seed supply of 1.5 tonnes/ha of G2 seed tubers or 18,000 G2 tubers. To meet consumer needs there are no significant obstacles because potato plantlet products in particular are still very limited in East Java, therefore potato seed breeders place orders in advance according to the existing turnover and the set time. The PUK production unit will fulfill it so that the seeds are always on time and at the right price and quality obtained, and the right type of variety that consumers want. The certainty of product marketing is always guaranteed and continuous because the resulting potato seed products have limited market competence.

RESULTS AND DISCUSSION

The products developed in this program are the result of technological innovations that already have intellectual property rights, along with several products and technologies that already have intellectual property rights.

1. Plantlets in the form of source seeds are produced using technology in the potato in vitro culture laboratory (UMM Potato Seeds), are plantlets that have passed the virus-free test with the ELISA test and have obtained production legality from the Agricultural Instrument Standardization Agency, already have a competency certificate from Seed Monitoring and Certification Center, have compiled a standard operating procedure book for plantlet production in the laboratory with HKI/copyright no. 000152394.
2. Acclimatization technology in a screen house or screen net requires specific expertise to produce virus-free cuttings in the field with high quality and yield; an SOP book on this technology HKI/copyright no. 000152393.
3. The technology of planting virus-free mini cuttings is appropriate for UMM Potato Seeds and has obtained HKI/copyright no. 000407200.
4. The technology for harvesting and post-harvest handling of potato seeds has been prepared in detail in the form of a book, HKI/copyright no. 000407185.

Meanwhile, intellectual property rights that are prospective for registration are media composition and technology on TIB as simple patent intellectual property rights, copyrights in book form as well as standard operating procedures in producing plantlets (seeds sourced with TIB technology). This quality potato seed product that will

be developed has a socioeconomic impact on the community nationally, including :

1. Supporting the supply of superior and quality potato seeds.
2. Increasing potato production and farmers' income, because it uses virus-free potato seeds and has high potential (it has a potential consumption of 40 tons/ha of potato production, while only 20 tons/ha of low-quality seeds).
3. Reduce the import of fresh potatoes, thus saving the country's foreign exchange. Processed potatoes still import 80% of domestic demand.
4. Utilizing the potential wealth of natural resources, especially the national potato germplasm.
5. Increased acceptance for tertiary institutions, as well as a more concrete source and learning facility, both for the UMM academic community and those that have started to operate as trade and training centers for the general public.
6. The academic environment in supporting the MBKM program will increase student motivation so that they have an entrepreneurial spirit and are expected to produce prospective entrepreneurs who are independent and resilient, especially in the field of prospective potato seeding business.

Several previous studies also revealed that the development of quality potato seeds has a significant national socio-economic impact. The availability of high-quality seed is critical to increasing potato yields and reducing the spread of diseases and pests (Chindi, 2019). Seed production in participatory agriculture and the promotion of improved potato technology have been carried out in different districts of Ethiopia, resulting in the production and dissemination of large amounts of clean seed tubers (Forbes et al., 2020) (Degebasa, 2020). This decentralized approach to seed production has not only increased the wealth of producing farmers but has also created awareness of disease and pest control techniques (Mulatu et al., 2005). In low-income countries, where formal seed systems have been largely unsuccessful, the majority of farmers rely on informal seed systems (Naik & Buckseth, 2018). Integrating formal and informal seed systems, as well as preserving farmers' rights to store and trade seed, is seen as a potential solution to improve seed quality and productivity in resource-poor areas. The use of modern techniques such as tissue culture and micropropagation has revolutionized potato seed production, ensuring virus-free plants and increasing multiplication rates. On the financial aspect, this business has a profitable prospect. This can be assessed through what costs and how much these costs are incurred to obtain benefits in the form of revenue in running a business. The cost flow (outflow) in this business development consists of two components, namely investment costs and operational costs. The investment capital needed for equipment in the first year of IDR 134,554,350 is the amount of funds needed by the company to finance the needs for production operational equipment in the laboratory. All of these tools are essential to create a good laboratory environment and support potato plantlet production processes with high efficiency and accuracy. Details of investment tools as follows:

Table 2. Tool Investment

No.	Tool	Number of Tools	Tool Price		Economic Age	Selling Price		Tool Depreciation	Total Depreciation
1	Autoclave	1	Rp	67.200.000	15	Rp	25.000.000	Rp	2.813.333
2	Magnetic Stirrer Hot Plate	1	Rp	6.412.500	15	Rp	2.800.000	Rp	240.833
3	pH Meter	1	Rp	14.325.000	15	Rp	6.500.000	Rp	521.667
4	Water Destiller	1	Rp	28.750.000	15	Rp	12.500.000	Rp	1.083.333
5	Electric Stove	1	Rp	600.000	10	Rp	200.000	Rp	40.000
6	Analytical Balance	1	Rp	14.635.500	15	Rp	5.500.000	Rp	609.033
7	Refrigerator	1	Rp	3.124.000	10	Rp	1.200.000	Rp	192.400
8	AC LG	2	Rp	8.000.000	15	Rp	3.200.000	Rp	640.000
9	Lamp	84	Rp	6.888.000	5	Rp	3.250.000	Rp	61.118.400
10	Laminar Air Flow	1	Rp	96.000.000	15	Rp	35.000.000	Rp	4.066.667
11	AC LG	1	Rp	4.000.000	10	Rp	2.000.000	Rp	200.000
12	AC Mitsubishi	1	Rp	1.500.000	5	Rp	950.000	Rp	110.000
13	Komputer	1	Rp	4.000.000	10	Rp	1.700.000	Rp	230.000
14	Lamp o	7	Rp	420.000	5	Rp	200.000	Rp	308.000
15	Lamp O	15	Rp	600.000	5	Rp	250.000	Rp	1.050.000
16	Lamp {}	4	Rp	480.000	5	Rp	200.000	Rp	224.000
17	Dispenser	1	Rp	2.000.000	10	Rp	1.200.000	Rp	80.000
18	Lux Meter	1	Rp	3.398.000	10	Rp	1.250.000	Rp	214.800
19	Thermohyrometer	1	Rp	1.450.500	10	Rp	550.000	Rp	90.050
20	Micro Pipette	1	Rp	750.000	10	Rp	300.000	Rp	45.000
21	Spatula	5	Rp	65.000	5	Rp	25.000	Rp	40.000
22	Scissors	12	Rp	206.000	5	Rp	100.000	Rp	254.400
23	Scalpel	3	Rp	33.500	5	Rp	15.000	Rp	11.100
24	Rack	5	Rp	5.000.000	5	Rp	2.000.000	Rp	3.000.000
25	Bent Tweezers	10	Rp	150.000	5	Rp	70.000	Rp	160.000
26	Straight Tweezers	10	Rp	250.000	5	Rp	100.000	Rp	300.000
27	Drip Pipette	5	Rp	50.000	5	Rp	20.000	Rp	30.000
28	Instrument Tub	1	Rp	85.000	5	Rp	25.000	Rp	12.000
29	Petri dish 15 cm	2	Rp	1.240.000	5	Rp	550.000	Rp	276.000
30	Schott 250 ml	3	Rp	1.950.000	5	Rp	550.000	Rp	840.000
31	Measuring Pipette 10 ml	5	Rp	325.000	5	Rp	125.000	Rp	200.000
32	Measuring Pipette 25 ml	5	Rp	500.000	5	Rp	175.000	Rp	325.000
33	Beaker Glass 500 ml	20	Rp	750.000	5	Rp	300.000	Rp	1.800.000
34	Beaker glass 1000 ml	50	Rp	2.250.000	5	Rp	110.000	Rp	21.400.000
35	Beaker Glass 250 ml	10	Rp	2.900.000	5	Rp	1.350.000	Rp	3.100.000
36	Temporary Immersion	10	Rp	54.714.000	12	Rp	20.000.000	Rp	28.928.333

Rp 134.554.350

Source: Primary data (processed), 2023

The investment capital of IDR 134,554,350 is the amount of funds needed by the production company to finance the needs of operational equipment in the laboratory in the first year. The amount of funds includes the purchase of all equipment needed in the laboratory to carry out potato plantlet production operations. It is important to carry out periodic monitoring and evaluation of the performance of the potato plantlet business. This allows for the identification of potential problems and the implementation of necessary fixes (Osipov & Zeldner, 2021). Monitoring

and evaluation help in understanding the prospects and opportunities to achieve the threshold values set for potato production (Maulidah & Wahib Muhaimin, 2021). Noninvasive techniques, such as vision systems and spectroscopy, can be used for quality evaluation and sorting of potatoes, ensuring high-quality product delivery (Rady & Guyer, 2015). In general, regular monitoring and evaluation of the performance of the potato crop business is essential to ensure productivity, sustainability, and quality in the potato industry.

Table 3. Biaya Operasional Benih Kentang

Year	Tool Depreciation	Material	Labor	Additional cost	Building Depreciation	Total (Rp)
1	Rp134.554.350	Rp 105.486.500	Rp 66.000.000	Rp 102.500.000	Rp 12.000.000	Rp 420.540.850
2	Rp134.554.350	Rp 52.579.000	Rp 66.000.000	Rp 102.500.000	Rp 12.000.000	Rp 233.079.000
3	Rp134.554.350	Rp 58.398.000	Rp 66.000.000	Rp 102.500.000	Rp 12.000.000	Rp 238.898.000
4	Rp134.554.350	Rp 52.579.000	Rp 66.000.000	Rp 102.500.000	Rp 12.000.000	Rp 233.079.000
5	Rp134.554.350	Rp 58.398.000	Rp 66.000.000	Rp 102.500.000	Rp 12.000.000	Rp 238.898.000

Source: Primary data (processed), 2023

The operational costs for potato seed production consist of equipment depreciation, raw materials, labor, other costs, and building depreciation, reaching Rp. 420,540,850, - in the first year and subsequent years, around Rp. 230,000,000 annually. Operational costs include routine expenses such as equipment assembly, raw materials, labor, depreciation of laboratory buildings, maintenance of equipment and other materials including electricity, and so on. The cost of potato seed production is influenced by factors such as seed multiplication rate, seed rate, and the availability of quality planting material at affordable prices. Various techniques have been developed to address this challenge, including indexing tubers for virus freedom, seed propagation stages, and seed certification standards. (Naik & Buckseth, 2018). In addition, advances in tissue culture, micro tubers, and mini tuber production techniques have revolutionized seed production in potatoes, ensuring high yields and low costs (Marcomini et al., 2019). Efforts to increase the production of G0 potato seeds through modification of cultivation technology have also been explored (Ren, 2015).

Table 4. Total Potato Seed Production

Year	OM	Total Production	Selling Price
1	Rp 420.540.850	12.000	Rp 50.000
2	Rp 233.079.000	12.000	Rp 50.000
3	Rp 238.898.000	12.000	Rp 50.000
4	Rp 233.079.000	12.000	Rp 50.000
5	Rp 238.898.000	12.000	Rp 50.000
Average	Rp 272.898.970	12.000	Rp 50.000
BEP Unit	5.458		
BEP Price	Rp 22.742		

Source: Primary data (processed), 2023

Annual income of 600 million from 12,000 sales and a price of IDR 50,000 per bottle. To obtain a break event point (BEP) unit worth 5,458 bottles, meaning that at the time of production of 5,485 bottles, it is said to be at the break-even point. If it sells 12,000 bottles, it is said to be feasible and profitable for UMM. Meanwhile, the BEP is priced at IDR 22,742 per bottle, so it is said to be at the breakeven point. If it sells for Rp. 50,000 per bottle, which is said to be feasible and profitable for UMM. (Turska, 2014) compared income from contract farming and noncontract farming and found that the net profit per hectare of contract farming was significantly higher with a more than fivefold increase compared to non-contract farming.

Table 5. Benefits of Potato Seed Business

Year	Income	OM	Profit
1	Rp 600.000.000	Rp 420.540.850	Rp 179.459.150
2	Rp 600.000.000	Rp 233.079.000	Rp 366.921.000
3	Rp 600.000.000	Rp 238.898.000	Rp 361.102.000
4	Rp 600.000.000	Rp 233.079.000	Rp 366.921.000
5	Rp 600.000.000	Rp 238.898.000	Rp 361.102.000
Total	Rp 3.000.000.000	Rp 1.364.494.850	Rp 1.635.505.150
R/C	2,2		
B/C	1,2		

Source: Primary data (processed), 2023

From the calculation results, an R/C of 2.2 means that each additional fee of IDR 1,000 will provide a profit of IDR 2,200. Thus, based on the results of the revenue cost ratio (R / C) analysis, the UMM Potato Seeds business is feasible to do because it is profitable. This shows that the business is profitable and provides a good return on investment. This UMM Potato Seeds product provides benefits such as better seed resistance, strong and neat plant roots, high survival rate after planting, high root tuber bearing rate, medium potato size, and increased yield per hectare. Furthermore, good quality seed is essential for high productivity in potato production systems, and poor seed quality is a major constraint in low-income countries (Forbes et al., 2020). Potato has great potential as a food crop, but is threatened by various biotic factors such as pathogens, insects, and nematodes, which cause yield loss (Rana & Jhila, 2021). Access to high-quality, disease-free seed potatoes is critical for potato growers, as seed potato tubers can become infected with pests and pathogens that affect plant growth and tuber health (Wysocki & Peterson, 1997). Therefore, increasing the business scale of superior potato plantlets at UMM Potato Seeds can be profitable and provide a good return on investment because of the benefits it offers and the importance of high-quality seeds in potato production.

The following are the results of the analysis of 4 eligibility criteria for evaluating the financial feasibility of the UMM Potato Seeds project or investment:

1. Net Present Value (NPV)

The existence of the UMM Potato Seeds business is estimated to be able to generate an NPV value of Rp. 591,275,240. This gives an interpretation that during the life of the project, an accumulated net profit will be obtained in the future with

a present value of the NPV. The NPV value is above 0 so the UMM Potato Seeds business is financially feasible and prospective to be implemented. Business continuity is supported by a profitability analysis of seedpreneurs in Nigeria, where 96% of seedpreneurs are profitable (Olayide et al., 2021). In addition, the study on G0 seed production management in Indonesia highlights the importance of government support in providing the necessary infrastructure and legal support to improve the potato seed system (Sembiring et al., 2021). Analysis of the organic seed market in Europe shows that government intervention is warranted to ensure the availability and diversity of organic seed supply (Devaux et al., 2021). Therefore, considering the findings from various studies, the UMM Potato Seed business has the potential for success and profitability.

2. Internal Rate of Return (IRR)

Based on the internal rate of return, the UMM Potato Seeds business project is prospective to be implemented because the investment invested in the initial year of the project can provide a profit of 10% (IRR > Interest rate [4.25%]). Owned investment capital will be more effective in generating economic benefits if it is invested in the UMM Potato Seeds business project, compared to when the capital has to be deposited in commercial banking. Investing in a farming business in an uncertain environment can generate economic incentives and high yields (Samygin et al., 2020). Factors such as capital, technology, and the proportion of certified seeds influence the level of demand for and supply of potato seeds (Ginandjar et al., 2020). Additionally, the strategy for developing potato seed production includes strengthening breeders to produce certified seeds and mass-producing certified seeds at affordable prices, which can be achieved through investment (Kiloes et al., 2019). Overall, capital investment in the UMM Potato Seeds business project can increase productivity and economic benefits in the agricultural sector.

3. Net Benefit Cost Ratio (Net B/C)

Net B/C investment eligibility criteria are eligibility criteria that describe how much benefit or benefit is received from the investment issued or cost. The business is said to be feasible if the value of $\text{Net B/C} > 1$. The Net B/C value of the UMM Potato Seeds business is 1.22, which means that every Rp1 incurred as a cost will result in a net benefit of 1.22 so this business is feasible to run because the Net B/C value is > 1 . Several research results have also succeeded in revealing that business in potato commodities is both in the input and output markets for potato commodities. (Rukmana et al., 2021) revealed that the G4 potato tuber seed agribusiness was profitable, with a B/C ratio of 1.52 in the rainy season and 1.21 in the dry season. In addition, research (Wysocki & Peterson, 1997) shows that the net profit of potato farming at cost efficiency (R/C-ratio) is 1.92. Furthermore, studies by (Haque et al., 2012) revealed the net return on potato cultivation in Bangladesh with cost-benefit ratios of 1.59 and 1.82 based on full costs and variable costs. These findings indicate that UMM's potato seed business is profitable based on the net B/C ratio.

4. Payback Period (PP)

The UMM Potato Seeds business project provides a relatively fast return on investment (5 years) so it is feasible to implement. After the payback period is reached, the expansion of the superior potato seed production business can be achieved. This makes it possible to implement and enable the improvement of the superior potato seed production business. Other research findings support the development of potato

seed cultivation, the use of certified seeds, and the improvement of seed production technology. The study highlights the importance of factors such as agroecological conditions, the presence of breeders, and the development of processing industries in the success of potato seed farming (Rukmana et al., 2021). Furthermore, the use of certified mini tubers has been shown to increase the overall sustainability of smallholder farming (Ginandjar et al., 2020). These findings suggest that investing in potato seed production can lead to increased production, availability, and accessibility of improved potato varieties, providing opportunities for market growth and profitability. (Alba et al., 2018).

CONCLUSIONS AND RECOMMENDATIONS

1. Conclusion

The advantages of producing superior potato plantlets by UMM Potato Seed include producing high-quality potato seeds in tropical and subtropical areas and reducing dependence on expensive imported seed potatoes. Another advantage is the high efficiency and low cost of the seed potato production method. This is concluded from the financial analysis on the four feasibility criteria for evaluating the financial feasibility of a UMM Potato project or investment, namely NPV, IRR, Net B/C, and Payback Period showing profitable and business results. worth running.

2. Recommendations

Because UMM Potato Seed's superior potato plantlets business is profitable, the next recommendation is to expand the business scale with a partnership system with farmers and breeders. The partner's production process goes through three stages, namely 1) Production of superior virus-free potato seeds with class G0 seeds produced in a screen net, and 2) Production of superior virus-free seeds with class G2 seeds produced in the open field. 3) All products to be produced will be certified by the East Java Seed Monitoring and Certification Center so that the quality of the products will be guaranteed by labeling quality seeds.

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MENTORING IN THE BUSINESS CLINIC OF THE MUSLIM ENTREPRENEUR FORUM OF MALANG RAYA (FORMUM)

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Abstract

Malang Raya Muslimah Entrepreneur Forum (ForMUM) is a forum that houses several MSMEs managed by Muslim women in Malang Raya. This forum was formed in 2020 with members of all Muslim women entrepreneurs in Malang Raya. Some of the obstacles faced are business motivation which is still fluctuating and lack of knowledge about financial reports. The dedication team will focus more on providing business motivation to further increase the desire of Muslim women entrepreneurs in doing business as well as assisting in the preparation of financial reports to be more tidy in financial administration so that they can measure the level of profitability and investment of each of these businesses.

Keywords: Write down the keywords separated by the semicolon sign (;).

INTRODUCTION

Microenterprise is a general term in the economic world that refers to productive economic businesses owned by individuals or business entities in accordance with the criteria set by Law No. 20 of 2008. MSME means a business run by individuals, households, or small business entities. The classification of MSMEs is based on the limitations of revenue turnover per year, the amount of asset wealth, and the number of employees. Meanwhile, those that are not categorized as MSMEs or are included in the calculation of large businesses, namely productive economic businesses run by business entities with total net worth or annual sales results greater than medium-sized businesses. The annual sales of micro businesses is at most Rp 300,000,000,- Small businesses are independent productive economic businesses, either owned by individuals or groups and not as a branch business entity of the main company. It is controlled and owned and is part of, either directly or indirectly, a medium-sized business. A small business is a business that has a net worth of IDR 50,000,000, with a maximum required of IDR 500,000,000.

Meanwhile, a medium-sized business is a business in the productive economy and is not a branch or subsidiary of a central company and is part directly or indirectly of a small business or large business with a total net worth in accordance with the laws and regulations. Medium-sized businesses are often categorized as large businesses with the criteria that the net worth of the business owner reaches more than Rp500,000,000,- to Rp10,000,000,000,- and does not include buildings and land where the business is located. The annual sales revenue reaches Rp2.5 billion to Rp50 billion. According to Suharso et al in (Sari et al., 2021) stated that women

who are entrepreneurs have a positive effect on poverty reduction / alleviation and are recognized as major contributors to Indonesia's sustainable economy. Through this small and medium industry, women can work without having to leave home, even these industries can also be developed to absorb labor and create jobs. Coupled with technological advances, the products produced can be marketed from home via the internet (Marthalina, 2018).

Forum Entrepreneur Muslimah Malang Raya (FoRMuM) is a forum formed in 2020. The purpose of this organization is to serve as a means for Muslim women entrepreneurs in Malang Raya to share knowledge and motivation to benefit the progress of their business. Their motivations for entrepreneurship can vary from supporting family finances to a means of channeling hobbies and self-actualization. (Al & Mostafa, 2019) said that there is an influence between motivation and business performance. An entrepreneur must try to increase his motivation so that his performance also increases. Meanwhile, what happens to FoRMuM members is that motivation is still up and down, so sometimes they are eager to work, but other times it is the opposite. The members of the Greater Malang Muslimah Entrepreneurs Forum originated from Muslimah entrepreneurs in the Dau regional office, which in 2020 we, the Muhammadiyah University of Malang Service Team, carried out activities and officially formed this organization.

This activity is the 3rd year of service activities and the second year after the formation of ForMuM. The organizational structure of ForMuM has been formed and the chairman is Mita as the owner of Rezent Bakery. The activities that have been carried out so far in the first year ForMuM was formed are sharing experiences in doing business, starting from the ups and downs of doing business and even to the joys of doing business. From the ups and downs of doing business even to the procedures for obtaining licenses and promotions. Financial control in entrepreneurship is an important thing. However, managing personal and business finances simultaneously is not an easy thing to do because there are difficulties faced by entrepreneurs, namely often mixing business and personal results (As'ad et al., 2020). This is also the case with FoRMuM members, namely limited knowledge about the financial statements of a business. With these problems, the service team of Universitas Muhammadiyah Malang intends to hold a Business Clinic, especially in terms of providing motivation and assistance in managing financial reports for FoRMuM members. From the data and observations that the team made in the field before preparing this service proposal, the team found several problems faced by partners. Here are some of the partner problems that the team managed to summarize in this service, namely that the partners of the Muslimah entrepreneur forum still lack business motivation and the second is that the partners of the Muslimah entrepreneur forum still have limited knowledge in making financial reports.

MATERIALS AND METHODS OF IMPLEMENTATION

Based on the partner's problems that have been described above, we, from the Muhammadiyah University of Malang Service Team, have several solutions to existing problems, including the following:

- a. Assisting partners in providing business motivation
- b. Assisting in preparing financial reports
- c. Socialization related to the importance of managing reports and neat adminis-

tration for the continuity of the business of each Muslimah entrepreneur.

The following is a table of problems and solutions that we suggest to partners so that they can be more detailed in handling them.

1. Partners lack motivation in doing business
2. Partners lack understanding of financial statements

This community service program is entitled, "ASSISTANCE IN BUSINESS CLINICS FORUM ENTREPRENEUR MUSLIMAH ENTREPRENEURS MALANG RAYA" As for the participants of this community service program activity, they are members of the Malang Raya Muslimah entrepreneur forum. This activity will be carried out in the form of business clinic training and training related to making financial reports and carried out offline.

RESULTS AND DISCUSSION

This activity is a follow-up activity in year 3 which has been carried out by the Muhammadiyah University of Malang Service team. The first step that will be taken is to communicate with all administrators to determine the participants for the business clinic and financial reporting training. After the participants have been determined, the next step is to hold the training. Business motivation we plan to invite 1 speaker from outside and 1 from the management team for sharing sessions. The activity plan will be carried out for 6 months of assistance, starting from May-October 2022.

Based on the conditions in the field and what has been done by the entire Muhammadiyah University of Malang Service team, the following results are obtained:

1. This service program is a continuation program implemented by the team so that activities continue without re-socialization so that we focus on current activities, namely providing business motivation for Muslim women entrepreneurs in Malang Raya to be able to better continue their current business (summarized in the provision of material 1).
2. The next meeting we focused on socializing the preparation of good and neat financial reports for business people, because so far what these Muslimah entrepreneurs have complained about is their personal lack of neatness and orderliness in compiling financial reports which are often still mixed up with personal finances (summarized in the 2nd material)
3. Sharing experiences from each Muslimah entrepreneur that we pack with a casual chat and share information on what tips and tricks can be maintained by entrepreneurs during this time when there is a Covid-19 pandemic shock or because of other problems.

CONCLUSIONS AND RECOMMENDATIONS

This Community Service activity as a whole went well and certainly had a positive impact on all service participants, especially Muslimah entrepreneurs in Malang Raya. Many things can be used as additional knowledge for each entrepreneur with the sharing of experiences, entrepreneurial motivation to financial management, which hopefully can provide better experience for Muslim women entrepreneurs so that they are more creative and innovative. Thank you to PPEBK, Faculty of Economics and Business, University of Muhammadiyah Malang for providing funding support so that this activity can run well.

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OPTIMIZATION OF SUPER NATIVE CHICKEN THROUGH GIVING WHITE TURMERIC (*Curcuma Zedoaria*) AS AN EFFORT FOR EMPOWERING THE ORGANIZATION OF AISYIYAH DAU

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Abstract

Based on field observations, the problem is that the potential is not utilized to produce super native chickens with superior potential from both parents, namely crosses between Bangkok roosters and laying hens, which are fast-growing, similar to native chickens with higher prices and disease resistance. Besides that, there are many women's organizations still need to be empowered, including members of the Aisyiyah Dau, especially in the livestock sector. Therefore the partner's problem is the lack of innovation to find alternative empowerment for the Aisyiyah Dau organization in the field of animal husbandry, especially optimizing the administration of white turmeric to super native chickens.

The main target is expected to be the availability of super native chickens on a mass basis due to the high level of productivity which is a medium for Aisyiyah members to market them quickly, cheaply, easily, and provide high yields so it is necessary to provide knowledge and skills in giving white turmeric herb to super native chickens for women members of Aisyiyah.

The service team realized the service program using the following approach methods: observation and interviews, counseling, demonstration plots, training, mentoring, and consultation. All of these activities were a unit that must be implemented to change people's behavior in adopting innovations. The level of community education varies, most of them have elementary school diplomas, and of course, they have limited ability to adopt knowledge. Therefore, using methods were more communicative, captivating, and motivating the community.

The conclusion obtained was breeders have not shown any awareness of the importance of raising super-native chickens using the white turmeric in the Dau District. While the suggestion was the need for farmers to understand the maintenance of super native chickens using the white turmeric in Dau district

Keywords: super native chicken; turmeric white

INTRODUCTION

The previous service focused on the problem of breeding super-native chickens. However, the problem is not over yet, because it is still necessary to raise the super native chickens. Therefore it is necessary to take further steps in the form of giving herbs to increase the productivity of the super native chickens which can be seen from the high final weight, good health of the chickens, and the lack of death of the super native chickens.

Dau District is one of the livestock centers in Malang Regency. The livestock in Dau District are 15 horses, 100 dairy cows, 20 beef cattle, 6,000 broiler chickens, 10,000 domestic chickens, 1,500 goats, and 200 sheep. While livestock products consist of egg production of 18,000 kg for Rp. 1,980,000,000 and 1,200 liters of milk for Rp. 30,000,000. However, Dau livestock, some of which are members of the Aisyiyah Dau, have not optimized their potential to make livestock family support.

The results of observations show the economic conditions of farmers in the village of Mulyo Agung as part of the Dau district were on average still in the poverty line, including members of Aisyiyah. Even though they have livestock can support the life of their family, in reality, the utilization of livestock, livestock products and livestock products cannot be maximized. Aisyiyah member can be empowered to carry out activities to optimize the productivity of super-native chickens. This activity can be done at home so it will not interfere with household activities. Meanwhile, the results of the distribution will certainly be absorbed into the market.

Therefore, there was necessary to have an alternative counseling and mentoring activity in the field of animal husbandry, especially the administration of white turmeric to super native chickens. Maintenance of super native chickens by providing white turmeric generally does not spend too much time taking care of the household. Therefore this maintenance can be used as an alternative side activity that allows them not to be bothered by the absence or lack of family financing.

Based on field observations, the problem was the potential was not utilized to produce super native chickens with superior potential from both parents, namely crosses between Bangkok roosters and laying hens, which are fast-growing, similar to native chickens with higher prices and disease resistance. Besides that, there were many organizations member still need to be empowered, including members of the Aisyiyah Dau, especially in the livestock sector. Therefore the partner's problem was the lack of innovation to find alternative empowerment for the Aisyiyah Dau organization in the field of livestock, especially in optimizing the productivity of super native chickens.

MATERIALS AND METHODS OF IMPLEMENTATION

The service team uses the following approach: observation and interviews, counseling, demonstration plots, training, mentoring, and consultation. All of these activities were a unit must be implemented to change people's behavior in adopting innovations. The level of community education varies, most of them have elementary school diplomas, and of course, they have limited ability to adopt knowledge. Therefore, using methods were more communicative, captivating, and motivating the community. The steps taken by the service team to improve super native chicken breeding were:

- a. Observations of partners' locations and interviews while discussing to clarify the problems faced by business partners, especially the problem of empowering women in the livestock sector, especially optimizing the productivity of super native chickens which was an obstacle to improving their economy.
- b. Counseling on optimizing the productivity of super native chickens aimed at better understanding their understanding of maintenance management, advantages and disadvantages, obstacles, and prospects of this herbal medicine system.
- c. Maintenance demonstration was plot by giving super native chicken herbs. One of the locations of the breeders be used as a demonstration center by gathering Aisyiyah women members.
- d. Provision of 80 super native chickens as a start to receive training on how to increase the productivity of chickens using white turmeric.
- e. Breeder training to optimize productivity was in super native chickens by giving white turmeric. This training requires equipment was sought to be available. The member of Aisyiyah were educated to know about the management of giving white turmeric and after that, they were taught about marketing. Intersection white herb is given by mixing it into the ration as an additional feed of 3 percent.
- f. Continuous assistance to the members' mothers to handle the giving of herbs. Assistance was needed because most of the mothers were still not familiar with giving herbal medicine. Two groups of group members received assistance from super native chickens who were assisted to produce and market super native chickens independently
- g. Consultation for member was applied who still have difficulties in handling and marketing the results of optimizing super native chicken productivity. This consultation can be carried out through various media such as face-to-face, telecommunications facilities, and correspondence.

RESULTS AND DISCUSSION

1. General Condition of Animal Husbandry in Dau Malang District

Dau District, Malang Regency was a fairly large livestock center. The livestock in Dau District were 15 horses, 100 dairy cows, 20 beef cattle, 6,000 broiler chickens, 10,000 domestic chickens, 1,500 goats, and 200 sheep. This was also supported by livestock products consisting of egg production of 18,000 kg for Rp. 1,980,000,000 and 1,200 liters of milk for Rp. 30,000,000.

Observations made in the village of Gading Kulon show that farmers were still running their livestock business casually. There were still not many who only specifically raise livestock to support their lives. Milk products was common in the Dau livestock. Most of which was deposited at KUD Dau. A small portion of milk was processed in packaged form. After that, to be sold as fresh milk. Some of milk were made into yogurt. Chicken meat from own slaughter was marketed to the surrounding community. Some of them brought to the market. Eggs were taken by grocery.

Meanwhile, livestock products that have been produced include animal feed in the form of chicken and rabbit feed, manure, and livestock residue which were generally used as organic fertilizer, and fermented products from various livestock products which produce various products such as organic fertilizer, yogurt, and others. This

product has just become a small business was done just to take advantage of excess yields, products, and livestock waste.

The livestock community in the Dau district was part of the community that supports the village's economic life. Their existence contributes to the income of the population and a sufficient workforce to support the conditions in the village. But livestock have not been able to play a bigger role in advancing the village, because in general, the economic conditions of farmers are still apprehensive. The efforts of various parties were needed to raise the dignity of the community, especially breeders in the Dau District, one of which is in the economic sector. If economically the people in Dau were well established, it will be easier for the people to take part in other fields such as social, security, culture, and others.

Observations that have been made show the economic conditions of farmers in the village of Gading Kulon as part of the Dau district were on average still living in poverty. Even though they have livestock that can support the life of their family. In reality, the utilization of livestock and livestock products cannot be maximized. Therefore it was necessary to prioritize the handling of livestock problems that exist there, especially native chicken farms.

Problems on the production side of native chickens arise from nursery management, housing management, feeding management, and post-harvest management. However, it can still be resolved by breeders. The main problem for breeders was difficult to overcome was the weakness of the nursery in the maintenance of native chickens. Until now, they have not been able to freely breed native chickens, only using natural breeding using brood chickens.

Weaknesses in breeding native chickens were because breeders still traditionally incubate native chickens. So far, they were not familiar with mass-breeding native chickens. As a result, the native chicken population in the area is relatively small. Therefore it was necessary to provide super native chicken seeds from outside to increase the number of chicken populations in the area.

2. Optimizing the Productivity of Super Native Chicken Through Providing White Turmeric as an effort for Empowering the Aisyiyah Dau Organization

The first step of this dedication was giving 70 super-native chickens to Aisyiyah's member. The handover was carried out officially with the minutes. Continuous dissemination of herbal medicine for white turmeric needs to be carried out, especially in Sumber Sekar Village, Dau District so that there will be awareness of giving white turmeric for super native chicken which can build the development of breeders in a better direction. There was hoped that at the next level, there be a changed construction towards breeders who prioritize welfare.

The follow-up to the training and outreach activities was the distribution of 70 chickens. However, during the trip, as many as 10 chickens died due to poor transportation management. The chicken comes from maintenance at the university farm of the University of Mauhammadiyah Malang, which was two months old. The women as representatives of the Aisyiyah Dau were appointed to raise the chickens by agreement. One of the agreements was that the chicken must be maintained until adulthood. If the chicken was hen, the breeder must maintain it as broodstock for sustainable chicken development. So that later Dau can be expected to become a super native chicken breeding center in Malang Regency. Meanwhile, most of the rooster can be sold and some were left to become cock.

During maintenance, it turned out that several problems caused the death of 10 tails. The fundamental weakness was less focused maintenance management. Two women mixed the maintenance of the assisted chickens with the cowshed, which resulted in less conducive rearing. This was unavoidable because of the limited land for maintenance. The solution was to try to keep the cage clean.

CONCLUSIONS AND RECOMMENDATIONS

1. Conclusion

Breeders have not shown any awareness of the importance of keeping super native chickens using the white turmeric in the Dau District

2. Suggestion

The need for farmers to understand the maintenance of super native chickens using the white turmeric in Dau District

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COCONUT DREGS FLOUR MAKING TRAINING FOR MEMBERS OF “RESTU IBU” WASTE BANK

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Abstract

The "Restu Ibu" Sambilegi waste bank has several products, the problem faced is the lack of a product marketing strategy. The products produced are limited to processed plastic waste which is processed by sewing. If the product is more innovative, the buyer will be more interested. In addition to plastic waste, there is also household waste in the form of coconut dregs. Coconut dregs has the potential as an alternative raw material for flour substitution. The purpose of this service program is to provide training to mothers who are members of the "Restu Ibu" waste bank to improve the skills and welfare of the community and the income of the waste bank. The solutions offered by the team support the roadmap in the health section on applied chemical technology innovation (training on making coconut dregs flour. The implementation method uses counseling and hands-on practice. The activity will be held on July 30, 2023.

Keywords: coconut dregs; training; Restu Ibu; Waste Bank

INTRODUCTION

Sambilegi Lor is one of the hamlets in Maguwoharjo Village, Depok, Sleman, Yogyakarta. The number of RTs in Sambilegi Lor hamlet is 7, with 214 heads of households (KK). The total population is 2411, 1226 men, while 1185 women (Kalurahan Sleman, 2023).

The “Restu Ibu” waste bank is one of the waste banks in Sambilegi. This garbage bank was established in 2017 with 10 management and 102 families (KK) customers. The waste bank currently has assets in the form of 2 sewing machines, 2 scales and 2 carts which were a grant from the Sleman Environment and Forestry Service, DIY. The location of the “Restu Ibu” waste bank is presented in Figure 1.



Figure 1. Location of the "Restu Ibu" Garbage Bank

The waste bank has problems regarding products that are less innovative and marketing that is not yet extensive. The waste collected in this waste bank is household waste such as plastic and coconut dregs. This waste bank has several products, the problem faced is the lack of a product marketing strategy. The products produced are limited to processed plastic waste which is processed by sewing. If the product is more innovative, the buyer will be more interested. In addition to plastic waste, there is also household waste in the form of coconut dregs. Coconut dregs has the potential as an alternative raw material for flour substitution. Flour from coconut dregs is safer for consumption by people with diabetes and obesity because it is gluten free (Endah; Sulistiawati & Santosa, 2015) .

Sambilegi Hamlet, Muguwoharjo Village, Depok District, Sleman is close to Yogyakarta Adi Sucipto International Airport, Transmart, and hotels that have the potential to be visited by migrants from outside Yogyakarta. Maguwoharjo Village is one of the villages in Depok District which has an area of 15.01 km² . Adi Sucipto Airport and Transmart mall which are frequently visited by local and foreign tourists. The "Restu Ibu" waste bank has the opportunity to market its products here. The purpose of this service program is to provide training to mothers who are members of the "Restu Ibu" waste bank to improve skills and promotional abilities to improve community welfare and waste bank income.

MATERIALS AND METHODS OF IMPLEMENTATION

Food nutrition is needed to maintain immunity. Nutrition can be obtained from healthy foods such as gluten-free noodles combined with vegetable extracts. Gluten free noodles are noodles made from flour that does not contain gluten. Besides noodles, there are also processed cakes that use non-wheat flour, such as muffins, brownies, cakes, etc. Raw materials that can be used to make this flour include mocaf (Endah Sulistiawati, 2014), potatoes (Budiarti & Sulistiawati, 2019) , pumpkin (Budiarti, Wulandari, Mutmaina, & Sulistiawati, 2020) , taro. Coconut flour is one of the products obtained from desiccated coconut meat. The oil content produced depends on the maturity level of the coconuts. Heating affects the nutrition of coconut

flour. Dietary fiber content per 100 g of dry grated coconut is 11.2 - 13.3 g, protein content is 5.9 - 7.1g/100g, oil content is 65.0 - 66.6 g/100g, total carbohydrates are 22.9 - 24.3g/100g (Kumalasari, Santosa, & Sulistiawati, 2020). The resulting coconut flour has not been separated from the oil. It needs to be pressed to separate the oil from the flour (Santosa, Sulistiawati, Kumalasari, & Suhendra, 2019).

Coconut dregs is waste from the VCO industry. Coconut dregs waste is usually only used for animal feed. The nutritional content of coconut dregs which is still quite a lot can be used as flour to substitute wheat (Pusuma, Praptiningsih, & Chiron, 2018; Putri, M. F., 2014; Rousmaliana, 2019; Sudirman & Ninsix, 2015; Sudrajat & Kardaya, 2016; Widiastuti, Mulyati, & Septiani, 2015; Yulvianti, Ernayati, Tarsono, & R, 2015). The physicochemical properties of coconut dregs flour according to research on drying 6 hours were 2.38% water content, 86.85% carbohydrate content, 7.84% fat content, 0.45% ash content, 2.15% protein content, 77 degrees of whiteness, 80% and 20.21% yield (Azis & Akolo, 2018).

The press tool must be as good as possible so that the remaining oil content is minimal. The coconut dregs are then heated (roasted) in a pan until dry. The temperature in the heating process in the pan is measured every 10 minutes using a digital thermometer. Moisture content of coconut dregs is known by measuring grain tester, also recorded every 10 minutes. Coconut dregs is considered dry if the water content meter shows zero. Furthermore, the dregs that have been dried are ground in a grinder until smooth, and sieved. The flour obtained was weighed (Endah; Sulistiawati & Santosa, 2015).

The implementation method uses counseling and training or demonstrations. Implementation is carried out offline. The counseling method is used to provide additional knowledge to participants. After counseling, it is followed by training or hands-on practice to increase the skills of the participants. Evaluation of the results is given after the training is complete. Evaluation aims to determine the achievement of increased understanding and skills of participants. This training includes counseling on making coconut dregs flour then followed by practice by the participants (400 minutes). This activity will be held on July 30 2023. This activity will be assisted technically (implementation and documentation) by 3 students.

RESULTS AND DISCUSSION

The training participants totaled 20 people with an age range of 40-60 years, female and on average housewives. The training was preceded by an explanation of the theory of making coconut dregs shell by the team. Prior to the training, participants used coconut dregs as chicken (livestock) feed and mopped the tiles (Figure 2). Participants have never used coconut dregs as flour. There are 3 questions given regarding knowledge, namely equipment, how to make and benefits of coconut dregs flour (Figure 3). The increase in knowledge about equipment increased by 53%. Knowledge of how to make flour 79%. Knowledge about the benefits of coconut dregs flour increased by 95%. The increase in scores on the post test showed that this training increased the participants' knowledge about coconut dregs flour. Participants conveyed that they would practice making this flour at home as a substitute for wheat flour. Training photos are presented in Figure 4-5.

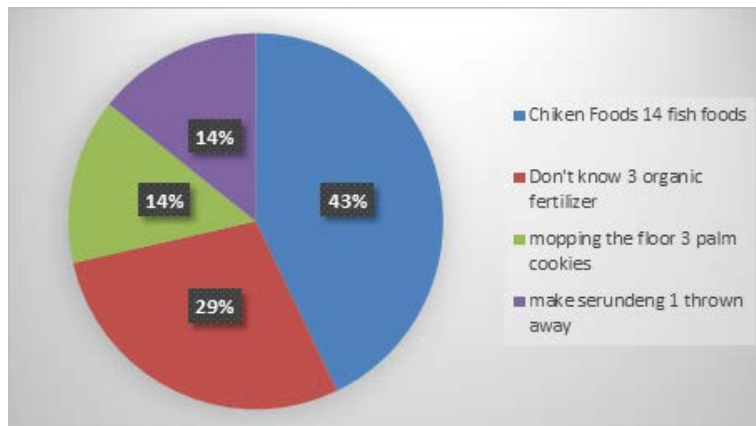


Figure 2. Utilization of Coconut Dregs Before Training

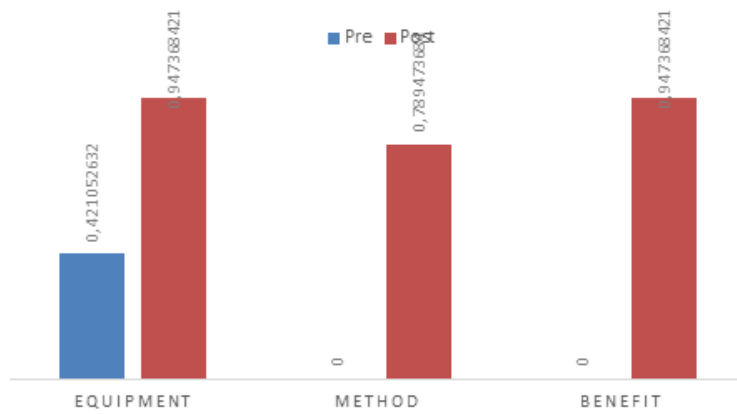


Figure 3. Knowledge Improvement Measurement



Figure 4. Training Process



Figure 5. Product Coconut Dregs Flour

CONCLUSIONS AND RECOMMENDATIONS

Based on the training that has been carried out, it can be concluded that the participants experienced an increase in skills and knowledge regarding the manufacture of coconut dregs flour.

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INTRODUCTION TO EARLY CHILDHOOD FINANCIAL LITERACY KNOWLEDGE ON THE STUDENTS OF SB SUNGAI BULOH SELANGOR MALAYSIA

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Abstract

A prosperous family is closely related to the financial capabilities that can be obtained. A person's financial ability is not just being able to earn income, but they must be able to manage finances properly and wisely. Financial management has a very important role in determining the level of welfare of a family. A quote from Subroto Rapih in his article "Literacy Education in Early Childhood", namely the financial condition of the family caused by inadequate financial knowledge related to the physical health of individuals and families. The introduction of financial literacy knowledge to children can provide the ability to manage finances appropriately and wisely because financial management is very necessary in everyday life. With the introduction of adequate financial management knowledge, it is hoped that they will be able to prepare for their daily needs, the need for health, education and the need for old age security so that life welfare can be achieved. Knowledge of financial literacy is very much needed in educating people who are aware and understand the procedures for managing finances according to their needs, not desires.

Keywords: Write down the keywords separated by the semicolon sign (;).

INTRODUCTION

A prosperous family is closely related to the financial capabilities possessed. Financial ability lies not only in the ability to earn a lot of income but in the ability to manage finances properly and wisely. The ability to manage finances is very necessary in meeting daily life and living needs in the future. Introduction to financial knowledge should be given as early as possible to children, especially school-age children, because this will make children accustomed to managing finances properly and correctly in the future. Among Indonesian migrants living in Sungai Buloh, knowledge of financial literacy is still something that is rarely practiced, both within the family and in guidance centers. Besides that, children's habits in buying goods are based on the likes and interests of goods models, not on the basis of needs, let alone considering the benefits and uses, sometimes buying goods because of prestige or just maintaining a status symbol (Oppong et al., 2023).

Knowledge of financial literacy in children is not just an introduction to money, but further knowledge of financial literacy is a concept about the introduction of wise financial management and being able to control spending or financial expenses by distinguishing what is a need and what is just a want. The introduction of the

difference between wants and needs in children will make children accustomed to controlling themselves to spend their money. A child needs to have financial management knowledge and basic skills to make important personal decisions for himself (Khan et al., 2022) but unfortunately, they rarely get these basic knowledge and skills from their families or study centers. This causes children to grow up without sufficient knowledge about financial management so that later it can have an impact on the health of their personal and family finances.

According to a quote from Subroto Rapih's journal entitled "Literacy Education at an Early Age", several studies have found evidence that individual attitudes towards finance are related to their spending habits, financial practices, and behavior (S et al., 2022). This is in line with the habits/culture of the Indonesian people who tend to be consumptive and have a habit of shopping and allocating their money for short-term matters. Besides that, the habits of the Indonesian people in buying goods are based on their liking and interest in the model of goods that look attractive, buying goods without any planning, buying goods on price considerations and not considering benefits or uses, buying goods at high prices or goods at low prices. famous brands that generate high self-confidence, buy goods to maintain self-appearance and prestige and buy goods to maintain status symbols (Alshebami & Aldhyani, 2022). Humans have a life cycle so that what they do will determine welfare in the future. Future prosperity is both a function and a result of the past. One form of prosperity is achieving financial freedom in fulfilling the desires and needs of life. In order to succeed in making this happen, financial education is needed so that later when they are adults, children will be smart and adept at managing money for the accumulation of financial assets (Literacy et al., 2022). Lack of understanding about financial literacy will greatly affect one's financial health. This community service will provide knowledge about financial management to the children of the Sungai Buloh Selangor Malaysia Guidance Studio, how to instill effective financial literacy values in children through a fond of saving program so that children can distinguish between needs and desires in spending their money.

MATERIALS AND METHODS OF IMPLEMENTATION

In Community Service with the title Introduction of Early Childhood Financial Literacy Knowledge to Students of Guidance Centers (SB) Sungai Buloh Selangor Malaysia, Date 13 to 18 March 2023. The implementation method used with the following stages:

Table 1. Implementation Method

Solution	External	Stages
<p>Financial aspect Continuous outreach and guidance to the children of the Sungai Buloh Learning Studio until the children know and understand and are aware of the importance of financial management which can ultimately differentiate between needs and desires in spending money.</p>	<p>Knowledge, understanding and awareness of Sungai Buloh Learning Sanggar children about the importance of Financial Management to improve family and community well-being</p>	<ol style="list-style-type: none"> 1. Determine the location and preparation of the media to be used 2. Introduction of Financial Literacy Knowledge in SB Sungai Buloh children. 3. An introduction to the importance of saving for children
<p>Resources Aspect Understanding of several matters relating to basic knowledge of personal finance. Saving or savings which includes knowledge related to savings and loans. With this activity it is hoped that children will have knowledge about financial management. .</p>	<p>Knowledge of financial literacy in early childhood to increase interest in saving at an early age so that later they like to save. Introduction of financial literacy in collaboration with the Indonesian Embassy, SIKL and Higher Education in order to improve the quality of human resources by managing finances from an early age properly</p>	<ol style="list-style-type: none"> 1. Education and training for making piggy banks from plastic bottles. 2. Assistance for collaboration between the Indonesian Embassy, SIKL and Universities
<p>Risk Aspect Knowledge about something that arises due to an uncertainty in the future. Risk management aims to manage risk by saving in order to minimize or overcome financial problems in the future due to sudden illness or need.</p>	<p>Make children aware to immediately set aside part of their pocket money to save at home with a piggy bank.</p>	<ol style="list-style-type: none"> 1. Awareness to save by setting aside part of their pocket money. 2. Have the knowledge to distinguish between needs and desires in spending their allowance in everyday life.

Source: Guidance Centers (SB) Sungai Buloh Selangor Malaysia. 2023.

RESULTS AND DISCUSSION

The community service activity entitled Introduction to Early Childhood Financial Literacy Knowledge for SB Sungai Buloh Selangor Malaysia Students was carried out from 13 to 18 March 2023 in the PTMA International Partnership Community Service Program (PPM KI PTMA). This activity is in collaboration with the Indonesian Embassy in Malaysia, SIKL and the Principal of the SB Sungai Buloh Selangor School with the Muhammadiyah University of Jember. This activity took place in an orderly, smooth and enthusiastic manner from the Sungai Buloh SB students during the presentation of financial literacy material and the movement to encourage the love of saving (Gautam et al., 2022). The enthusiasm of the participants can be seen from the many questions related to how to distinguish between needs and wants, how to spend money so that you can save, invitations to be fond of saving, introduction to the Rupiah currency in the form of banknotes and coins and so on, up to how to arrange money for expenses. education and urgent conditions when suddenly sick.

Overall, it can be said that the event took place in an orderly and smooth manner. All participants seemed enthusiastic about paying attention to the material provided by the presenters and asked many questions related to good financial management so that there would be no financial difficulties when there was an urgent need. From the enthusiasm shown by the many questions, we hope that this activity can shape the behavior and financial habits of children when they enter adulthood. Knowledge from an early age about financial literacy is needed so that they can manage finances wisely according to their needs. The thing that needs to be instilled from an early age is that financial literacy is an essential life skill that needs to be possessed because in carrying out our daily life activities, from waking up to going back to bed, we cannot be separated from financial transactions.

In general, there were no obstacles in this implementation, but not all speakers were able to speak Malay, because students at Sungai Buloh Selangor SB used Malay as an everyday language but were still able to understand if other people used Indonesian to communicate, the obstacles encountered during the implementation is that there are no benches to sit for Sungai Buloh SB students so that the implementation of the sambal lesehan and also the absence of an LCD makes the presentation slides unable to be shown.

CONCLUSIONS AND RECOMMENDATIONS

The PTMA International Partnership Community Service Program (PPM KI PTMA) which was held at the Sungai Buloh Selangor SB with the title Introduction to Early Childhood Financial Literacy Knowledge for Sungai Buloh Selangor Malaysia SB Students ran in an orderly and smooth manner without any significant obstacles or obstacles, and the participants seemed enthusiastic about the presentation made by the presenter as evidenced by the many questions asked and his enthusiasm for wanting to save immediately by setting aside some of his allowance.

To follow up on the results of socialization, knowledge of financial management and encouragement to save money, it is hoped that younger siblings from Sungai Buloh Selangor Malaysia SB can immediately implement it by setting aside part of their allowance for savings so that they can meet education and health needs as well as other urgent conditions. Seeing the enthusiasm of the training participants, the proponent considers it necessary to follow up to continue to provide assistance

and foster financial literacy at Sungai Buloh Selangor SB Malaysia until Sungai Buloh Selangor SB students reach junior high school level education and parents have sufficient finances to return to Indonesia and then pursue high school/vocational high school education in Indonesia as well as the public can experience increased welfare from good and wise financial management.

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EMPOWERMENT START-UP THE ANTIOXIDANT CORN SILK TEA AND INSTAN POWDER DRINK AT SRAGI VILLAGE, BLITAR

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Abstract

Sragi Village is also pursuing efforts to develop regionally superior products which are anticipated to become village income. Utilizing corn silk waste to create powder drinks and antioxidant dyes is anticipated to be a solution to the problem of unused maize hair waste. Transfer of information, assistance, monitoring, and evaluation are the means by which community service activities are conducted. The results of the activity indicate that the assistance provided to the residents of Sragi Village has been successful, allowing for the production of corn silk tea and instant drink powder containing high levels of antioxidants that are produced from corn silk waste. In addition, assistance with product packaging is provided in order to develop two categories of packaging for the two types of beverages produced. In addition, assistance is provided with marketing aspects, particularly those relating to digital marketing through the use of Instagram and Shopee. It is anticipated that the mentoring activities from production to marketing will be interdependent and sustainable. The evaluation of mentoring activities beginning with SOP implementation, production quality, packaging design, and student participation is deemed satisfactory by all parties involved.

Keywords: corn silk; antioxidants; herbal tea; functional beverage

INTRODUCTION

Sragi Village has a strong commitment to the development of regionally superior products, which are anticipated to serve as PAD (village original income/ "Pendapatan Asli Daerah"). Corn silk is one of the products that Sragi Village is attempting to develop. This is because the land used for planting sweet maize is 4 hectares, and it

is harvested twice a year, with an annual yield of 20,000 kilograms. The quantity of sweet maize produced is proportional to the quantity of corn silk waste generated. Although maize silk waste can be processed into a functional beverage with antioxidant activity, it has not been utilized thus far. Andayani et al. (2022) report that maize silk can be processed by drying it at a specific temperature and length of time in order to obtain a herbal tea with high antioxidant activity. Health Service and BPOM officially refer to non-*Camellia sinensis* botanical tea (tea) as “herbal drink”. In addition, corn silk can be processed into a powdered beverage using the foam-mat drying procedure by adding ginger. This method uses food-grade additives to convert the solution into a powder (Andayani et al., 2022). All products that will be implemented in society result from team research.

Antioxidant functional beverages derived from corn silk have substantial marketing potential, particularly after a pandemic. This is because, as a result of the pandemic, an increasing number of people are placing a greater emphasis on the food and beverages they consume. Corn silk contains phenols, flavonoids, tannins, alkaloids, terpenoids, saponins, and glycosides with antioxidant activity (Salsabila et al., 2021; Solihah et al., 2012). Antioxidant compounds can inhibit the development of degenerative diseases like cardiovascular disease, cancer, arteriosclerosis, and osteoporosis, among others. Compounds with antioxidant activity are known to reduce oxidative stress and inflammation, cardiovascular risk, stimulate the immune system, and hasten the recovery of patients. It is intriguing to maximize the development of these varied benefits and Sragi Village’s potential.

The utilization of corn silk waste necessitates a relatively little amount of capital, hence presenting significant economic potential for development (Sighny et al., 2020). In addition to being a relatively simple process, the production of herbal teas only requires the drying stage. The majority of maize hair herbal tea products on the market in Indonesia are imported at varying costs. Village Owned Enterprises (BUMDes) and the PKK Women’s Group were responsible for the technical implementation of the development of corn silk-based antioxidant drinks and powders created by Sragi Village.

The purpose of appointing BUMDes is to provide support for the advancement of the agricultural industry as well as the promotion of local cultural tourism. From 2014 to 2020, BUMDes Sragi will only offer services in the form of the payment of local utility bills. The expectation is that beginning in 2022, BUMDes will play a role in managing start-up superior product corn silk-based antioxidant beverages. The Sragi Village government demonstrates its dedication by strategically locating production homes (factories) for use as manufacturing sites.

Currently, the village is still using the rented home as a temporary production facility while the actual factory is being constructed. The layout of the production facility remains uncomplicated, with employee changing rooms, material storage (warehouse), production, packaging, and product storage separated from one another. The building model is still a home that is only divided by plastic curtains and distinguished by its function in the production process. Based on the provided explanation, it can be inferred that the circumstances in Sragi Blitar Village hold promise for the establishment of a start-up focused on producing an antioxidant drink derived from corn silk. This is evidenced by 1) the availability of corn silk raw materials based on village crops, 2) the potential market demand for antioxidant functional drinks in the post-pandemic period, 3) the readiness of BUMDes and

Women village group (village level to educate women on various aspects of family welfare/ Ibu PKK) to commit to management, and 4) The aspiration to establish factories or housing units for Sragi production.

The proposed assistance is a continuation of a variety of previously provided assistance. In 2021, Sragi Village will simultaneously receive two forms of assistance. First, the assistance comprises small-scale production, marketing socialization, and licensing of maize hair antioxidant herbal tea (Wahyudi et al., 2021a). Assistance is provided in the form of training on small-scale production of maize silk drink/corn silk. As a consequence, the training participants, which included PKK group women and Sragi BUMDesa, exhibited a high level of enthusiasm, and there was encouragement to make it a regionally superior product. Second, observing the participants' response to the previous assistance encouraged the assistance of the maize silk tea enterprise in Sragi Village as a potential area marker during the Covid-19 pandemic (Wahyudi et al., 2021b). In addition to promoting the production of village-specific beverages derived from corn silk, this initiative is also driven by the anticipated market demand following the pandemic, which calls for antioxidant-rich functional beverages capable of enhancing immune system performance.

In 2022, assistance was provided for the feasibility analysis of the corn-hair tea-bag prototype business (Wahyudi et al., 2022). This assistance is contingent on maize silk brewed beverage products already existing and being encouraged to become the village's superior product. Therefore, it is essential to include provisions for basic business feasibility calculations. Continuous support and encouragement are consistently provided, exemplified by the advancements in the production of corn silk-based beverage and the strengthening of Sragi Blitar Village's position as a leading startup in the field of herbal drinks and antioxidant powder derived from corn silk.

MATERIALS AND METHODS OF IMPLEMENTATION

Community service activities are conducted of Sragi Village, located in the Talun District of Blitar Regency. The selection of the place was determined by the fact that Sragi Village had a sweet corn production of 20,000 kg per year, cultivated on approximately 4 hectares of land, and the absence of any utilization of corn silk waste. BUMDes Sragi and PKK group were the primary targets of this activity. The activities take place from September to December of 2022.

This activity makes use of information transfer, assistance, monitoring, and evaluation (Relawati et al., 2021). The process of information transfer involves the dissemination of knowledge pertaining to the content and advantages of corn silk, the possibility for creating antioxidant beverages using corn silk as a primary ingredient, the methodologies employed in production, and the market prospects associated with such products. The technical execution of information transfer is accomplished through a range of methods, encompassing both formal avenues like as training and seminars, as well as informal channels like dialogue during various occasions.

This assistance pertains to the optimization of production layouts, production training, packaging design, and marketing. The assistance is provided by experienced professors in their respective fields, assisted by students. The objective of offering support is to enable Sragi Village to produce high-quality goods that can foster the growth of start-ups and serve as a primary source of village-generated revenue (PADes).

The monitoring of this activity is conducted subsequent to the transmission of information and the provision of help. The technical implementation involves engaging in more communication across diverse media channels, encompassing social media platforms such as WhatsApp, telephone conversations, and video conferencing facilitated by multiple platforms. The distance between locations and tertiary institutions necessitates the use of various media in order to maintain information continuity and communication control.

The evaluation of this activity is conducted upon the completion of the entire sequence of activities. The purpose of this factor is to evaluate whether or not the planned activities are carried out. The evaluation also assesses how participants react to the provided assistance.

RESULTS AND DISCUSSION

Information Transfer Activities

The concept of information transfer refers to the act of conveying or disseminating information from one entity to another via certain communication channels (Liu et al., 2022). The purpose of information transfer is to maintain continuity of activities with a focus on providing complete information to the target group. Formal and informal means are used to transfer information. The activities are formally organized into seminars and training events, as seen in Figure 1. Conversely, the exchange of information occurs informally during different occasions. The target audience was presented with a variety of discussions on the composition and benefits of maize silk, the potential for developing corn silk-based antioxidant drinks, production procedures, and market opportunities. It is anticipated that these various pieces of information will serve as a stimulus in order to maintain enthusiasm and increase the target group's interest in producing an antioxidant drink made from corn silk.



Figure 1. Seminar and Training on Antioxidant Drinks

Assistance Activities

At now, the Sragi Village Government does not possess complete control of the production house; rather, it remains under a rental agreement. The production facility exhibits a reasonably straightforward design, featuring a modest allocation of production functions as depicted in Figure 2. In actuality, Sragi Village possesses land that can be utilized as a non-rental production facility to support sustainable production. However, there is not yet a layout and design that supports production efficiency and efficacy via continuous development.

In accordance with the expressed desires of the Sragi Village Government, as conveyed by the Secretary and Village Head, the team endeavored to create a visual representation of a production home design that is both non-rental and permanent in nature. The production house is intended to have two floors, with the first floor devoted to production space and the second floor devoted to retail spaces, administrative offices, and warehouses (Figure 2). The created layout is intended to incorporate production and marketing processes. It is anticipated that the integration will simultaneously reduce costs and increase revenue.



Figure 2. Production House Layout Plan on 1st and 2nd Floor

Drinks containing antioxidant corn silk are taught in the form of dyes and powders. Corn silk is dried in a cabinet dehydrator at a specific temperature and time to produce the herbal tea. The powder is then packaged in dye sachets.

The prepared beverage is produced through the combination of maize silk-infused water, emprit/red ginger juice, followed by the addition of maltodextrin, CMC, and tween 80. The outcomes are homogenized using a mixer until the formation of foam occurs. The outcomes are desiccated within the storage unit and thereafter pulverized. Subsequently, the powder is carefully enclosed within a sachet drink using a cooling device known as a chiller. The production of an antioxidant beverage derived from corn silk involves a meticulous consideration of the crucial stage in the drying procedure, alongside the incorporation of ginger, which has been identified as a distinguishing attribute based on the findings obtained from crops cultivated in Sragi Village.

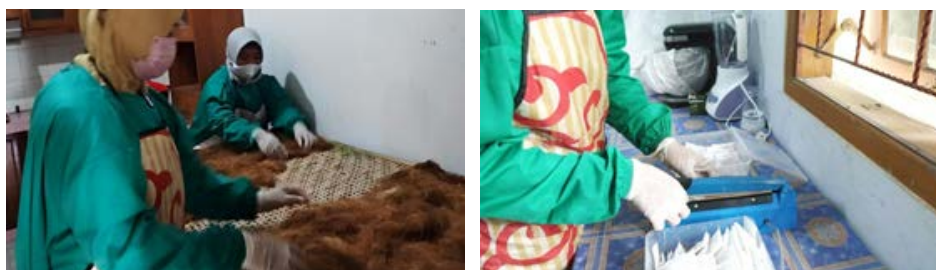


Figure 3. Production Process of Antioxidant Drinks Made from Corn silk

Product characteristics are not solely associated with something that can be utilized. However, the visual aspect (packaging) can also be a factor in attracting potential customers, even in the market for well-recognized products that are deeply ingrained in consumer memories. Spence & Velasco (2018); van Esch et al. (2019) stated that packaging is a factor that must be considered to entice consumers to purchase. Packaging must be designed according to the product's characteristics. As with packaging for herbal drinks and powder drinks, the packaging varieties that are produced are naturally distinct.



Figure 4. Antioxidant Drink Packaging Design

Marketing apart from being designed directly through outlets (Figure 3) is also projected online through various online media platforms. The choice of online marketing is due to its ability to increase the coverage rate by 6 times (Komalasari et al., 2021). Conversion rate itself is an act of visiting a site/profile which ends with a purchase. At least 2 platforms were selected, namely on social media using Instagram and on the marketplace using Shopee (Asosiasi Penyelenggara Jasa Internet Indonesia, 2023). The selection of the two platforms was based on the number of users and the offered conveniences, making the implementation of online marketing for novices relatively simple. As for the assistance provided, it pertains to the process of account creation, posting (content marketing), and serving (responding to) consumers.



Figure 5. Marketing via Social Media: Instagram

The choice of Instagram as a platform for selling tea bags and corn silk powder is because Instagram is a promotional platform that can present visuals well with its various features. This Instagram feature really supports business people because it can direct potential buyers to make direct transactions. If previously prospective buyers had to leave the application to go to the website, now users can make transactions in one click. By tapping on a product in a photo or video, you can go directly to the product catalog. This really helps increase sales volume.

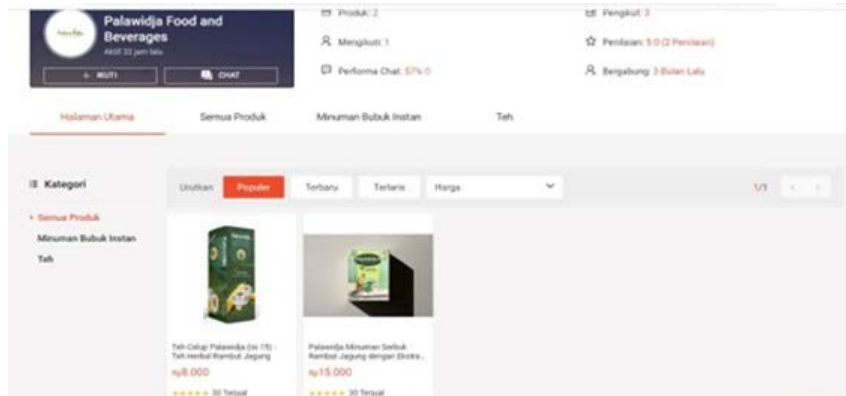


Figure 6. Marketing via Marketplace: Shopee

Sellers at Shopee were chosen because by selling at Shopee they can enjoy various facilities such as:

1. Support for Sellers widely from Shopee Customer Service and Seller Systems & Services which can be accessed through the Shopee application
2. Free promotional features to attract Buyers and increase sales
3. Integrated with the delivery service system supported by Shopee to help the business being run grow.

Monitoring and Evaluation Activities

Monitoring and evaluation assesses the target group's ability to continue independently implementing various forms of assistance. Figure 7 demonstrates that the majority of the intended audience comprehends the designed layout (Figure 3). The data reveals a notable distribution of responses indicating varying levels of satisfaction, with 46% expressing a state of quite satisfied, 15% reporting satisfaction, and 31% indicating a high degree of satisfaction. This implies that the implementation of the layout design alleviates concerns, since the bulk of the target demographic already possesses a comprehension of the functionalities associated with each production space. According to Yang et al. (2022) an effective layout design can promote sustainable regional development.

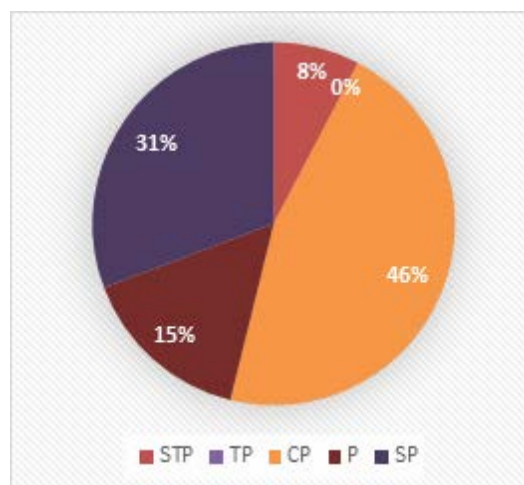


Figure 7. Production House Layout Mastery Level

Figure 8 depicts the target audience's level of comprehension regarding the implementation of SOP in the production process of antioxidant drinks (herbal tea and powders). 54% of the target population indicated that they were pleased with the SOP's implementation. The target group's level of contentment is inseparable from the increase in production that follows the implementation of SOP in the production of antioxidant drinks. The increase in production shown was twofold that of the previous level. Such conditions have the potential to indirectly increase the income received.

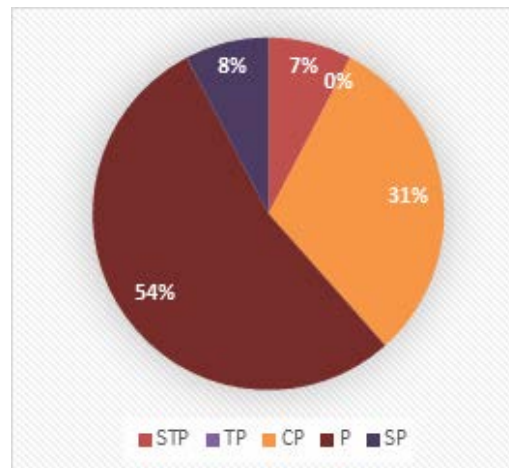


Figure 8. Level of Understanding of the Application of Production Operational Standards (SOP)

The majority of the target group stated that they were satisfied with the quality of the antioxidant drink products (herbal tea and instant powder drink) produced (Figure 9). The satisfaction shown is inseparable from the process of intensive production assistance. Mainly in the effort to implement SOPs which previously did not pay much attention to the target group when carrying out production activities. However, thanks to the assistance and understanding provided, it was able to show good results. Various studies state that implementing SOP can increase employee compliance (Eskandarzadeh et al., 2023) or that the production process becomes of higher quality (Franchina et al., 2023).

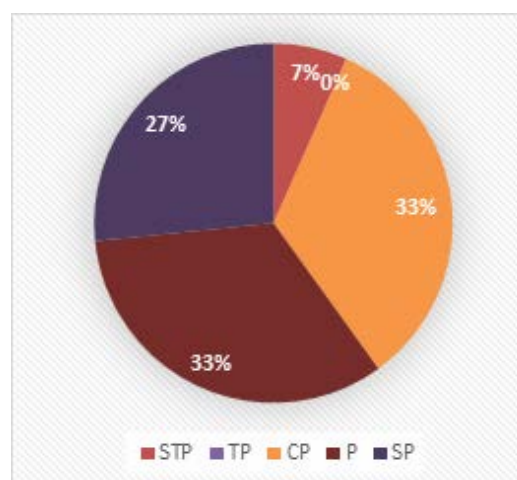


Figure 9. Evaluation of Product Quality Produced

The visual appearance of the product (packaging) can be an aspect of attracting potential customers, so it is important to consider an attractive packaging design. Figure 10 shows that the target group is satisfied with the packaging design made by the team. The basic packaging material used is paper, because it is considered cheap and more friendly to the environment (Shodiq et al., 2020). There are two types of packaging made for herbal tea and instant powder drink. The difference in packaging is meant to give a distinct impression of the herbal tea and instant powder drink based on corn silk. In line with Schifferstein et al. (2022); Wang et al. (2023) who stated that the packaging design is intended to give a distinct impression of the product being sold.

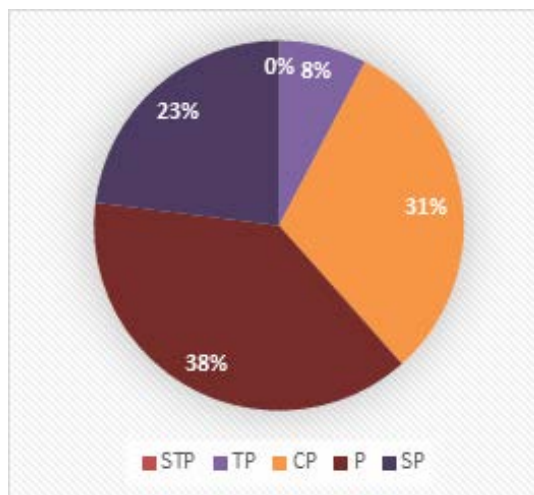


Figure 10. Product Packaging Design Evaluation

The implementation of assistance to the target group is not only carried out by a team consisting of lecturers, but also involves students. Student involvement in the mentoring process is considered very satisfying, as the results shown in Figure 11.

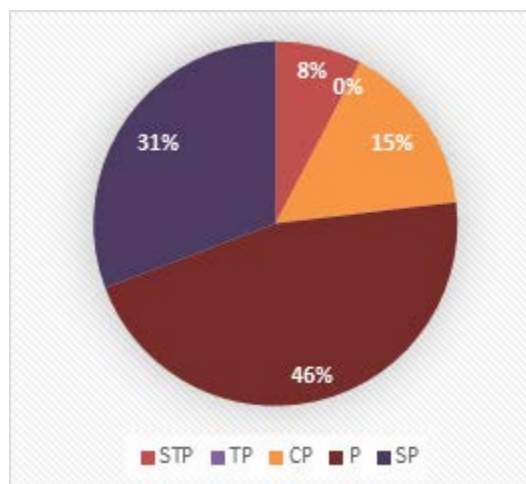


Figure 11. Evaluation of Student Involvement in the Assistance Process

CONCLUSIONS AND RECOMMENDATIONS

On the basis of a series of completed service activities, it can be concluded that this activity went according to plan. The mentoring process provided to the residents of Sragi Village has proven effective, allowing for the production of corn silk tea and instant drink powder. Sragi Blitar Village's efforts to develop corn silk-based antioxidant powders and drinks are anticipated to result in a business plan that will aid in the business development process and serve as a guide for running the business so that it rapidly reaches the Break Even Point. In addition, Sragi Village is expected to communicate with associated organizations so that they can benefit from local government programs.

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CULTURAL VILLAGE DEVELOPMENT IN PUJON KIDUL VILLAGE, MALANG DISTRICT

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Abstract

Pujonkidul Village, Pujon District, Malang Regency is one of the villages in Malang Regency that has been able to utilize and collaborate the village's great potential for agricultural and tourism development. Pujon Kidul Village has become one of the new tourism destinations that has recently become very popular in Malang Regency with the existence of Cafe Sawah and Bukit Nirwana tourist attractions. However, the development of tourism potential that is only centralized (sectoral) in two hamlets alone raises new problems, namely the emergence of social and economic jealousy of people who are not involved in the development of village tourism. For this reason, diversification of tourist destinations that differentiate from previous tourism needs to be done by creating a Cultural Village in Tulungrejo hamlet with the aim of highlighting the local wisdom and natural conditions of the Pujon Kidul village community where tourists can enjoy clean rural nature and feel alive in a village atmosphere with a number of customs.

Keywords: Tourism Village, Cultural Village

INTRODUCTION

Pujonkidul Village, Pujon District, Malang Regency is one of the villages in Malang Regency that has been able to utilize and collaborate the village's great potential for agricultural and tourism development. Pujon Kidul Village has become one of the new tourism destinations that has recently become very popular in Malang Regency. Pujon Kidul Village is divided into 3 hamlets, namely Krajan with 11 RT / 6 RW, Maron Hamlet with 5 RT / 2 RW and Tulungrejo Hamlet with 2 RT / 1 RW.

The progress of the village as a blessing from the development of tourism with the iconic Cafe Sawah and Bukit Nirwana, apparently still leaves several problems. Based on the situation analysis that has been carried out, partner problems can then be identified regarding involvement in this community service program, including.

1. Partner villages have not been optimal in developing interesting cultural tourism objects in the form of local cultural arts, legends (folklore), local community life, local food and so on.

2. Partners have no short, medium, long term plans as a management roadmap. So far, planning has been based on spontaneous responses;
3. No publication and content creation strategy yet

Pujon Kidul tourism village does not yet have cultural tourism, which emphasizes local wisdom and the natural conditions of the Pujon Kidul village community. Based on its definition, cultural tourism is a culture-based tourism activity.

MATERIALS AND METHODS OF IMPLEMENTATION

Methods Used

1. Lecture
2. Practice
3. Partner Assistance

Provide assistance to both partners related to the management, coordination, implementation and evaluation of several activities that have been planned previously.

A. Partner settlement steps

1. Exploring the initial conditions of the target audience
2. Evaluate and identify problems.
3. Prepare training and mentoring program planning.
4. Implementation of training and mentoring.
5. Monitoring and evaluation of activities.

B. Partner Participation in Program Implementation

Partners in this program are Pokdarwis and Karangtaruna Krajan hamlet, Pujon Kidul village, Malang Regency. Partners will participate in formulating the grand design, creating a program plan. Then in its implementation, partners will also jointly invite the community in realizing Krajan village into a cultural village.

C. Program Evaluation and Sustainability

Evaluation is carried out routinely and periodically based on the implementation of programs that have and have not been carried out, including the level of success. As for program sustainability, there is more emphasis on community participation from the beginning of program planning, implementation and evaluation, so that dependency does not arise.

RESULTS AND DISCUSSION

Based on the results of the analysis of the problems that occur, there are several activities that are carried out as priorities, namely:

Nyebar Warta (revamping village publications and promotions through social media activation (Instagram, Tiktok, Facebook).

Educational activities for hamlet youth in utilizing social media as a promotional and publication medium for Tulungrejo Hamlet youth. Social media as the most effective media for tourism promotion and publication needs to be implemented and managed properly by the residents of Tulungrejo Hamlet themselves. This



and training activities will be carried out in the "Wedang Ludruk" program by the youth of Tulungrejo Hamlet.

activity will present presenters who have special expertise in the utilization of social media as a media for tourism promotion and publication. The management of social media as publication and promotion media, including how to create attractive promotional content and market it digitally. Activated social media platforms include Instagram, Tik Tok, and Facebook. The form of implementation of social media education

Documentary Filming of Tulungrejo Village "Cultural Village"



This was the opening activity as an introduction by the team. The team was assisted by the Key Opinion Leader (KOL) of Tulungrejo Hamlet, consisting of the Head of the Hamlet, RT 17, RT 18, RW 009, Mr. Siadi as a liaison to the youth of the hamlet. Subjects that were socialized included the concept of the event, the purpose, the impact, and the contribution of residents in watching documentary films to provide an overview to the residents of Tulungrejo Hamlet about their potential, culture, and local wisdom.

Nguri-uri (Establishment of cultural village tourism group)



The Nguri - Uri Tulungrejo event is accompanied by several supporting events on other days both before and after the Nguri - Uri Tulungrejo event so that goals can be achieved more effectively, such as outbound which will train participants in leadership, communication, teamwork, team building, and confidence. Training on the use of social media as a marketing tool to tourists, creating branding. Then, it was re-affirmed in the wedang ludruk event which gave a mandate in the story about the

importance of maintaining local wisdom, harmony between residents, and readiness to manage their own village independently, organized, and evenly distributed in terms of roles and impacts.

Makaryo Mbangun Deso (Making a grand design and creating a program plan).

It is an activity to conceptualize the prototype of the gate, main road, and mini stage with the character of the Kanjuruhan Kingdom building, the fence of the residents' houses. This activity aims to strengthen the identity of Tulungrejo Hamlet as Pujon Kidul Cultural Village. In addition, as a form of tourist attraction to visit Tulungrejo Hamlet Pujon Kidul. This program is a CSR program offered by JASINDO to the Pujon Kidul Village Government.

CONCLUSIONS AND RECOMMENDATIONS

The Tulungrejo Berdaya event planned by the UMM Community Service Team has been carried out, although there are several programs that have not been maximized due to the widespread Covid 19 case at that time. The Guneman event can be said to show positive results where the event raised the enthusiasm of the residents of Tulungrejo Cultural Village, which was shown by the response from the participants in the form of questions and responses to the program concept that we presented. Then it was followed up with a discussion forum with figures who could become activists of tourism activities in Tulungrejo Cultural Village, which resulted in some input and exposure of the problems faced. However, this initial step could not be realized into problem solving through events due to problems in the form of policies from the government related to the prohibition of holding activities that involve crowds which are beyond the control of the service team. The series of events that we plan are activities that involve residents directly due to the limited reading and writing skills of the residents of Tulungrejo Cultural Village and the lack of adequate facilities in the form of devices and internet networks, making it impossible to be carried out online.

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GRAPHIC DESIGN TRAINING AND ASSISTANCE FOR MAN 2 MALANG STUDENTS

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Abstract

Vocational education is an educational program for high school or university students that has special expertise in a particular occupied field so that in the future, a quality workforce can be shaped, making the students be able to compete in the professional world. Until now, the implementation of vocational education has only focused on SMK, BLK, and Polytechnic students. Conversely, the Indonesian education system has religious academic institutions like Madrasah Aliyah which also requires skill mastery in certain fields. One of the demanded skills is graphic design. This community service aimed to equip a partner, students at MAN 2 Malang, with the skills and knowledge about graphic design. The targeted students of this community service were the 10th and 11th grade students of the school. Problems perceived by the partner were resolved in three stages: mapping of student specialization, implementation of training programs, and evaluation of the programs. Implementation was conducted with training, using the lecture method: presentation; then, it was followed by question-and-answer session and exercise as a form of graphic design workshop. Last, activity evaluation was carried out by collecting the work of each stage of the program.

Keywords: Graphic design training and assistance, MAN 2 Malang

INTRODUCTION

One of the pillars of the quality, relevance and competitiveness improvement program through non-formal education services through the PKBM education unit is to instill entrepreneurial character so that graduates, after completing vocational education according to the type of skills, have the ability to develop their own skills (Nurhalim, 2013)

Vocational education is an educational program for high school and university students in mastering special expertise in the field they are engaged in so that in the future, they can become a quality workforce and compete internationally. Some of the advantages of students participating in vocational education are:

1. Prioritizing practical skills, which means that there is a greater chance of being accepted for work because they have certain skills needed by the company.
2. Offering many program choices, which implies that students may freely choose open opportunities to take programs that match their interests.

It can be said that vocational focuses on particular skills and expertise, which aims to have the ability in mastering applied technology to be ready to work. However,

so far, the implementation of the vocational program has been integrated into educational institutions, from SMK, BLK, and the tertiary level (Polytechnic). Compared to that, the Indonesian education system, like Madrasah Aliyah (MA), has also required students to master certain fields. According to the competency standards for graduates of education units, SMA and MA, they possess the knowledge needed to attend higher education. In other words, SMA or MA graduates are not well-equipped with special skills such as vocational high school (SMK) students are. Instead, SMA or MA graduates are only equipped with the provision to continue their studies to university entrance.

In vocational system, students are oriented to have basic skills and capital, so they can live independently in their environment. Vocational skills learning is considered to be necessary and urgent to implement in Indonesia due to the fact that the curriculum content of Indonesia tends to strengthen theoretical yet academic skills. Conversely, various needs and empirical problems of the environment, in which students develop, are not given enough attention. As a result, students are less able to apply their learning abilities in the professional and social spheres. Therefore, vocational education can be a solution since it combines theoretical and practical skills which aim to equip students with the readiness of work. The curriculum in vocational education concentrates on the apprenticeship of learning in specific trades. The advantages of this vocational education, among others, are that students can directly develop their expertise according to the needs of the field or the field of work they will face in the future.

The direction of vocational learning is to facilitate students' emotional, intellectual, physical, perceptual, social, aesthetic, artistic and creative experiences by carrying out activities of appreciation and creation of various products. In Malang City, a vocational program for Madrasah Aliyah (MA) has also been prepared to run since early 2020. MAN 1 and MAN 2 Malang City were selected out of a total of 75 MAs in East Java. The vocational program that plans to conduct aims to provide knowledge, increase MA students' competency in the IT field, mainly in animation and graphic design. The development of information technology in today's all-digital era demands increased skills possessed by millennials in the professional world (Murnomo, 2010). One of the recommended skills by millennials, especially high school, including MAN, and vocational students, is graphic design. This is because graphic design is an art in terms of visualization and aesthetics in technology. Day by day the science of design is developing as a function of identification, media for dissemination of information, instructions, promotions as well (Aulianita, Yunita, Rakhmah, & Nisa, 2023)

Problem Partners

Based on the analysis of the situation in the field, the problems experienced by partners were students' limitations in knowledge and expertise in graphic design science and capability in operating Corel Draw. Most students even do not know what Corel Draw is. Even though the various benefits derived from graphic design in everyday life, one of which is as a communication medium that makes it easier to exchange information, and also makes information more interesting and easy to understand because of visual convenience. The way of delivery can be in the form of graphs, sketches, diagrams, posters, charts or charts, flann boards, bulletin boards (Erni, Basorudin, & Imam, 2022)

Based on the above problems, training (workshops) about graphic design material is required so that students are expected later to be able to apply their design skills to make packaging, logo, and creative designs for T-shirt screen printing, etc. This strategy provides a very broad opportunity for partners to be creative and perfect in creating product designs that are in demand by the market and also offers optimal service that is not limited by distance and time.

Solutions Offered

In order to realize effective and efficient vocational education, several management principles need to be prepared and implemented, because with optimal management quality, it is hoped that human resource excellence will be achieved which can master knowledge, skills and expertise in accordance with science and technology that continues to develop. The solutions offered to partners are as follows;

1. Providing training on Corel Draw graphic design.
2. Creating a graphic design learning module.
3. Promoting assistance outside the classroom regarding the application of graphic design for product production.
4. Holding an exhibition of student work products.

MATERIALS AND METHODS OF IMPLEMENTATION

The method of implementation carried out in this community service activity is through lecture, discussion and assignment methods. material used in the implementation activity is modules, power point presentations. In general, the stages of partner training and mentoring implementation are described in the following table

Table 1. Stages of Program Implementation

Stages		Name of activity	Activity Contents	Target
I	Training	Introduction Corel draw	Basic corel draw interface	Participants are able to understand the appearance and use of tools
II	Training	Composition and Layout in the Pack-age	composition theory, element principles and application of layout composition to design	Understanding of the theory of composition and layouts <ul style="list-style-type: none"> • Understand the elements, principles and applications composition and layout for design packaging. • Create packaging design layouts.

III	Training	Color and Typography	Create color palettes, classify font types	<ul style="list-style-type: none"> • Able to describe the concept and theory of color. • Able to create a harmonious color palette. • able to classify letters based on groups and their uses. • Able to apply color and typography in packaging design.
IV	Training	Logo	Understand iconic design elements, understand the definition of a logo, identify anatomy and types of logos	<ul style="list-style-type: none"> • Mampu Menguraikan iconic design element. • Exploring understanding of the definition of a logo. • Identify the anatomy and types of logos. • Create a logo using Corel Draw software with reference to audience
V	Training	Digital Imaging	Characteristics of Adobe Photoshop, basic tools interface	<ul style="list-style-type: none"> • Understand the characteristics of Adobe Photoshop as digital imaging software. • Mastering the use of basic tools for digital imaging
VI	Accompaniment	Research Audience	Do some simple research for produce creative briefs. extracting ideas and developing food packaging design concepts that are worth selling.	Able to make simple research for produce creative briefs. Able to explore ideas and develop food packaging design concepts that are worth selling.
		Final work	Create a product packaging design ready to print.	Able to make product packaging design ready to print.

RESULTS AND DISCUSSION

Graphic design training and assistance to MAN 2 Malang students began with basic material on the Corel Draw interface. This material targeted participants to understand the appearance and function of tools.



Figure 1. Introduction corel draw tools

At the next meeting, material was given about color composition and typography. The target of this training is that participants are able to understand the elements, principles, and application of composition and layout for packaging design, create a packaging design layout.



Figure 2. Giving material about composition, color and typography

The next training is by providing material on logo design and digital imaging. The purpose of providing this material is to be able to describe iconic design elements, explore an understanding of the definition of a logo, identify anatomy and types of logos, create a logo using Corel Draw software.



Figure 3. Provision of Logo design material

From the logo making training material, the following are examples of designs that have been made by the participants



Figure 4. Example of a Logo Design by a student participating in the training

The next training material was material on product packaging design. In this session, participants were taught how to make attractive and easy-to-carry product packaging designs, as well as brochure design materials. From the results of this training, the participating students were able to produce product logo designs and product packaging designs. Here are examples of the design

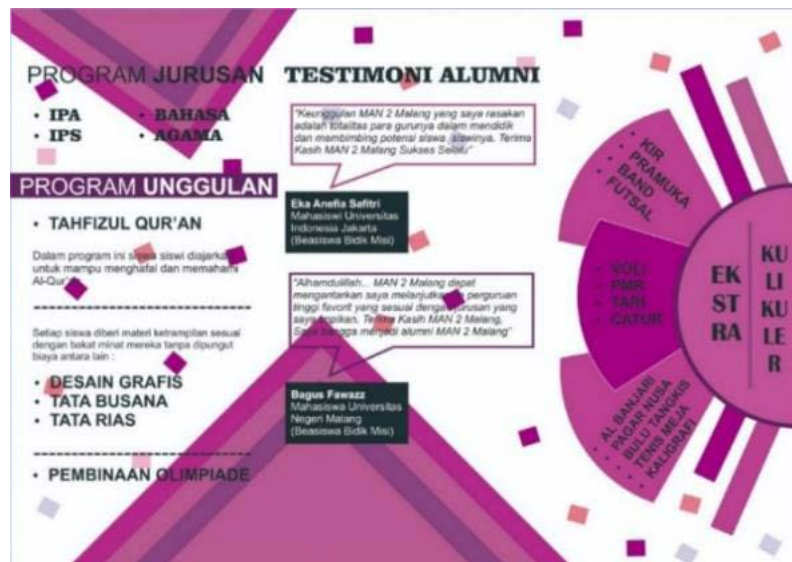


Figure 5: examples of product logo designs and product packaging designs

CONCLUSIONS AND RECOMMENDATIONS

From the results of the implementation of the community service program, the participating students were able to follow all the training materials well. The par-

ticipants, eventually, can operate graphic design applications and use their features. Assessing the designs created by the participants, it shows a significant development from the level of mastery in using graphic design software according to design rules and standards.

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UTILIZATION OF DIGITAL MARKETING AS A MARKETING MEDIA FOR KNITTING CRAFTSMEN MSME PRODUCTS IN MALANG

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Abstract

The partner in this activity is a knitting craftsman who has been running his business for many years. Located in the Sumber Sari Lowokwaru area in Malang City, partners produce and sell knitted products in the form of bags and wallets made of wool yarn. So far, the marketing used by partners is still conventional, namely still using the word-of-mouth method. This causes their products to be less well known by the wider community and provide small income. Coupled with the condition of Covid 19 put greater pressure on sales. But on the other hand, this condition provides an opportunity to expand the product portfolio into items related to the new normal kit. Based on the problems faced by partners, researchers provide assistance in using digital marketing as a product marketing medium. In addition to producing outputs in the form of social media and marketplaces that are easier to reach by the wider community, this service also provides improvements in the form of designing and adding product display space to make it easier for prospective buyers to choose products according to their tastes and desires.

Keywords: Digital Marketing; Marketing Management; Knitting Craftsman

INTRODUCTION

Knitting craftsmen have also been affected by the Covid-19 pandemic, which until now has not fully recovered. Knitting craftsmen who used to make knitting bags must be able to innovate in the new normal era during a pandemic. Even though the current condition of Covid in Indonesia is entering the Endemic era, discipline in implementing 3M must still be upheld both in the school environment, other educational institutions, offices, and families. The use of masks is still necessary to reduce or prevent the entry of viruses through the respiratory tract (mouth, nose). Masks, hand sanitizer, soap, cutlery are necessities in the New Normal era. Based on the information and the results of team discussions with knitting craftsmen partners, there are five main issues that currently need to be addressed, namely; variations of knitting products for needs in the new normal era, installation of furing for knitting masks and knitting wallets requiring a sewing machine, the absence of a logo/brand name for knitting products, determining the cost of goods sold which is calculated from production costs and how to market products effectively. The solution to this problem is currently prioritized on marketing assistance for knitting production in the new normal era which is effective and attractive and decorating the living room as a product showroom.

Partner is a knitwear craftsman in Summersari Village, Lowokwaru District who make knitted bag products and craftsmen help knit bags from partners who already have knitted and branded products. The existence of a pandemic has caused bag sales to decline and has had an impact on knitting craftsmen. People's purchasing power for knitting bags decreased by almost 50% and caused the income of knitted craftsmen to also decrease.

Seeing the development of trends that are adjusted to the skills they have, knit craftsmen have switched from making bags to changing to products needed in the new normal era at affordable prices but still fashionable and able to prevent the entry of the Covid-19 virus. The potential to develop knitting products other than bags that still have economic value and are needed by the community to complement efforts to prevent Covid-19. Various types of knitted masks, hand sanitizer holders that can be hung in bags, knitted wallets for tissue cases and knitted wallets for masks.

Partner is a knitwear craftsman who has the potential to be developed because he is skilled in making knits. So far, what has been produced is producing knitted bags and helping to knit bag products from partners who already have brands. The impact of the pandemic has also been affected by orders from consumers so that partners are trying to continue to be able to produce knitwear even though they don't knit bags.

Partners produce knitting masks, connector masks, handsanitizer knitting containers and knitting tissue containers. If observed from an operational point of view, the resulting production process cannot be fast, especially those that require the furing process by sewing the inner fabric on masks and wallets. One of the obstacles to the craftsman partners is that they do not have their own sewing machine, so they depend on the mask and wallet tailors. This is what hinders the completion of production on time.

In addition to operational management, in terms of marketing management, partners have not mastered it well, in terms of sales methods, which still use conventional methods by offering to people closest to them and in determining prices, production and packaging costs are not considered. Partners also do not include/ have an attractive logo and attractive packaging to increase their economic value. Mastery of product marketing needs to be improved to increase revenue with the large number of products sold. Display of production results that utilize the corner of the living room will increase consumer interest in buying products.

The problem of the condition of the resources faced by partners are (1). Production is only based on orders due to limited capital. (2). The absence of a sewing machine itself means that the production of knitting masks and knitting wallets cannot be on time depending on the queue at the tailor to install the furing. (3). Have not been able to determine the cost of goods sold and profit margins for selling production. (4). There is no logo/brand name and attractive packaging to increase its economic value. (5). Have not mastered marketing both online and offline.

MATERIALS AND METHODS OF IMPLEMENTATION

Based on the results of discussions and focus group discussions (FGD) between partners and proposers, it was agreed that important and urgent partner issues to be resolved immediately were as follows:

- a. The need for production machines, namely the purchase of a sewing machine: having a sewing machine will speed up the furing installation process so that orders can be made in a timely manner.
- b. Production management that is not well understood by partner.
- c. There is no logo/brand name as a characteristic of partner products.
- d. Creating a product exhibition gallery that utilizes the partner's garage/living room. The existence of a product exhibition gallery will increase consumer interest in buying products and choosing knitted products.
- e. The need for effective marketing both online and offline. Marketing management needs to be improved so that the products produced by partners are better known by the wider community so that they can increase partner income.

Prioritized solutions in this program include the proposer and partners agreeing to design the interior of an exhibition gallery that utilizes the partner's living room or garage to market products.

a. Marketing Improvement

Consumers will prefer goods that are familiar through the brand / brand. Brands guarantee the value (quality) of the products and services concerned, provide protection, and guarantee the quality of products and services, as a means of promotion for manufacturers, traders or companies that trade goods/products or services, as a symbol to expand the market, as well as stimulate industry and trade growth that is healthy and benefits all parties (Haryadi in Purwaningsih, 2020). Partners need a brand so that it is easier to be recognized by consumers and potential customers.

b. Improved Marketing Management

Assistance in implementing marketing management can increase partners' knowledge, understanding, and insight in online marketing (Emilia, 2020). One of the knowledge areas that partners should have been how to explore a wider market using online methods that are more appropriate and currently developing. One of the improvements is to offer through social media and online marketplaces.

RESULTS AND DISCUSSION

The explanation of each target and output can be described as follows.

Table 1. Targets, Outputs, and Indicators of Program Success

Activity	Output	Success Indicator
Socialization and coordination with partners	Details of program activities and schedules	Establish cooperation and understanding in the implementation of the community service program
The design of the use of the living room as a gallery space for displaying knitted handicraft products	Knitted product display	The use of display products to display knitted products

Improving marketing management in several ways, including training on effective marketing methods during a pandemic	Online store (marketplace) and social media	Partner skills in using on-line stores Increased sales made easy with online stores
Reflection and follow-up	Improved and followed up product marketing	increase in demand

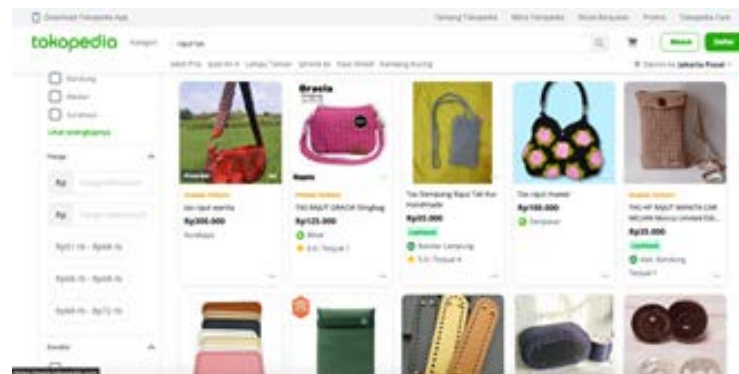


Figure 1. Marketplace (Source: Tokopedia.com)

This output target is in accordance with the objectives of the Community Partnership Program, namely increasing the marketing of knitwear which is expected to increase economic value for partners and the community. While the goal is innovation in the manufacture and sale of knitted bags and introducing local culture to a wider audience.

With this community service, partners are expected to be able to:

1. Has a gallery to display knitted handicraft products
2. Increase sales by at least 50% from initial conditions

CONCLUSIONS AND RECOMMENDATIONS

The implementation of this Community Service Program has been carried out in several stages, namely:

- a. Socialization and Coordination with partners
- b. The design of the use of the living room as a gallery space for displaying knitted handicraft products.
- c. Improving marketing management in several ways, including training on effective marketing methods during a pandemic

Partners actively participate by providing locations and workers to participate in improving the knitting business. Partners also provide supporting tools and materials in the form of yarn, needles, cloth, and others related to the business of making knitting crafts.

The follow-up plan relates to increasing production capacity in line with the projected increase in demand.



Figure 2. Activity Documentation Figure 3. Shelves Design for Product Display

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WORKING CAPITAL MANAGEMENT ASSISTANCE FOR SMES INCORPORATED IN THE MUHAMMADIYAH MERCHANT NETWORK MALANG

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ABSTRACT

Rezzen Bakery and coffee is one of the SMEs that are members of SMN (Saudagar Muhammadiyah Network). Rezzen Bakery and coffee sells bread and coffee that is marketed to students. In the current condition, during covid -19 many students returned home because lectures were conducted online so that the sales turnover of Rezzen Bakery and coffee decreased. Likewise, events held by students related to meetings in student organisations that are usually bought bakery are now no longer done. With the current conditions, Rezzen Bakery and coffee is experiencing problems in managing its working capital. Working capital is the use of capital that rotates from cash out to cash in again. In these conditions, the revenue and profitability levels obtained are not enough to pay the salaries of the employees. If cash turnover, inventory turnover and accounts receivable turnover are higher, then revenue will be higher and profitability will be higher too. However, experienced by Rezzen Bakery and coffee, the turnover of working capital is getting slower, so that the income earned is decreasing. Therefore, Rezzen Bakery and Coffee needs assistance in managing its working capital so that this business can survive and survive. This service aims to provide solutions to problems that occur in partners by providing tutorials, training and assistance in managing working capital. Working capital management consists of cash management, inventory management and accounts receivable management. The expected output target is an increase in partner knowledge in working capital management including cash, inventory and receivables, a working capital management module and scientific publications in accredited national journals. The activity plan in this service is socialisation to partners, tutorials, training and assistance in working capital management, as well as evaluation and monitoring.

Keywords: Working capital management; cash; inventory

INTRODUCTION

Rezzen Bakery and coffee is one of the SMEs that are members of SMN (Saudagar Muhammadiyah Network). Rezzen Bakery and coffee is engaged in the food business, namely selling bread and coffee with the student market. The potential and opportunities for Rezzen Bakery and Coffee are very good, because Malang is an educational city that has a very large number of universities and students in Malang are also very large, so the potential and opportunities to sell bakery and coffee are very good. Bakery and coffee are the daily meals of students, and for events or meetings held by student organisations.

From the results of research and direct observation in the field, various problems were found related to Rezzen Bakery and coffee SMEs. Partner priority problems that are mutually agreed between Partners and Pengabdi to be resolved first are solving problems related to working capital management, including cash management, inventory management and accounts receivable management. The problems experienced by partners are that partners often experience declining profitability levels, experience insufficient cash to pay employee salaries, often experience running out of inventory, both raw materials and finished goods. It should be in any condition even when there is a decrease in income due to decreased sales or demand, partners can still fulfil demand. Partners should be confident that their products are still in demand by the public, because bread is an alternative main meal besides rice. When it cannot fulfil demand, sales will decline as well as its income and cash, and ultimately its profitability will decline.

Based on the analysis of the situation and the problems that occur as discussed, the problem solutions offered to solve partner problems are tutorials, training and assistance in working capital management. Working capital management consists of cash management, accounts receivable management and inventory management.

MATERIALS AND METHODS OF IMPLEMENTATION

Based on the analysis of the situation and the problems that occur as discussed, the problem solution offered to solve partner problems is training and assistance in working capital management. Working capital management consists of cash management, accounts receivable management and inventory management. Cash management is an effort to manage cash in such a way that cash is always sufficient. Management or business owners should know when cash comes in and when cash goes out. Management can compile a budget in one period. When and where cash will come in so that it can be estimated and predicted how much money it will receive, if it is still insufficient, what must be done so that there is no shortage. Cash control needs to be done so that cash is always sufficient.

Receivables management is an effort to manage receivables so that they are paid on time. Receivables are bills to be received that come from sales on credit. Usually companies make sales on credit in order to increase sales volume. But credit sales contain the risk of not paying bills on time. Therefore, credit management is needed regarding the credit period policy, the discount period and the amount of the discount if you pay early. Likewise, what should be done if the customer does not pay on time. The company's success in controlling its receivables will prevent the company from experiencing cash shortages. Receivables management is related to controlling that receivables are paid on time.

Inventory management is an effort to manage inventory always in sufficient condition. Inventory consists of raw material inventory, work-in-process inventory and finished goods inventory. In raw material inventory, related to the provision of goods or raw materials such as the EOQ (Economic Order Quantity) system, management must be able to know how much material needs to be provided, the availability of suppliers who are always ready to fulfil the material when needed. Inventory of goods in process is largely determined by the length of the process into finished goods and the number of goods. The amount of finished goods inventory is determined by the amount of demand and promotions carried out. Inventory

management also depends on the sales method whether by order or by bulk, it also depends on the promotions carried out. Promotions can be done on line or offline. And inventory control must be done so that inventory is always sufficient.

RESULTS AND DISCUSSION

A. Object Description

The Saudagar Muhammadiyah Network (SMN) is a collection of SMEs and MSMEs engaged in various fields, including property, travel, food and beverages, and others, which have the aim of jointly developing their business. Training and mentoring are activities carried out by SMN in order to develop these SMEs/MSMEs. Rezzen Bakery and coffee is one of the SMEs that are members of SMN (Saudagar Muhammadiyah Network). Rezzen Bakery and coffee is engaged in the food business, namely selling bread and coffee with the student market. The potential and opportunities for Rezzen Bakery and Coffee are very good, because Malang is an educational city that has a very large number of universities and students in Malang are also very large, so the potential and opportunities to sell bakery and coffee are very good. Bakery and coffee are the daily food of students, and for events or meetings held by student organisations.

Rezzen Bakery and Coffee already has a variety of products, including donuts, bread with variants of chocolate, cheese, cappuccino, peanuts, meses, matcha green tea, soft brownies and a variety of puddings supported by many employees and have expertise in making cakes or bread. Business management has been done well, but it is still not optimal, both in terms of marketing, branding, quality of goods that have not been well controlled, production is not on time, good service is still needed so that customers are comfortable in making transactions. Working capital management still looks less good at Rezzen Bakery and Coffee, because it often experiences cash shortages when paying employee salaries and when buying ingredients. One of the reasons is that working capital management, both in managing cash, managing accounts receivable and managing inventory, is still not good, as well as due to decreased revenue during this pandemic.

Working capital management is management that regulates so that the working capital in a business can be fulfilled, in the sense that there is no shortage and no excess. Working capital is capital that rotates and is expected to return to cash in no more than one year. Working capital consists of current assets and current debt. Current assets consist of cash, accounts receivable, inventory and short-term investments (Syamsuddin (2016)). While current debt is debt related to accounts payable, tax payable, salary payable, accrued debt and others that must be paid off in no more than one year. Management is planning, implementing, managing and controlling to achieve certain goals. Working capital management is very important in a business, if the company cannot maintain the expected level of working capital, it is likely that the company will be in an insolvent condition (unable to pay its maturing obligations) and will even experience bankruptcy.

The purpose of working capital management is to manage in such a way that working capital (current assets and current debt) in the company can be maintained as expected and can be managed properly and carefully, to ensure that the sources of working capital can be obtained and used in the best possible way, (Syamsuddin

(2016)). Working capital must be managed properly and efficiently so that liquidity can be maintained and each item (cash, accounts receivable, inventory, current debt) is also not too large. As long as the company has current assets above current debt, it means that the company is able to fulfil its obligations that will come due. This amount is largely determined by the type of business of each company. Companies whose cash flow can be predicted well and accurately can work with a small net working capital. However, companies usually set a minimum amount of net working capital.

B. Service Activities

In carrying out this service, the first activity carried out was to contact the owner of Rezzen Bakery and Coffee to socialise the implementation of the service at Rezzen Bakery and Coffee. In this meeting, it was also discussed about what problems occurred at Rezzen Bakery and Coffee. Many problems occur in this partner, including those related to Human Resources who have not been able to manage finances properly, especially managing working capital.

Based on an agreement with the owner of Rezzen Bakery and Coffee, the problem that must be resolved first is the need to build an understanding of working capital management. Poor working capital management will have an impact on company profits will decrease, this problem must be resolved first. In this case, the financial performance of working capital management will not be good. The next stage is that the service team holds a second meeting with partners to discuss when it will be held and who will participate in tutorials on working capital management, namely cash management, accounts receivable, and inventory.

In the third stage, Pengabdi held a meeting with partners and participants appointed by partners to represent them. Team Pengabdi together with teachers (material providers) about working capital management, namely cash management, accounts receivable, and inventory.

In the fourth stage, pengabdi held another meeting to provide assistance in the management of working capital, namely cash management, accounts receivable, and inventory. The fourth stage of this service activity is that pengabdi provides assistance in the management of working capital, namely cash management, accounts receivable, and inventory.

The fifth stage, the servant conducts evaluation and monitoring of partners regarding the implementation of working capital management, namely cash management, accounts receivable, and inventory. This evaluation is expected that partners can really carry out working capital management, namely cash management, accounts receivable, and inventory. properly and correctly, which in turn partners can carry out working capital management, namely cash management, accounts receivable, and inventory independently.

C. Performance Gains

This community service activity has achieved the performance that has been carried out, namely successfully helping partners in increasing their understanding of the importance of working capital management, namely cash management, accounts receivable, and inventory. Some of the documents produced from this assistance are Cash Management, Receivables Management and Inventory Management, working

capital management modules and publications in accredited journals.

CONCLUSIONS AND RECOMMENDATIONS

Partner priority problems that are mutually agreed between Partners and Pengabdian to be resolved first are related to working capital management, including cash management, inventory management and accounts receivable management. The problems experienced by partners are that partners often experience declining profitability, experience insufficient cash to pay employee salaries, often experience running out of inventory, both raw material and finished goods inventory.

Based on the situation analysis and the problems that occur as discussed, the problem solutions offered to solve partner problems are tutorials, training and assistance in working capital management. Working capital management consists of cash management, accounts receivable management and inventory management.

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EMPOWERING INDONESIAN MIGRANT WORKERS IN MALAYSIA THROUGH TRAINING AND ASSISTANCE IN FINANCIAL MANAGEMENT AND LEGAL INVESTMENT

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Abstract

The aim of the Indonesian Migrant Workers Empowerment Program in Malaysia, through Training and Assistance in Financial Management and Legal Investment, is to improve family welfare. Managing finances and businesses, they run abroad can encourage their economic independence. Indonesian Migrant Workers are one of the pillars of economic development contributing to the country's foreign exchange. The level of labor productivity in generating economic added value and the welfare of Indonesian migrant workers after their work period in Malaysia must be well prepared because of their financial security in preparing for old age and pension funds to prosper the family economy, which has an impact on reducing poverty in Indonesia. The target communities of the community service program include Indonesian Migrant Workers working in Klang Lama, Malaysia. The empowerment program includes financial literacy education and financial management training, including financial planning, investment management training, and mentoring to facilitate access to financial services. The results of financial management training, legal investment, and assistance to rejuvenate access to finance for Indonesian migrant workers can provide more fair and equitable opportunities for migrant workers to achieve financial prosperity and increase family economic resilience and reduce poverty.

Keywords: Empowerment; Financial Literacy; Investment; Indonesian Migrant Workers

INTRODUCTION

Indonesian Migrant Workers (IMW) are citizens who before and after work and will work abroad according to the Migrant Labor Protection Law (Elviandri & Shaleh, 2022). Indonesian Migrant Workers 2022 amounted to 3.44 million people, an increase of 5.59% compared to the previous year, which was 3.25 million people. Indonesian Migrant Workers, then called IMW, are the most in Malaysia, which is 1.67 million people. Saudi Arabia follows it with 837,000 migrant workers. Migrating abroad allows migrant workers to get high-paying jobs (Aeni, 2019; Rantung et al., 2018).

Malaysia is an attractive destination for migrant workers worldwide, including Indonesia (Shabana et al., 2023). Various job opportunities for migrant workers are available in Malaysia, especially in sectors such as development, manufacturing, healthcare, hospitality, and domestic employment. The demand for foreign workers in these sectors provides opportunities for Indonesian migrant workers looking for

higher-paying jobs. Malaysia also has geographical, linguistic, and cultural proximity like Indonesia, so IMW is faster in its adaptation process. Wage levels in Malaysia tend to be higher than in Indonesia. As well as Malaysia's immigration policies that are open to foreign workers, including work visa granting programs, facilitate access for migrant workers to work legally in the country. Indonesian migrant workers (IMW) are foreign exchange heroes crucial in improving community welfare (Feriswara & Ambarwati, 2022).

The government also supports Indonesian workers abroad to make international and national economic development more effective and efficient (Disemadi et al., 2020). However, after IMW was in Malaysia, many problems arose regarding legal protection, health, education, and financial management. IMW has a limited safety net because it works in informal work and is not guaranteed by social security in the country of work (Noveria & Romdiati, 2022). Unprotected workers, including self-employed workers, casual workers, and gig workers who do not have access to paid or sick leave mechanisms, and migrant workers who may not be able to access their workplace in the destination country or return home to their families. Uncertainty and difficulties in life make this vulnerable group need social safety nets, such as health insurance and social security (Syahrial, 2020).

The problem of Indonesian migrant workers in Malaysia related to financial investment is that they are often targets of fraud and financial exploitation. They fall victim to illegal practices such as loan sharks with high interest, fraudulent investment schemes, or dishonest financial management. Lack of knowledge about legal investments and safe financial management makes them vulnerable to fraud and financial loss. Indonesian migrant workers in Malaysia have low levels of financial literacy. In addition, migrant workers often face barriers to accessing safe and reliable financial services. They may not have bank accounts, remittance channels, access to insurance, or information about financial products that suit their needs. This limits them from optimizing financial management and taking advantage of legal investment opportunities. The problem is that most migrant workers in Malaysia focus on their daily or monthly income without long-term financial planning. They may not have emergency savings or investments that can provide financial security in the future. Without good financial planning, they are more vulnerable to poverty and financial hardship when faced with challenges or changing situations.

In overcoming these problems, it is essential to provide training and assistance related to financial management to Indonesian migrant workers in Malaysia. Education, training on financial management, and assistance related to safe, legal investment are needed to improve financial literacy. With this increased knowledge and skills, migrant workers can reduce the risk of fraud and financial exploitation and manage their finances more effectively and efficiently. Community service partners in this program are international, targeting Indonesian Migrant Workers under PCIM (Pimpinan Cabang Istimewa Muhammadiyah) and PCIA (Pimpinan Cabang Istimewa Aisyiyah) in Malaysia. Therefore, an empowerment program for Indonesian migrant workers in Malaysia is needed through training and assistance in financial management and legal investment. Empowerment programs through training and mentoring on Legal Financial Management and Investment for the welfare of families of Indonesian migrant workers in Malaysia can have connections with several Sustainable Development Goals (SDGs) set by the United Nations and related to poverty alleviation, inclusive economic growth, lower inequality, peace, and justice.

The purpose of the training and mentoring program on Financial Management and Legal Investment for the Family Welfare of Indonesian Migrant Workers in Malaysia is to improve family welfare. With investment management and pension fund allocation managed early, they can be financially independent when they return to Indonesia. The financial management training and mentoring program is helpful for the target community, who can make legal and safe investments for retirement, as well as being more careful in financial allocation and management. To minimize poverty, increase the welfare and economic resilience of families. Assistance to facilitate access to financial services can provide fairer and more equitable opportunities for migrant workers to achieve financial prosperity and improve their quality of life so that the family economy is stable and prosperous.

MATERIALS AND METHODS OF IMPLEMENTATION

The training and mentoring program on Financial Management and Legal Investment for Indonesian Migrant Workers in Malaysia is part of capacity building. Capacity building includes human resource development as an essential part of development (Busch et al., 2023). Capacity building is a commitment to strengthening the economy, government, institutions, and individuals through education, training, mentoring, and resource infusion (Shabana et al., 2023). Capacity building is a complex concept. It covers various economic, social, political, and institutional dimensions (Thapa & Sharma, 2023). Skills improvement for migrants, protection of migrants' rights, investment opportunities, advocacy programs, and financial literacy are needed. This service focuses on education, training, and mentoring as the main foundations for capacity building. The problems of Indonesian Migrant Partners or Workers in Malaysia can be seen in the picture below:

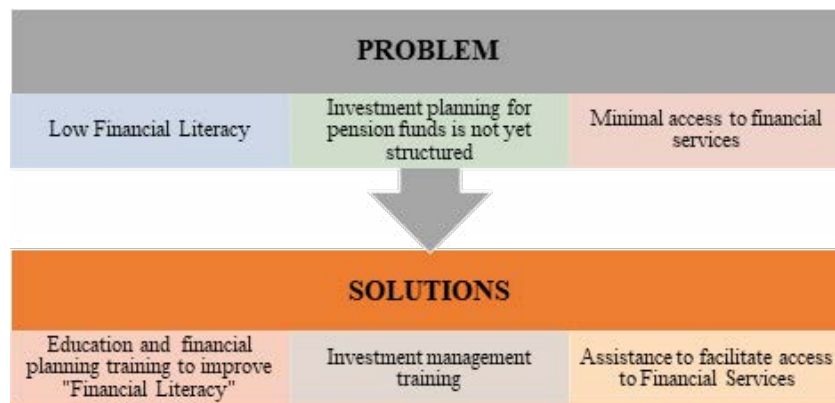


Figure 1. Problem and solutions

Education and training on financial management, including financial planning, are carried out to improve the financial literacy of Indonesian migrant workers. Financial planning is an activity to manage finances that positively impact achieving financial goals and welfare in the future (Prakash et al., 2022; Yuliani et al., 2020). Investment significantly influences economic growth (Suprpto et al., 2022). Most Indonesian migrant workers do not have a structured investment plan, so training is needed on investment management, carefully choosing potential and legal investments. Furthermore, assistance for Indonesian migrant workers is needed to facilitate access to financial services in Malaysia.

This service program will be implemented for one year in 2023. The implementation methods used in the training and mentoring program on Legal Financial Management and Investment for Indonesian Migrant Workers in Malaysia are formulated in the figure below:

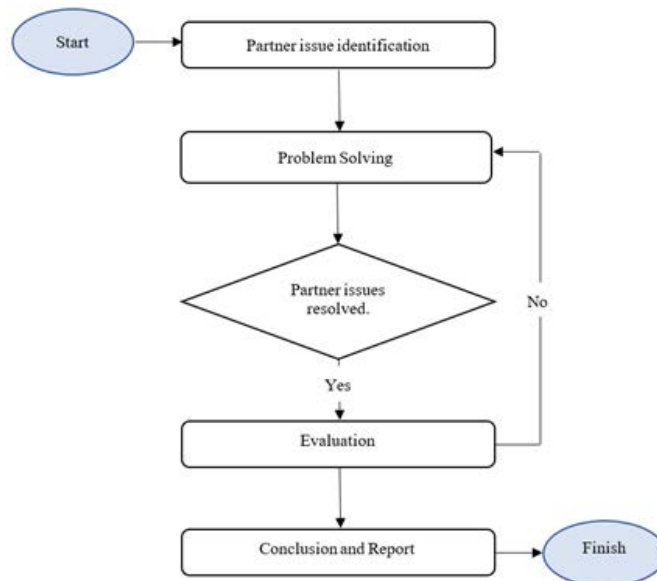


Figure 2. Flowchart of Indonesian migrant workers' empowerment

Method of implementation in Figure 2. Shows the five stages of international community service to service partners, namely Migrant Work Workers in Malaysia. The first stage is identifying problems with partners; the second is looking for problem-solving, the third is partner problems resolved; the fourth is evaluation; and finally, conclusions and reports. The output or description of science and technology provided to partners is about education, and training, especially in the financial sector on family financial management and legal investment training so that Indonesian migrant workers are financially independent. Moreover, able to choose investments that are legal for retirement, so that their welfare is increasing.

RESULTS AND DISCUSSION

The community service program for Indonesian migrant workers in Malaysia begins with coordination with PCIM (Pimpinan Cabang Istimewa Muhammadiyah) and PCIA (Pimpinan Cabang Istimewa Aisyiyah) Malaysia. So, a mapping of the problems faced by Indonesian migrant workers under PCIM and PCIA was obtained. There are several problems regarding the rampant cases of fraudulent investment among Indonesian migrant workers and lack of knowledge of finance and financial management, especially in the Klang Lama area of Malaysia. This program targets Indonesian migrant workers in Klang Lama who are members of the PRIM (Pimpinan Ranting Istimewa Muhammadiyah) and PRIA (Pimpinan Ranting Istimewa Aisyiyah).



Figure 3. Survey and Identification with PCIM and PCIA

The increasing number of Indonesian migrant workers in Malaysia raises concerns for their financial well-being and their families left behind in Indonesia. So that the empowerment program of Indonesian migrant workers through training and assistance in financial management and legal investment, as well as education on the importance of financial literacy in this service, needs to be carried out. Financial Literacy is directly related to Community welfare (Hwang & Park, 2023). The financial education program aims to improve financial literacy, educate the public about various financial ideas and instruments, and empower them by improving financial capabilities related to financial goods and risk management (Andriamahery & Qamruzzaman, 2022).

The first program was a training covering education on financial literacy and financial management training conducted in February 2023 in Klang Lama, with 37 participants. The material covering financial literacy and financial management was delivered by Fika Fitriasari, Lecturer from the Faculty of Economics and Business, University of Muhammadiyah Malang. Financial Literacy Education is needed to empower Indonesian migrant workers to make informed financial decisions, manage their income, and plan for the future of their families (Qudsi & Nurhayati, 2023). This education and training program emphasizes the importance of making a monthly income and expense list to increase awareness of family financial flow. Create a simple financial management simulation by allocating family income in percentages according to priorities ranging from operational or daily expenses, debt, education, insurance, savings, investments, and emergency funds for long-term financial stability. So that it can maintain financial stability for families, improve family welfare, and have an impact on reducing poverty.

Sharia financial arrangements are also conveyed to Indonesian migrant workers, starting from allocating funds for zakat, infaq, and alms after allocating household needs. Minimize debt or make a budget for debt to a minimum. Develop financial goals following Islamic teachings (Syahputri et al., 2023). They are using financial products with Sharia principles. Next, get used to a simple and non-consumptive lifestyle. As well as preparing an emergency fund for unexpected needs. Pension funds also need to be prepared to ensure that family welfare is guaranteed during productive age and in unproductive or old age.



Figure 4. Training Financial Planning

Training in legal investment management is needed to improve the financial well-being of Indonesian migrant workers in Malaysia. This second material about efforts to prevent and overcome illegal investment was delivered by Tinuk Dwi Cahyani, a lecturer at the Faculty of Law, University of Muhammadiyah Malang. Extensive investment management must be done so that the funds we allocate are safe for long-term financial well-being. Some things that need to be considered in investing are the legality of the investment, whether it has been registered with the Financial Services Authority or not, must be appropriately traced. Because most IMWs invest in certain products only armed with social media info from friends, without carefully checking the security of the investment. Because some IMWs are entangled in fraudulent investment cases, which cannot be accounted for their security. Efforts to overcome fraudulent investments are careful and thorough before making online investments. An understanding of safe and legal investment options is required. By understanding investment options, risks, and potential returns, workers can make informed choices about their income.



Figure 5. Training Legal Investment

The following program is assistance to facilitate access to Financial Services. Access to financial services has a statistically positive impact on household income (Twumasi et al., 2022). This mentoring program is carried out for two months, conducting routine coordination with IMW. Most Indonesian migrant workers do not have access to health insurance due to the legality of their licenses and regulations

from the Kingdom of Malaysia. Thus, for the program to assist access to financial services for Indonesian migrant workers in Malaysia, cooperation with several related parties is needed. Collaboration with legal institutions and financial institutions such as the OJK (Otoritas Jasa Keuangan) can help facilitate access to financial services for Indonesian migrant workers in Malaysia. The Indonesian Financial Services Authority, called OJK provides financial education for Indonesian migrant workers in Malaysia through a financial education gallery. Such cooperation can improve financial literacy and facilitate understanding of financial services available to migrant workers in Malaysia. Such assistance and other efforts must be supported by various relevant parties, including the Indonesian government, academic institutions, financial institutions, financial authorities, and civil society organizations. With good cooperation, it is hoped that access to financial services for Indonesian migrant workers in Malaysia can be improved so that they can manage finances better and benefit from existing financial services.

Legal Financial Management and Investment training and mentoring programs for the welfare of Indonesian migrant workers' families in Malaysia help reduce poverty among Indonesian migrant workers in Malaysia by providing them with knowledge and skills in managing finances and investments effectively, thereby increasing financial stability and reducing the risk of falling into poverty. In addition, the program can support inclusive economic growth by giving migrant workers access to the knowledge and skills necessary to manage their finances well, avoid fraud, and take advantage of legal investment opportunities. This can improve the well-being of their families and help create more decent jobs.

Financial management training, legal investment, and mentoring to rejuvenate access to finance can provide more fair and equitable opportunities for migrant workers to achieve financial well-being and improve their quality of life, by protecting migrant workers from fraud and financial exploitation and providing them access to legal and secure financial information and services. Thus, this program can strengthen institutions and systems that protect the rights of migrant workers. Thus, the Legal Financial Management and Investment training and mentoring program for the welfare of Indonesian migrant workers' families in Malaysia can make a real contribution to achieving several SDGs related to poverty alleviation, inclusive economic growth, lower inequality, peace, and justice.

CONCLUSIONS AND RECOMMENDATIONS

Empowering Indonesian migrant workers in Malaysia through education, training, and assistance in financial management and legal investment can significantly improve the welfare of their families. By improving financial literacy, providing targeted training programs, and fostering cooperation among stakeholders, Indonesian migrant workers can make better financial decisions, make legal and secure investments for retirement, and be more careful in financial allocation and management. To minimize poverty, contribute to the welfare of their families in the long run, and increase family economic resilience. Policymakers, governments, and organizations should work together to create an environment that supports the financial well-being of migrant workers and their families.

Policy recommendations from the government can be pursued to support the empowerment of Indonesian migrant workers and their families in Indonesia by

establishing a comprehensive financial literacy program for migrant workers before and during employment in Malaysia, including legal investment options and financial management skills. Collaborate with educational institutions and Social Community Institutions (NGOs) to provide education and sustainable financial support to Indonesian migrant workers in Malaysia. Facilitate access to formal financial services, such as savings accounts and remittance channels, to improve the security and efficiency of financial transactions. Strengthen bilateral agreements and cooperation between the governments of Indonesia and Malaysia to protect the rights of migrant workers and improve their welfare.

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BRAMBANG FRIED HOUSEHOLD INDUSTRY (IRT) EMPOWERMENT IN BULULAWANG VILLAGE THROUGH PRODUCTION MANAGEMENT AND MAKING OF BRAND AND TRADE LOGO

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Abstract

Malang Regency, especially southern Malang, is one of the highest sending migrant workers in East Java, to reduce the need to empower and strengthen the community's economy through local potential. One of the empowerments that needs to be developed is the Brambang Goreng Home Industry (IRT). The problem is IRT Brambang Goreng whose management is not optimal, so that the business being carried out has not developed optimally. This is indicated by the fact that the production is not yet known to the wider community, the production is not stable, the quality of the products is not yet SNI standardized, besides that the product marketing is limited, the packaging is not attractive, and there is no product branding and logos. The purpose of this empowerment is to provide insight and assistance regarding production management and marketing management and to help design brands and logos and register them with Intellectual Property Rights Institutions (IPR). Activities carried out in the form of training and mentoring. The conclusion is that training and assistance to the Home Industry (IRT) with fried brambang products in Bululawang village has increased business management knowledge and increased the skills of business people, besides that with the brand and logo of fried brambang products from Industry Households in Bululawang Village are widely known.

Keywords: Industry; Household; fried Brambang; Brands and Logos; Bululawang Village.

INTRODUCTION

Malang Regency in the south is famous for sending migrant workers abroad. Even now in 2022, a report from BPMI 2021 East Java, especially Malang Regency, is the largest sender of migrant workers in Indonesia, the rest are from Central Java, West Java, Bali, Lampung, NTB. During 2021, 6,437 workers were dispatched, 38% of whom came from East Java, especially Malang Regency, the rest from Blitar, Ponorogo, Banyuwangi, Tulungagung and other areas in East Java (BP2MI, 2021). Even so, the Malang Regency area actually has a lot of community potential that can be developed through the Home Industry (IRT), so that if it is optimized it can be an alternative for the community not to become migrant workers abroad, such as in Bululawang Village, Bululawang District, Malang Regency.

Bululawang Village is one of the areas in the southern part of Malang Regency,

which has interesting village tourism potential to be developed as well as MSME potential. The potential for MSMEs is supported by the existence of a business group that develops IRT Brambang Goreng. IRT Brambang Goreng in Bululawang is expected to be a community empowerment solution so that it can lift the people of Bululawang village to become competitive and independent. For this reason, it is necessary to develop the Brambang Goreng IRT to realize this potential. In order to support the development of IRT Brambang Goreng, the government has provided various business development trainings so that they are expected to develop optimally.

The Brambang Goreng IRT business group has a production house on Jl.Suropati Raya No.211 Rt.32 Rw.02 Bululawang Malang. IRT is still limited, namely 5 people. The production results of IRT Brambang Goreng have not been maximized. Production from IRT Brambang Goreng is only limited for consumption by the people of Bululawang village. Products ordered are usually for celebrations, meatball sellers, food stalls, and so on. Because the production carried out by IRT Brambang Goreng is still manual, the marketing that is being carried out is also not widespread. The business management used by IRT Brambang Goreng so far is also still traditional, that is, if there is an order they will produce it in large quantities. So that the pattern of empowerment can be said to be not maximal because it has not yet given the effect of economic independence for the community.

The existence of IRT Brambang Goreng can be said to be a business that is not yet economically productive, but this business leads to a productive economy in supporting the development and empowerment of rural communities. Community empowerment is the government's effort to accelerate participation-based poverty reduction which is expected to create a social strengthening process that can lead the poor to a civilized, prosperous, just society based on faith and piety (Sumodiningrat, 2009).

Moreover, Bululawang Village is also developing village tourism, namely Kali Talang tourism. The empowerment of village communities which is being intensified by the village government by building a productive economy through home industry groups, is expected to have a positive effect on strengthening the community's economy in Bululawang Village. The development of the Brambang Goreng IRT group is one of the efforts to support the green economy program, in the Independent Learning Campus Merdeka (MBKM) program by involving lecturers and students who are directly involved in the community.

MATERIALS AND METHODS OF IMPLEMENTATION

Part of the problems that exist in IRT Brambang Goreng Bululawang Village, the solution provided is training and mentoring. Training is a learning process that involves acquiring expertise, the concept of entrepreneurship, production techniques for making fried brambang, marketing and changing the attitude of the Brambang Goreng IRT.

While mentoring is a process of providing convenience (facilities) provided by the implementer of this service program for the community of IRT Brambang Goreng business actors in Bululawang village in identifying needs and solving problems and encouraging the growth of initiatives in the Brambang Goreng business, so that community independence can run sustainably.

The training provided is in the form of insight and assistance on production management, marketing management to Brambang Goreng IRT actors besides pro-

viding digital marketing training, providing packaging training, and helping register IRT product brands and logos. In detail can be seen in the following table:

Tabel 1. Work area, problems and solutions to household industry problems

NO	FIELD	PROBLEMS	SOLUTIONS
1	Business management	IRT actors do not yet have an understanding of business management	Training providing insight and assistance about business management
2	Product	Low product quality is easily rancid and less crunchy	Provision of Brambang slicing equipment and training and operational assistance using new machines, both for slicing brambang and slicing fried products
3	Marketing Management	Limited product marketing is limited to Bululawang	Digital marketing training
		There are no brands and logos yet	Registration of brands and logos

RESULTS AND DISCUSSION

Community service that has been carried out by the UMM service team for about 1 month. The results of this community service can be seen from the development of the Brambang Goreng IRT business.

Business management training activities were carried out at the Bululawang village hall with fried Brambang IRT participants in Bululawang village, this implementation was assisted by Community Service students at the University of Muhammadiyah Malang.

Activities run smoothly. The material provided in this business training includes: Distinguishing Fried Brambang Products from other Products; Basis for Determining Rational Investment Amount; Developing a Business Master Plan; Business Preparation; Business Management; Product Development Plan ; Management of HR Skills and Profit Allocation.



Figure 1. Demonstrate the counseling process related to business management.

Figure I. Demonstrate the counseling process related to business management. The Business Management knowledge provided has been able to increase the knowledge of the Brambang Goreng IRT participants, this result can be seen from the following data results.

Tabel 2. Assess Participants' Knowledge Before and After Business Management Training

Respondents	Training			Wilcoxon Match Pairs Test Results Score Z = -2.611 Asymp. Sig (2 -tailed) = 0.000
	Before	After	Difference	
1	40	60	20	
2	53	75	22	
3	60	70	10	
4	44	60	16	
5	55	80	25	
6	46	65	19	
7	44	70	26	
8	52	85	33	
9	40	85	45	
10	57	75	18	
AMOUNT	491	725	234	
AVERAGE	49.1	72.5	23.4	

Table 2 shows that the participants' understanding of business management material before being given counseling and after being given counseling provides an increase in knowledge with an average increase of around 50%, which means that it is good, meaning that so far they have not understood much about brambang goreng business management related to how fried brandbang consumers. Who is the target market for fried brambang, distinguishing fried brambang products from other products; Basis for Determining Rational Investment Amount; Developing a Business Master Plan; Business Preparation; Business Management; Product Development Plan. According to Gunawan and Anugrah, (2020). Understanding begins after someone does the process of finding out. After knowing, the next step is understanding. Furthermore, it is said that understanding is the ability to master understanding. Understanding appears in the transfer of material from one form to another, interpretation and estimation. To be able to understand what is learned there needs to be effective learning activities. Someone will have a high level of understanding if he finds out for himself what is being learned, not just memorizing what is already there.

Fried Brambang Production Process Training Activities

This fried brambang production process training aims to improve the quality of fried brambang in IRT. The flow of the process of making fried onions is as follows:

1. The process of peeling shallots
Peeling the shallots is the process of separating the onion skin from the bulb. This process is done to separate the dead/dry onion skin from the fresh bulb layer. This stripping process diguanakan manually. The waste from this process is onion peel, this waste can be processed as liquid organic fertilizer. The trick is to soak the onion skin with water, and put it in a closed container, soaking can be done for 3-4 days.
2. The process of washing the shallots
The onion washing process is carried out after the shallots are peeled. This process is done so that the peeled shallots that will be sliced are clean. The washing process is carried out using clean water. In the washing process, salt can be added, in order to remove the residue/toxins attached to the peeled shallots.
3. The process of slicing shallots
The thing that needs to be considered in the process of slicing onions is the same thickness, this is so that it can provide maximum results in the frying process. If the thickness of the sliced onions is the same, then the time required for frying is the same, and the results of the fried onions can be uniform in the level of maturity, no part of the fried onions are not cooked and some of the fried onions are burnt. The process of slicing onions can be done with a machine or onion cutting tool, but you need to choose an onion cutting/slicing tool that gives maximum results so that the texture of the fried onions will be good and not crushed.
4. Proses seasoning
The seasoning process is one of the processes that determines the savory taste of fried onion products, namely by adding seasoning to the sliced shallots that will be fried. Sliced shallots that have been made are added with cornstarch and salt. The purpose of adding flour is to make it tasty and crunchy.
5. Frying process
Frying is done by putting sliced shallots that are ready to be fried into a pan with hot oil. While stirring so that the frying results are monitored with an even level of maturity. Before the fried onions are perfectly cooked, immediately reduce the heat and remove it immediately so that the fried onions don't burn.
6. The process of draining the fried onions
For maximum results, the draining should be done with a slicing machine, with rotation for 1 to 5 minutes. Just from experience, fried onions that are drained with a machine, the texture gets a little crushed if the slicing process with the slicing machine takes longer. The slicing process that was carried out in practice this time was done manually, namely using a plastic container covered with tissue, so that the oil seeped into the tissue, and the fried onions could be stored for a long time..

7. Fried onion packaging process

The packaging process is carried out after the fried onions are drained. Packaging as desired with tightly closed conditions, so that the fried onions retain their crispiness.



Gambar 2. Fried brambang production training

The fried onion production training provided has been able to improve the skills of the Brambang Goreng IRT participants, this result can be seen from the following data results.

Tabel 3. Assess the Skills of Participants Before and After the Training on Making Fried Onions

Respondents	Training			Wilcoxon Match Pairs Test Results Nilai Z = -3.921 Asymp. Sig (2 -tailed) = 0.000
	Before	After	Difference	
1	30	70	40	
2	65	85	20	
3	40	60	20	
4	35	80	45	
5	60	75	15	
6	46	75	29	
7	48	70	22	
8	42	80	38	
9	50	80	30	
10	67	80	13	
JUMLAH	483	755	272	
RATA RATA	48.3	75.5	27.2	

Table 3 above shows that skills training in making fried brambang for housewives in Bululawang has increased by 56.3%. This increase in skills has been very good, meaning that after being trained all participants 50% have experienced an increase. Especially the brambang slicing process. Which is usually manual with unequal thickness, with the help of equipment, the thickness of brambang becomes even.

The following are the IRT fried brambang brands and logos in Bululawang that have been registered with HKI.



Figure 2. IRT Brambang Goreng logo and brand

The design and brand was made jointly with IRT Brambang Goreng in Bululawang. With this brand and logo, the product is now easily recognized by the wider community, and besides that, the product is not easily imitated by competitors..

CONCLUSIONS AND RECOMMENDATIONS

The conclusion is that training and assistance to the Home Industry (IRT) with fried brambang products in Bululawang village has increased business management knowledge and increased the skills of business people, besides that the brand and logo of fried brambang products from the Household Industry in Bululawang Village have been recognized. wide.

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ACCOMPANIMENT OF ARRANGE FINANCIAL STATEMENT FOR BUMDES “TIRTO” SUB-DISTRICT OF DAU IN MALANG REGENCY

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Abstract

The existence of BUMDEs is expected to increase the standard of living of village communities. Therefore it is necessary to do good financial reporting. While BUMDEs management does not yet have human resources who have the ability to prepare financial reports. There are transaction documents, but have not been properly archived. This service aims to increase partner's knowledge about recording and preparing financial reports for the village-owned enterprise "Tirto" Landungsari. The method used in training and mentoring is recording and preparing financial reports with an interactive method between instructors and participants. The result of this activity indicate that there is an increase in ability in recording evidence of financial transactions, sorting proof of transactions as well as reports of financial receipts and expenditures for Village-Owned Enterprises Tirto Landungsari Village, Dau District, Malang Regency.

Keywords: BUMDEs, Financial reports, accompaniment

INTRODUCTION

The Village-Owned Enterprises (hereinafter referred to as BUMDEs) represent an economic institution within the village that plays a crucial role in realizing the welfare of the community and the village administration. To achieve this, effective governance within BUMDEs is imperative. The findings of the study conducted by Sugiyanto (2020) indicate that BUMDEs has yet to compile financial reports in accordance with regulations. This collaborative endeavor is focused on BUMDEs "Tirto," established since 2012 (Village Regulation No. 2 of 2008) on Tirtosari Street No. 7, Landungsari Village, Dau Sub-District, Malang Regency. BUMDEs Landungsari encompasses business units, including a market and a savings and loan program; however, adequate financial recording has yet to be established.

In the pursuit of enhancing economic welfare within the community, the village administration allocates financial aid to the villagers, aimed at stimulating their active participation in developmental initiatives. Consequently, the establishment of the Village-Owned Enterprises (BUMDEs) becomes essential for the village to augment its revenue. The establishment of BUMDEs is grounded in several legal principles that underpin and guide its activities. The establishment of BUMDEs is rooted in Law No. 32 of 2004 regarding Regional Government and Government Regulation No. 72 of 2005 concerning Villages, Article 78, stipulating that the Village Government

can establish Village-Owned Enterprises based on the needs and potential present within the village.

BUMDes "Tirto" possesses promising potential, given that Landungsari Village hosts a market, is in proximity to a terminal, university campuses, and a hospital. The village presents opportunities for local residents to engage in business activities. The results of this activity show that Bumdes Tirto Landungsari already has good governance in the form of an organizational structure blueprint and job descriptions (Latifah dan Jati, 2021) and BUMDes but has not prepared any kind of financial reports properly based on applicable accounting standards (Risal, et al 2020). Based on interviews conducted with the director of BUMDes Landungsari, it can be inferred that the collaborative partner lacks dedicated human resources proficient in handling financial reporting. Financial reports have not been prepared systematically and accurately. While transactional documents exist, proper archival procedures have not been implemented. Thus, from a management perspective, BUMDes "Tirto" operates conventionally, managing its finances and business operations. The partner demonstrates inadequate financial record-keeping practices, resulting in challenges to determine the extent of revenue and expenditure. This potential-rich Bumdes Tirto in Landungsari Village, if not managed effectively, may experience sluggish development.

In the realm of production, considering the strategic location of BUMDes "Tirto" in Landungsari, with its proximity to campuses, hospitals, and a terminal, there exists substantial potential and prospects for business endeavors. However, the productivity of Bumdes remains suboptimal, with only the market management unit being actively operational.

PROBLEM FORMULATION

The challenges faced by the Village-Owned Enterprise "Tirto" in Landungsari Village pertain to inadequate financial recording and the absence of financial statement preparation. The fundamental issues concerning financial bookkeeping for Bumdes administrators encompass:

1. Inadequate human resources for financial statement preparation.
2. Non-sequential archiving of financial transaction evidence for BUMDes.
3. Absence of financial statements.

The objectives of this endeavor are to enhance the partner's knowledge regarding financial record-keeping of transaction evidence, to organize transaction evidence chronologically according to transaction dates and in alignment with cash inflow and outflow categories, to categorize accounts, and to compile financial statements for the Village-Owned Enterprise "Tirto" in Landungsari. Through this undertaking, it is anticipated that the partner will be capable of arranging financial transaction evidence and generating financial statements using Excel. This activity serves to improve the financial recording and reporting proficiency of BUMDes Tirto's management through Excel utilization, while also providing a basis for evaluating the performance of BUMDes Tirto.

MATERIALS AND METHODS OF IMPLEMENTATION

The implementation of financial preparation and reporting assistance activities at BUMDes of Landungsari Village uses an interactive method between instructors

and partners, by opening discussions related to recording transaction evidence up to the preparation of financial reports. The method offered in achieving the goals in implementing this service activity is carried out in the following stages: a) Dissemination of the work program, for this program to run effectively, the schedule for implementing program activities will be prepared in accordance with the agreement of the training participants and mentoring, b) Tutorial and lecture method, this method was chosen to convey basic knowledge that must be mastered by trainees regarding journalizing transactions that occur, transactions are grouped in ledgers, and after that financial reports are prepared.

The training participants were the Director of Bumdes, Treasurer, and Administration of the "Tirto" Village Owned Enterprise, Landungsari Village, Dau District, Malang Regency. The training places were at the Bumdes Office and at the UMM accounting laboratory. For the effectiveness of the implementation of assistance, it will be carried out on Saturdays, during July and August 2021. Assistance will be carried out in the following quarter and implementation monitoring and evaluation will be carried out.

RESULTS AND DISCUSSION

The activity of socializing the service program and providing basic accounting knowledge material was carried out on Saturday, June 12, 2021 at the UMM Accounting Laboratory which was attended by 4 participants from partners and 5 students participating in the PMM program.



Image: Socialization of the PKM Program and Providing Materials

Stage I: Transactions and Transaction Evidence

In the realm of business, events that can be quantified in terms of money occur. These events are referred to as "financial transactions." Events within the business sphere encompass not only sales, purchases, payments, and receipts, but also consequences arising from incidents such as fires, losses, cash flows, and other events measurable in monetary terms. Hence, transactions in accounting denote occurrences that transpire and can be measured in monetary units.

Stage II: Recording in the Journal

The recording in the journal originates from documents. Documents are forms containing financial transactions that have been authorized or endorsed by competent authorities. For effective recording, a transaction analysis should be conducted, associating transactions with account change characteristics, and presented in the journal. Various types of journals include:

1. Office Equipment Purchase Journal,
2. Cash Receipts Journal,
3. Cash Disbursements Journal,
4. General Journal.

Stage III: General Ledger and Subsidiary Ledger

The general ledger is employed to group transactions occurring during a specific period under the same transaction type, such as the purchase ledger. Transactions involving the same merchant are categorized in the subsidiary ledger.

Stage IV: Trial Balance

The trial balance is a systematically compiled report of account balances from the general ledger for a specific period. The trial balance consists of account codes, account names, debit and credit balances. It reflects the equilibrium between debit and credit balances. The creation of a trial balance in the accounting process is not mandatory but serves to determine the equilibrium between debit and credit balances of general ledger accounts. This balance signifies an indicator of bookkeeping congruence. However, the balance between debit and credit in the trial balance does not necessarily imply accurate bookkeeping; further examination is required to confirm that recordings adhere to the intended standards.

Stage V: Financial Statements

Financial statements are systematically prepared reports on the performance and financial position of an institution or company during a specific period. These statements serve as a reference for evaluating the performance of the institution issuing the report and its financial capabilities. Performance signifies the accomplishments of the respective institution, while financial position denotes the organizational capacity for direct and indirect monetary provisioning. Company financial statements encompass the income statement, statement of changes in equity, balance sheet, cash flow statement, and notes to financial statements.

Accompaniment in Recording Financial Transactions for BUMDes "Tirto"



Figure 3: Assistance in Financial Recording for Bumdes

The implementation of assistance in recording financial transactions for BUMDes took place at the Bumdes office located within the Landungsari Market, Dau Sub-District, Malang Regency. The assisting team provided bookkeeping training to BUMDes administrators. Following initial observations as previously mentioned, the assisting team commenced several enhancements and tailored training according to the required conditions.

Training sessions were conducted to facilitate transaction recording using Microsoft Excel (Ms. Excel). After conducting several Microsoft Excel utilization training sessions and deeming the partner capable, the assisting team proceeded to provide an understanding of three financial statements: the income statement and balance sheet. Additional training sessions were required for financial statement preparation due to the partner's lack of prior training. After several training sessions, the partner attempted to input transactions independently, demonstrating the ability to proceed with financial transaction recording for the Village-Owned Enterprise "Tirto" in Landungsari Village, as shown in the tables below.

Table 1: Rent Income for January 2020

No	Date	Description	Amount
1	02/01/2020	Rent income	Rp 5.280.000
2	06/01/2020	Rent income	Rp 68.787.500
3	07/01/2020	Rent income	Rp 5.440.000
4	17/01/2020	Rent income	Rp 34.800.000
5	20/01/2020	Rent income	Rp 106.900.000
6	21/01/2020	Rent income	Rp 14.000.000
7	22/01/2020	Rent income	Rp 6.500.000
8	23/01/2020	Rent income	Rp 15.600.000
9	24/01/2020	Rent income	Rp 6.500.000
10	27/01/2020	Rent income	Rp 6.050.000
11	28/01/2020	Rent income	Rp 4.350.000
12	29/01/2020	Rent income	Rp 2.000.000
Total			Rp 276.207.500

Table 2 Market Management from January to December 2020

No	Date	Description	Amount
1	Januari 2020	Market management	Rp 17.129.000
2	Februari 2020	Market management	Rp 32.610.000
3	Maret 2020	Market management	Rp 37.747.500
4	April 2020	Market management	Rp 26.476.500
5	Mei 2020	Market management	Rp 16.012.000
6	Juni 2020	Market management	Rp 35.108.500
7	Juli 2020	Market management	Rp 29.949.725
8	Agustus 2020	Market management	Rp 29.275.000
9	September 2020	Market management	Rp 35.386.500
10	Oktober 2020	Market management	Rp 31.951.750
11	November 2020	Market management	Rp 32.652.000
12	Desember 2020	Market management	
Total			Rp 324.298.475

Tabel 3 Waste revenue January-December 2020

No	Date	Description	Amount
1	January 2020	Waste management	3.600.000
2	February 2020	Waste management	4.050.000
3	March 2020	Waste management	4.425.000
4	April 2020	Waste management	4.425.000
5	May 2020	Trash management	4.100.000
6	Jun 2020	Waste management	4.100.000
7	July 2020	Waste management	3.650.000
8	August 2020	Waste management	3.200.000
9	September 2020	Waste management	3.050.000
10	October 2020	Waste management	2.550.000
11	November 2020	Waste management	1.800.000
12	December 2020	Waster management	1.850.000
Total			40.800.000

Table 4: Income and Expenditure for BUMDes "Tirto," Landungsari, 2020

Description	Revenue	Expense	Balance
Rent Income	Rp 2.513.539.000	Rp 152.965.755	Rp 2.360.573.245
Market Management	Rp 324.298.475	370.870.000	-46.571.525
Waste Fund	Rp 40.800.000	-	40.800.000
Total	Rp 2.878.637.475	Rp 523.835.755	Rp 2.354.801.720

Prior to the commencement of the assistance program, the partner conducted financial transaction recording without organized transaction dates, scattered transaction evidence, and limited understanding of income and expenditure balances. Microsoft

Excel was utilized for entering financial transactions. The partner was unable to generate data for income statements and balance sheets due to data unavailability.

CONCLUSIONS AND RECOMMENDATIONS

The initial observations lead to the conclusion that transaction evidence and financial transaction recording are being carried out in a rudimentary manner, with some transaction evidence still unavailable. The bookkeeping practices are limited to a cash book related to rent income and commenced in December 2019. Transaction recording is performed manually. Based on the assistance provided to BUMDes "Tirto" in Landungsari Village, Dau Sub-District, Malang Regency, it can be inferred that the outcomes of the intervention indicate an improvement in the partner's knowledge and capability concerning financial transaction recording, categorized by chronological order and substantiated by transaction evidence. The recording of financial transactions and the preparation of cash receipt and disbursement reports involve the utilization of the Microsoft Excel program.

This community engagement initiative encountered difficulties due to the limited availability of transaction evidence, with some evidence lacking the requisite signatures of the concerned parties. Therefore, it is suggested that the partner organize transaction evidence according to transaction dates and affix them as substantiating documents for financial reports, aligned with cash receipt and disbursement categories.

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TRAINING ON MAKING COMPOST FROM COW FECES COMBINED WITH PALM OIL INDUSTRY WASTE IN KEMBANGARUM VILLAGE, SUTOJAYAN DISTRICT, SOUTH BLITAR

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Abstract

Village community empowerment activities in the form of technology transfer regarding composting are an effort to utilize the potential of the surrounding environment in the village of Kembangarum in the form of cow feces and empty palm oil bunch waste (EFB). This activity was carried out in Kembangarum Village, Sutojayan District, South Blitar. The service method used is in the form of socialization and training in making compost made from cow faeces and empty palm oil fruit bunches. The method used in education, training and mentoring. Education in the form of counseling about the importance of waste utilization. Training is provided to improve skills in making compost made from cow feces and empty palm oil fruit bunches. While the assistance is specifically for oil palm farmers and cattle breeders who really want to process their waste to be used to fertilize oil palm plants or cattle feed plants. Evaluation of activities is carried out by comparing the increase in the percentage of knowledge and skills before and after training. Conclusion Based on the results of community service activities for oil palm farmers in the village of Kembangarum Blitar, it can be concluded that: Training on making compost combined with cow feces and OPEFB waste can increase knowledge by (41.07%), skills (58%) and attitudes (48.96%)) oil palm farmers on the use of organic fertilizers or compost combined with cow feces and OPEFB waste. The resulting compost product complies with SNI SNI 19-7030-2004.

Keywords: compost; cow feces; empty bunches of oil palm; South Blitar.

INTRODUCTION

The prospect of developing oil palm cultivation has begun to spread in various provinces throughout Indonesia, one of which is East Java Province to be precise in the South Blitar region. One of the villages in southern Blitar that has a lot of oil palm trees is Kembangarum village. With the processing of palm oil by PT Sawit Arum Madani is able to process FFB (Fresh Fruit Bunches) as much as 15 Tons per hour.

Thus the waste of empty palm fruit bunches (EFB) will also increase. Solid waste originating from the palm oil processing process consists of empty palm fruit bunches (EFB), shells or shells, fiber or fiber, mud, and cake. The solid waste

generated is directly proportional to the amount of fresh fruit bunches produced. The solid waste of empty palm oil bunches is the main waste, namely 23% of the palm oil processing process.

One of the uses of waste from palm oil mills is as fertilizer. Empty palm fruit bunches have a chemical composition of 45.95% cellulose, 22.84% hemicellulose, 16.49% lignin, 2.41% oil, and 1.23% ash. %. So far, the use of empty palm fruit bunches is very limited, namely open dumping and burning in incinerators (Firmansyah, 2011).

On the other hand, in Kembangarum village, some people also raise beef cattle where the fecal waste produced is not processed. Utilization of cow feces waste can be made fertilizer. One of them is very useful to reduce environmental pollution. The use of compost in the long term can improve the physical, chemical and biological properties of the soil.

Communities in Kembangarum village have the potential to make fertilizer/compost with a combination of OPEFB waste from palm oil processing with cow feces.

In general, the people of Kembangarum Village do not really understand the benefits of compost. Even though compost can be made from faecal waste and OPEFB waste and has benefits including::

1. improve the structure of clay soil so that it becomes light;
2. increase the binding capacity of sandy soil so that the soil does not crumble;
3. increase the binding capacity of the soil to water and soil nutrients;
4. improve drainage and air conditioning in the soil;
5. contains complete nutrients, although the amount is small (this amount depends on the material for making organic fertilizer);
6. aids in the weathering of minerals;
7. provide availability of food for microbes; as well as
8. reduce the activity of harmful microorganisms

Seeing the potential that exists, the servant wants to help train the community in Kembangarum Village, Sutojayan sub-district regarding the processing of compost from both wastes, namely cow feces and TKKS waste.

MATERIALS AND METHODS OF IMPLEMENTATION

The targets in implementing this PMBD activity were oil palm farmers and cattle breeders. The materials used in this service were faecal waste and OPEFB waste with 10 oil palm farmers and 10 dairy/beef cattle breeders trained.

The methods used in this activity are lectures, demonstrations and group practice. Lectures and discussions on the use of waste, the benefits of compost, the tools and materials used. Factors that influence the success of composting.

The steps for making compost made from faecal waste and OPEFB waste are as follows:

Langkah 1 : Socialization Activities

Gathered all oil palm farmers and ranchers who have their livestock and were given a briefing or explanation of the importance of waste management, an explanation of the benefits of compost and a question and answer session.

Langkah 2 : Composting practice

The practice of making compost made from faeces and OPEFB waste is to make as much as 50 kg.

Langkah 3 : Assistance in composting and fertilizing for oil palm plants or cattle feed plants Assistance in composting materials from cow feces and TKKS waste. involve students (PPM students) who are deployed in people's animal husbandry

Langkah 4 : Data retrieval

Data collection included the quality of the compost produced and the effectiveness of the training before and after the training

Langkah 5 : Data analysis

Data were analyzed descriptively related to the effectiveness of the training and the quality of the compost produced and the application of the compost. The design of community service activities used pretest and posttest during the training. The use of this design aims to test the effectiveness of the training model by looking at the knowledge, skills and attitudes of the participants before and after the training. Testing the effectiveness of the model is carried out on the conceptual model developed so that it can produce an empirical model. This design was carried out by comparing the results before and after the training of skills training participants.

Data were analyzed using nonparametric statistical analysis, namely the Wilcoxon Match Pairs Test (Siegel, 1997 and Sugiyono, 2001). This test is to find out the difference between before and after being given training. Testing is done by transforming qualitative data in the form of a Likert scale into quantitative data. The results of this test are to prove the effectiveness of the composting skill training model.

RESULTS AND DISCUSSION

Training According to (Gomes, 2000), training is any effort to improve worker performance in a particular job that is being responsible, or a job that is related to his job. Sudjana (2007) shows that training is a learning effort, organized by organizations (government agencies, non-governmental organizations, companies, and so on) to meet needs or to achieve organizational goals. Kamil (2010) further defines training as "a type of learning process to acquire and improve skills outside the human resource development system, which applies in a relatively short time with a method that prioritizes tactics rather than theory". In line with the opinion above, Sastraadipoera (2006) also states that training can be considered as a process of conveying knowledge, skills, and developing attitudes and personality.

The results of the compost making training combined with palm oil waste can be seen in the knowledge, skill and attitude aspects.

Knowledge Aspect

Aspects of knowledge about what goat manure compost is, what factors affect the nutrients in goat manure, what is compost starter and also knowledge about compost harvesting in this training showed significant differences between before and after the trainer. The results of the effectiveness of increasing the participants' knowledge before and after the training can be seen in the table 1.

Tabel 1. Results of Knowledge Before and After Compost Training

Selisih	Responden		Pelatihan	Test Statistics ^b	
	Sebelum	Sesudah			SESUDAH - SEBELUM
1	30	50	20		
2	45	67	22		
3	40	60	20		
4	30	46	16		
5	50	75	25		
6	35	54	19		
7	40	66	26		
8	55	88	33		
9	50	95	45		
10	63	45	18		
11	74	50	24		
12	44	60	16		
13	55	87	32		
14	60	84	24		
15	45	65	20		
16	55	90	35		
17	50	82	32		
18	45	71	26		
19	60	80	20		
20	65	85	20		
JUMLAH	991	1400	493		
RATA RATA	49,6	70	24,7		
				Z	-3.921 ^a
				Asymp. Sig. (2-tailed)	.000

a. Based on negative ranks.
b. Wilcoxon Signed Ranks Test
asyp value.sig (2 tailed) = 0.000
Because of value sig 0.000<0.05, it can be concluded that there is a difference in knowledge between before and after training

From table 1, it can be seen that knowledge of what kendang compost is combined with OPEFB waste, what factors affect the nutrients in the kendang compost combined with OPEFB waste, what is compost starter and also knowledge about harvesting compost from oil palm plantations in Kembangarum Village, still the minimum average was 49.62 and after the training it was 70. With an average increase of 24.7 this shows that with the training model implemented there has been an increase in knowledge of 41.07%. The increase in this knowledge may be due to the absorption of the participants in capturing knowledge about compost easily understood by the participants, on the other hand the community's experience in managing oil palm plantations has been a long time so given knowledge related to compost is immediately acceptable. besides that 80% of the average participants are educated even though the majority only graduated from elementary school, so the explanation with the tutorial system is easy for them to understand.

Factors that can affect the absorption of students can be classified into two parts, namely internal factors and external factors. Internal factors are factors that arise from individual students, while external factors are factors that arise from outside

the individual. Factors that can affect the absorption of students can be classified into two parts, namely internal factors and external factors. Internal factors are factors that arise from individual students, while external factors are factors that arise from outside the individual. Here's an explanation:

a. Internal Factors Constraints

Internal factors that are owned by a learner in receiving lessons that arise from himself include: 1) Physical factors (physiology) Malnutrition usually has an influence on physical condition, easy to fall asleep, quickly tired, lethargic and the like. This influence is very prominent especially for children of his age still young. In addition to food levels, poor and inadequate rest time arrangements are usually also a contributing factor. A further consequence is that the body's resistance decreases, which means giving the area a wider possibility of various types of diseases such as influenza, stones and unhealthy body is enough to interfere with learning activities. 2) Psychological factors, consisting of: a) intellectual factors which include potential factors, namely intelligence and talent as well as real skill factors, namely achievements possessed. b) non-intellective factors, namely certain personality elements such as attitudes, habits, interests, talents and needs.

b. External factors,

Family factors include readiness. Readiness is the willingness to respond or react. Willingness arises from within a person and is also related to maturity, this readiness needs to be considered in the learning process, because if students learn and there is readiness, the learning outcomes will be better. (Slameto, 2015).

Skill Aspect

Aspects of the skills tested on respondents included how to grind livestock manure, how to mix starter with molasses, how to calculate material requirements and starter, how the process of stacking between ingredients. The results of the effectiveness of skills before and after training can be seen in the table 2

Tabel 2. Skills Results Before and After the Compost Making Training

Selisih	Responden		Pelatihan	Test Statistics ^b	
	Sebelum	Sesudah			SESUDAH - SEBELUM
1	42	55	13		
2	43	70	27		
3	50	65	15		
4	44	55	11		
5	45	75	30		
6	46	70	34		
7	44	75	31		
8	42	80	38		
9	50	80	30		
10	47	70	23		
11	46	75	29		
12	44	80	34		
13	43	80	37		
14	45	70	25		
15	47	70	23		
16	50	80	30		
17	48	80	32		
18	49	75	26		
19	50	80	30		
20	48	75	27		
JUMLAH	923	1460	545		
RATA RATA	46,2	73	27,25		
				Z	-3.922 ^a
				Asymp. Sig. (2-tailed)	.000

a. Based on negative ranks.
b. Wilcoxon Signed Ranks Test
Nilai asymp.sig (2 tailed) = 0.000
Karena nilai sig 0.000<0.05, it can be concluded that there are differences in skills between before and after training

Table 2 shows that the average increase in skills is greater than the increase in knowledge, the average increase in skills is 27.25 while the average increase in knowledge is 58%, this indicates that skills are more easily captured by trainees than tutorial methods or explanations in the room. According to Notoadmodjo (2007) said skills are the application of knowledge so that a person's skill level is related to the level of knowledge.

The skills provided are how to grind livestock manure, how to mix starter with molasses, how to calculate the need for materials and starter, how the process of stacking between materials can be easily applied by the community, and the results of compost products combining kendung and OPEFB waste by participants are very good.



Gambar 1. Practice of Composting Cages and TKKS Waste

Figure 1 Skill activities when mixing starter into cow feces. There are 2 results of this community service activity, namely besides the trial of making compost, the results of compost products are also analyzed in the laboratory. The results of the laboratory for composting cow feces and TKKS waste carried out by the participants are as follows.

Tabel1. Results of Analysis of Combined Compost from Cow Feces and TKKS Waste

no	Parameter	SNI 19-7030- 2004		Feses sapi	Hasil analisa laboratorium	
		Min	max			
1.	Kadar air	%	-	50	43,88	17,44
2.	N	%	0,40	-	1,15	2,27
3.	P	%	0,10	-	0,46	0,63
4.	K	%	0,20	-	0,96	3,88
5	C/N	-	10	20	49,03	12,91

Attitude Aspect

Attitude is the response given from the participants on what has been given after the training on making cow feces compost and OPEFB waste. The attitude or reaction seen is the attitude towards the compost product that is produced, their attitude whether they want to make compost themselves after training, their attitude whether they choose organic or an organic fertilizer, the results of the effectiveness of attitudes before and after training can be seen in table 3.

Tabel 3. Results of Attitudes Before and After the Compost Making Training

Selisih	Responden		Pelatihan	Test Statistics ^b	
	Sebelum	Sesudah			SESUDAH - SEBELUM
1	42	70	28		
2	45	68	23		
3	48	74	26		
4	44	68	24		
5	45	70	25		
6	46	68	22		
7	44	66	23		
8	42	65	25		
9	50	65	30		
10	47	70	23		
11	46	68	23		
12	44	65	21		
13	43	65	22		
14	46	69	23		
15	49	72	23		
16	50	76	26		
17	44	67	23		
18	45	65	20		
19	50	65	25		
20	48	70	22		
JUMLAH	917	1366	469		
RATA RATA	45,85	68,3	23,45		
				Z	-3.381 ^a
				Asymp. Sig. (2-tailed)	.000

a. Based on negative ranks.
b. Wilcoxon Signed Ranks Test
Nilai asymp.sig (2 tailed) = 0.000
Karena nilai sig 0.000<0.05, it can be concluded that there are differences in skills between before and after training

Table 3 shows that the average participant attitude towards composting training is very low compared to the increase in knowledge and skills, the average increase in attitude is 23.45 while the average increase in knowledge is 24.3, and the average increase in attitude is 48.96%, this indicates that the participants were still unsure about the use of a combination of compost from cow feces and the OPEFB waste produced, they doubted whether organic fertilizer could replace the inorganic fertilizer they had been using for years. Doubts about the use of organic fertilizers or cow feces compost and OPEFB waste are possible because in this training they are not accompanied until they produce results in the form of citrus products until the end of the harvest.

According to Gerungan (2009) one's attitude is a bond or a unit of various evaluation components. The first step is belief, knowledge, and observation. Second, feelings or feelings. Third, individual tendencies to do or act. These three components are very closely related and cannot be separated from one another. All three are a system that resides in the individual which can be transformed into a positive or negative assessment.

Compost making process training activities

This training on the process of making compost from cow feces and OPEFB waste aims to increase the knowledge, skills and attitudes of farmers and breeders in the Kembangarum Village, Sutojayan district towards composting from cow feces and TKKS waste.

TKKS contains macro nutrients (N, P, K, Ca, Mg) and micro (Mn, Cu, Zn) needed by plants in the process of photosynthesis. Other macro-nutrients contained in compost are the nutrients phosphorus and potassium, phosphorus plays a role in encouraging the growth of root hairs causing nutrients and water to be absorbed from the soil to become large so that it affects plant height growth. According to Rao (1994) that phosphorus plays an important role in increasing the growth and development of roots which multiply root hairs and strengthen stems, while potassium plays a role in the formation of proteins and as an activator of various enzymes that are essential in photosynthetic reactions and respiration. Physically TKKS can restrain the rate of water movement, if it is waved and has a steep slope it can reduce the erosion of topsoil caused by the movement of rainwater in the run-off process, so that soil damage due to erosion can be minimized. In addition, the application of tangkos scattering can suppress the growth of weeds that grow around the plants.

Oil palm plantation waste in the form of TKKS which has been collected by livestock group members, is chopped using a chopping machine. The results of this enumeration process obtained 50 kg of TKKS waste and cow feces. In the following stage, the water sugar with EM 4 is diluted by comparison; 600 liters of water, 600 ml of water sugar and 300 ml of EM 4. The active ingredient liquid is sprayed on the mixture of chopped waste, husks and bran mixed evenly with a composition of 50 kg of TKKS waste and cow feces, 25 kg of husks and 10 kg of bran. The dough is then put into the first fermentation box for 14 days, stirring every two days. After 14 days, the mixture was transferred to the second fermentation box for 14 days and stirred every two days. After 28 days the compost is dried, the fertilizer is ready to be applied. The compost obtained through this training has a different color from the ingredients it forms, has no odor and has a low moisture content.

The procedure for making and producing compost from the training is in accordance with the findings (Yuniwati et al., 2012); (Shitophyta et al., 2021). Compost results as shown in Figure 2.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of community service activities for oil palm farmers in the village of Kembangarum Blitar, it can be concluded that: Training on making compost combined with cow feces and TKKS waste can increase knowledge by (41.07%), skills (58%) and attitudes (48.96%) oil palm farmers on the use of organic fertilizers or compost combined with cow feces and TKKS waste. The resulting compost product complies with SNI SNI 19-7030-2004.

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REHABILITATION OF CLEAN WATER NETWORKS AND FOR RTM (POOR HOUSEHOLDS) IN LESES HAMLET, NGIJO VILLAGE, KEC. KARANGPLOSO

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Abstract

Ngijo village, Karangploso sub-district, is an area located to the east of Karangploso sub-district. With a population of around 10,606 people, it is one of the villages that has the densest population in the Karangploso area. Ngijo Village is divided into 7 hamlets where the majority of the population have a livelihood as farmers and the majority have junior high school level education.

Seeing the background conditions, it is clear that it greatly influences the pattern of life, especially in awareness of the environment. Residents of Ngijo Village, especially in the hamlet of Leses RT. 01 to 05 so far in daily activities, for example, bathing, washing and defecating tend to use the river as a place of activity. This happens because the ability of the residents of the Leses hamlet to change their habits does not yet exist and this is because these residents belong to the category of underprivileged families.

This condition is very ironic when compared to the surrounding areas, which are so advanced and environmentally sound. Under these conditions, it is necessary to have measurable and continuous motivation to raise the level of awareness of the people of Dusun Leses Ngijo Village about their environment and health.

Several ways to raise community awareness are by providing socialization about the need for and the importance of a healthy environment and designing and building a clean water network for RTM in Leses Hamlet, Ngijo Village. The results obtained in this service are that there has been an increase in community awareness in the Leses Hamlet of Ngijo Village, where this can be seen by the use of clean water. This can be achieved because of the results of intensive socialization in the community.

Keywords: Clean Water Network Rehabilitation, Poor Households.

INTRODUCTION

Situation Analysis

Ngijo village, Karangploso sub-district, is an area located to the east of Karangploso sub-district. With a population of around 10,606 people, it is one of the villages that has the densest population in the Karangploso area. Ngijo Village is divided into 7 hamlets namely Kagrengan hamlet, Kedawung hamlet, Ngijo hamlet, Ngepeh hamlet, Takeran hamlet, Kendalsari hamlet and Leses hamlet where the majority of the population have a livelihood as farmers and the majority have junior high school level education.

Seeing the background conditions, it is clear that it greatly influences the pattern of life, especially in awareness of the environment. Residents of Ngijo Village, especially in the hamlet of Leses RT. 01 to 05 so far in daily activities, for example, bathing, washing and defecating tend to use the river as a place of activity. This happens because the ability of the residents of the Leses hamlet to change their habits does not yet exist and this is because these residents belong to the category of underprivileged families.

The participation of hamlet and village apparatus which is expected to be of great assistance to the community in awareness of the environment has not been maximized. So practically the people of the Leses hamlet of Ngijo village walk with their own conscience.

This condition is very ironic when compared to the surrounding areas, which are so advanced and environmentally sound. Under these conditions, it is necessary to have measurable and continuous motivation to raise the level of awareness of the people of Dusun Leses Ngijo Village about their environment and health.

Several ways to raise public awareness are by providing outreach about the need for and the importance of a healthy environment through community activities, so that in the future the people of Ngijo Village in general and Dusun Leses in particular will become a society that is sensitive to the environment and their health.

It is undeniable that the procurement of clean water in the Leses Hamlet of Ngijo Village will require a relatively large amount of money, so it is hoped that the role and concern of the Village government, the Nalang Regency Regional Government and Educational Institutions are needed to be able to help these residents' problems in the midst of current technological advances. This.

LITERATURE REVIEW

1. The Importance of Water

Water is the main means to improve public health because water is a medium for disease transmission, besides that, the population in this world is increasing in number, thus increasing life activities which inevitably increase water pollution which is essentially needed (Sutrisno, 2000: 12).

The rapid population growth has resulted in the world's water resources becoming one of the most important assets. Water is essential for human consumption and sanitation, for the production of industrial goods, and for the production of food and cloth. Water is not evenly distributed over the earth's surface, so its availability in one place will vary greatly according to time (Linsty 1989: 76).

Water is also one of the most valuable natural resources, without water it would be impossible for life to exist on this earth. One source of water that can be utilized

is ground water (Johanes in Suparmin, 2000: 7). Groundwater is water that moves on the ground which is contained in the spaces of the soil grains that form and in the rock cracks (Suyono 1993: 93).

Groundwater is found in permeable (water-permeable) geological zones known as aquifers which are water-binding formations. Based on groundwater conditions, groundwater is classified into five types, namely groundwater in alluvial plains, groundwater in detrital fans, dilluvial groundwater, groundwater at the foot of volcanoes and groundwater in fractured rock zones (Suripin, 2021). Water also undergoes circulation which is called the hydrologic cycle, which is a general pattern of water cycles and consists of a complex arrangement of water movements and their transformations (Lee, 1988: 43).

This process begins with water on the surface of the land and sea which evaporates into the air and then turns into water droplets that collect and form clouds, then this water vapor reaches a saturation point and falls to the earth as rain and snow. Some of the water that falls is absorbed by plants, some evaporates again and some seeps into the soil. At a glance, water from springs, wells, rivers, etc. looks clean unless there is an outside influence, for example it is polluted or after a rainy day and so on, so the water looks cloudy.

2. Source of Drinking Water

Water sources are one of the main components in a clean water supply system, because without a water source a clean water supply system will not function (Sutrisno, 2000: 13). Various types of water sources that can be utilized as a source of drinking water are as follows:

a. Seawater

Has a salty nature, because it contains NaCl salt. The level of NaCl salt in sea water is 3%, with this condition, sea water does not meet the requirements for drinking.

b. Atmospheric Water

To make rainwater as drinking water should be when it starts to collect rainwater, because it still contains a lot of impurities.

In addition, rainwater has aggressive properties, especially towards the distribution pipes and reservoir tanks, so this will accelerate corrosion or rust. Also this water has a soft nature, so it will be wasteful of using soap.

c. Surface Water

Is rainwater that flows on the surface of the earth. In general, this surface water will be polluted during its flow, for example by mud, logs, leaves, industrial waste and others. There are two kinds of surface water, namely river water and swamp water. River water is used as drinking water, it should go through perfect processing, bearing in mind that this river water generally has a high degree of contamination. The available discharge to meet the need for drinking water is generally sufficient. Most of the color of swamp water is caused by the presence of decomposed organic matter, which causes a yellow-brown color, so it is best to take water at a certain depth in the middle.

d. Groundwater

Groundwater is water that is below the soil surface in the saturated zone where the hydrostatic pressure is equal to or greater than atmospheric pressure. (Suyono, 1993: 1). Groundwater is divided into shallow groundwater and deep

groundwater. Shallow ground water occurs due to the absorption of water from the soil surface. This shallow groundwater at a depth of 15.0 m2 is used as a drinking water well. In terms of quality, this shallow water is good, in terms of quantity it is insufficient and depends on the season. Deep groundwater, there after the first watertight layer. Taking deep groundwater is not as easy as shallow groundwater because you have to use a drill and insert a pipe to the depth so that the depth is usually between 100-300 m2.

5. Springs

Namely groundwater that comes out by itself to the ground surface in almost unaffected by the season and the quality or quantity is the same as deep water.

3. The Need for Clean Water

That is the amount of water needed to meet water needs in daily activities such as bathing, washing, cooking, watering plants and so on. Sources of clean water for daily life needs in general must meet quantity and quality standards.

a. In terms of quantity

Water is one of the most important necessities of life. Water is included in the natural resources that can be renewed, because it is continuously restored through the hydrologic cycle that takes place according to nature. However, water is a natural resource that is different from the others in the sense that the total amount of water that can be obtained worldwide is fixed, the total supply cannot be increased or decreased. Through management efforts to change it. The total supply can be managed locally by constructing dams or other means. It is agreed that the total volume of water on earth is about 1.4 billion km of which 97% is sea water. The remaining 2.7% is fresh water that is found on land and amounts to 37.8 million Km in the form of permafrost on the tops of mountain glaciers (77.3%), groundwater absorption (22.4%), lake water and swamps (0.35%), atmospheric water vapor (0.04%), and river water (0.01%) (Salim, 1986: 193).

The basic need for clean water is the minimum amount of clean water that needs to be provided so that humans can live properly, namely to be able to obtain the water needed to carry out basic daily activities (Sunjaya in Karsidi, 1999: 18). In terms of quantity, according to Sunjaya, household water needs are:

1. The need for water for drinking and processing food is 5 liters per person per day.
2. The need for water for hygiene, namely for bathing and cleaning oneself, is 25-30 liters per person per day.
3. The need for water to wash clothes and equipment is 25-30 liters / person per day.
4. The need for water to support the operation and maintenance of sanitation facilities or sewage disposal is 4-6 liters/person per day, so that the total usage per person is 60-70 liters/day in the city.

The amount of water used every day for each household is different, besides the use of water every day is not fixed, the amount of water needed for each person or each household still depends on several factors including the use of water in hot areas will be more than in cold areas, living habits in the household for example wanting the house to be clean always by mopping the floor and watering the yard, the social condition of the household is the more capable or the higher the social level of life the more water is used and the water use in the summer will be more than in the rainy season.

b. In terms of Water Quality (Quality).

Directly or indirectly pollution will affect water quality. In accordance with the basic considerations for determining the quality of drinking water, efforts to manage water used by humans as drinking water are guided by water quality standards, especially in evaluating the drinking water products they produce, as well as in planning systems and processes that will be carried out on water resources (Saiful, 2001:4). Groundwater quality is influenced by several things, including climate, lithology, time and human activities. As described below:

1. Climate includes rainfall and temperature. Changes in temperature affect the gas dissolution. The lower the temperature, the more gas left behind as a solution. Precipitation that falls to the ground will dissolve chemical elements, including oxygen, carbon dioxide, nitrogen, and other elements.
2. Lithology is the type of soil and rock where water will dissolve the solid elements in the rock.
3. Time, that is, the longer groundwater stays in one place, the more dissolved elements it will have.
4. Human activity, namely population density has a negative effect on groundwater if its activities do not pay attention to the environment such as disposal of garbage and human waste (Suparmin, 2000: 10-11).

Water characteristics are influenced by human factors, so that water quality varies greatly from one place to another. Water quality standards are extreme values used to increase water levels where water becomes aesthetically offensive, economically unsuitable or hygienically unfit for water use (Lee, 1988: 270 and 276).

Good water quality is:

1. Physically
 - a. Taste
Good quality clean water is tasteless. Taste can be generated due to the presence of organic substances or bacteria / other elements that enter the water body.
 - b. Smell
Good quality clean water is odorless, because this smell can be caused by decomposition of organic substances such as bacteria and the possibility of an indirect result from environmental pollution, especially the sanitation system.
 - c. Temperature
In general, an increase in water temperature will result in an increase in biological activity so that more O₂ will be formed. A natural increase in water temperature is usually caused by vegetation cutting activities around the water source, causing the amount of incoming sunlight to affect the existing aquifer directly or indirectly (Chay, 1995: 54).
 - d. Turbidity
Water turbidity can be caused by the presence of organic and inorganic materials, turbidity can also represent color. Meanwhile, from an aesthetic point of view, water turbidity is associated with the possibility of contamination through discharge and the color of the water depends on the color of the discharge entering the water body.

e. TDS or total dissolved solids

The material is the material left behind as a residue on evaporation and drying at a temperature of 1030 – 1050 C, in portable water most of the fuel is present in dissolved form which consists of inorganic salts as well as dissolved gases. The total solids content in portable water usually ranges from 20 to 1000 mg/l and as a guide the hardness of the water will increase the total solids, besides that in all liquid materials the amount of undissolved colloid and suspended matter will increase according to the degree of pollution. Sutrisno, 1991: 33).

Substances are always present in water and too much is not good for drinking water, the amount of solids required for drinking water is less than 500 mg/l. the influence concerning the health aspect of the deviation of the quality of drinking water in terms of total solids is that the water will give an unpleasant taste to the tongue and nausea.

2. Chemically

The content of substances or minerals that are useful and do not contain toxic substances.

a. pH (acidity degree)

It is important in the water purification process because the acidity of water is generally caused by oxide gases that dissolve in water, especially carbon dioxide. Influences related to health aspects of standard deviation of drinking water quality in terms of pH which is less than 6.5 and greater than 9.2 however can cause some chemical compounds to turn into poisons which are very detrimental to health.

b. Hardness

There are two types of hardness, namely temporary hardness and non-carbonate (permanent) hardness. Temporary hardness due to the presence of Calcium and Magnesium bicarbonate which is removed by heating water to a boil or adding lime to the water. Non-carbonate (permanent) hardness is caused by sulfates and carbonates, chlorides and nitrates from magnesium and calcium as well as iron and aluminum.

Concentrations of calcium in drinking water lower than 75 mg/l can cause brittle bone disease, while concentrations higher than 200 mg/l can cause corrosiveness in water pipes. In smaller amounts, magnesium is needed by the body for bone growth, but in larger amounts, 150 mg/l can cause nausea.

c. Iron

Water containing a lot of iron will be yellow and cause a metallic taste of iron in water, and corrode metal materials. Iron is one of the elements which is the result of weathering of parent rock which is commonly found in public waters. The maximum limit contained in water is 1.0 mg/l

d. Aluminum

The maximum limit contained in water according to Minister of Health Regulation No. 82/2001 is 0.2 mg/l. Water that contains a lot of aluminum causes an unpleasant taste when consumed.

e. Organic substances

This complex solution of organic matter can be in the form of food nutrients or other energy sources for the flora and fauna that live in the waters (Chay, 1995:541)

- f. Sulfate
Excessive sulfate content in water can cause hard water scale on water boiling devices (pots / kettles) in addition to causing odor and corrosion in pipes. Often associated with waste water handling and treatment.
 - g. Nitrates and nitrites
Water pollution from nitrates and nitrites comes from soil and plants. Nitrate can occur both from atmospheric NO₂ and from the fertilizers used and from the oxidation of NO₂ by bacteria from the Nitrobacter group. The greater amount of Nitrate in the intestine tends to turn into Nitrite which can react directly with hemoglobine in the area to form methaemoglobine which can block the passage of oxygen in the body.
 - h. Chlorides
In decent concentrations, harmless to humans. Chloride in small amounts is needed for disinfection, but if it is excessive and interacts with Na⁺ ions it can cause a salty taste and corrosion in water pipes.
 - i. Zink or Zn
The maximum limit of zinc contained in water is 15 mg/l. deviations from these quality standards lead to bitter, astringent, and nauseated tastes. In small amounts, zinc is an important element for metabolism, because zinc deficiency can cause obstacles to children's growth.
3. Biologically
 - a. Colli
Drinking water may not contain disease bacteria (pathogens) and may not contain coli bacteria beyond the predetermined limits, namely 1 coli/100 ml of water (Sutrisno, 1991: 23).
 - b. COD (Chemical Oxygen Demand)
COD is a test that determines the amount of oxygen needed by oxidants such as potassium dichromate to oxidize organic materials contained in water (Nurdijanto, 2000: 15). The content of COD in clean water is based on Regulation of the Minister of Health of the Republic of Indonesia No 82/2001
Regarding the quality standard for group B drinking water, the maximum recommended is 12 mg/l. if the COD value exceeds the recommended limit, then the water quality is poor.
 - c. BOD (Biochemical Oxygen Demand)
Is the amount of dissolved substance needed by living organisms to break down waste materials in water (Nurdijanto, 2000: 15). The BOD value does not indicate the actual amount of organic matter but only measures the relative amount of oxygen required. Low oxygen use indicates the possibility of clear water, microorganisms are not interested in using organic matter, the lower the BOD, the better the quality of the drinking water.
The content of BOD in clean water according to the Regulation of the Minister of Health of the Republic of Indonesia No. 82/2001 regarding the quality standards of water and group B drinking water, the maximum recommended is 6 mg/l.

Table 1. Requirements for the quality of clean water for fulfilling household needs

No	Parameter	Unit	Permissible maximum content	Remarks
A. Physical				
1.	Odor		Odorless	
2.	Turbidity		Scale NTU 25	
3.	Taste		Tasteless	
4.	Temperature ° C		Air Temperature + 3 °C	
B. Chemistry				
1.	Iron (Fe) Mg/L		1.0	
2.	PH Mg/L		.5-9.0	Represents a minimum and maximum limit specifically for 6 rainwater with a minimum pH of 5.5
3.	Zinc (Zn)		15	
4.	Aluminum		0.2	
5.	Total Dissolved Solids (TDS) Mg/L		1,500	
C. Biology				
1.	BOD (Biochemical Oxygen Demand) Mg/L		6	
2.	COD (Chemical Oxygen Demand) Mg/L		12	

Source: Regulation of the Minister of Health of the Republic of Indonesia No. 82/2001

ACTIVITY METHOD

Activity Method

a. Location and Time

This activity was carried out for residents of Leses Hamlet, Ngijo Village, Karangploso District, who are expected to increase awareness of the environment and their health, where the implementation will be carried out from April 2022 to November 2022.

b. Activity Target

Community Service Activities are residents of Leses Hamlet, Ngijo Village, Karangploso District.

c. Activity Description

In this community service activity there are several stages of activity which are described as follows:

- Motivating environmental awareness
- Motivating health awareness
- Realizing Reservoir Making
- Realizing Clean Water Network Rehabilitation
- Field Study for administrators/administrators at the hamlet level.

Target Audience

In this activity the target audience that is considered strategic to achieve the expected goals are all components in Leses Hamlet, Ngijo Village, Karangploso District. So that it is expected that the goals achieved in the end are not only partial, but thoroughly. Thus the plan for the Rehabilitation of the Clean Water Network which is used as a work area can be adjusted to the plans of its users, namely all residents of Leses Hamlet, Ngijo Village, Karangploso District.

DISCUSSION RESULT

1. Activity Results

From the results of data collection and data processing which included direct observation and face-to-face meetings in the form of sharing with all the people of Ngijo Village, it turned out that the majority of the residents of Ngijo Village really hoped for changes in their village related to environmental hygiene and public health issues. In the socialization activities that have been carried out in a structured manner, it shows that there is a lack of harmony between the community and the Ngijo Village apparatus, kec. Karangploso.

Field Observation Results

Observation is a way or method of collecting data by observing and systematically recording the object. Observation can be said to be a method of collecting data that is easy and cheap, in this case only the ability of the five senses is needed, namely the eyes.

By looking at the results of the socialization and sharing with the community, it turns out that the results obtained by the authors are really surprising, because from the locations reviewed it turns out that there are still residents of the village of Ngijo Dusun Leses, in particular, who still use river water for bathing and other purposes. Even though the river in the Leses hamlet is a river flow in a downstream area, so the cleanliness of the river water is very dependent on the upstream area. The results of the author's observations, it turns out that in the upstream area of the river a tofu factory has been established which is managed as a home industry. Where the waste water disposal turns out to be channeled into the river that is used by residents in Leses Hamlet.

Interview

The interview is a two-way communication process that has a purpose with the activity of asking and answering with structured stages. Interviews are a method of collecting data by asking questions, while interviews are conducted with residents. This interview was conducted to find the data needed by the compiler. The interview used is an unstructured interview method.

In interviews with the community, they were asked about daily life at home, how to dispose of garbage, where do they use water every day, where do they go for treatment, what role do devices play in creating a clean and healthy environment, how much benefit will there be if reservoirs and clean water networks are built for the community, etc.

Training Results

In conducting the training, the authors collaborated with several parties, one of which was a team from the Karangploso sub-district health center and special staff from the sub-district. In the training that had been planned long beforehand, it turned out to be very influential in changing the mindset of the people of Ngijo Village. In training related to environmental hygiene and environmental health, community elements including Youth Organizations and the PKK have participated in this, making it an interesting discussion area. Because this is something new for the people of Ngijo Village. The direct impact of the training is that there has been a reduction in the frequency of wastewater disposal in watersheds. Moreover, this is supported by the program for making reservoirs and clean water networks.

In addition, the community, which until now rarely visited the puskesmas for treatment, after going through the training, began to show symptoms or a positive trend emerged, namely that the community had begun to view the existence of the village level puskesmas as very important.

Results of a Survey of Clean Water Source Intake Locations

In survey activities to determine the location of clean water sources, it turns out that this is not an easy thing for officials and decision makers at the village level. Because this concerns the discharge of clean water and its costs. Through intensive and structured outreach, a point was finally obtained where it was possible to make a reservoir to store clean water from springs. Which after that just flowed to Leses Hamlet which covered a distance of approximately 3 km.

2. Discussion

In this discussion, there are no measurable parameters and indicators that indicate a success in this program. Even so, this program can still be stated quantitatively to state its success, because this program is also accompanied by several documents that support the level of success of the program.

According to McClelland (1987), the success motive can be increased through training. Actually the training can be carried out by an institution or parents. McClelland even concluded that the role of all components in society is to spread the Need of Achievement virus.

Parents can start instilling awareness of the environment and health through fairy tales that are told to their children which describe a struggle of the character to change the order that starts from his own environment.

Based on application research it is proven that structured training or socialization can increase the motivation of the community in their efforts to make a change in their environment. The training was designed to increase public understanding and awareness about the importance of a clean and healthy environment in their respective areas. Although this also requires a process and time.

Based on the results of this assistance, it can be proven again that structured training and outreach can increase motivation to change for the people of Ngijo Village, Karangploso District, Malang Regency.

This training uses a learning by doing technique model, so that people can live it because they have experienced it themselves. It appears that after receiving structured training and socialization, the community has a better desire or plan to change their lifestyle which seems dirty and dirty towards a clean and healthy lifestyle. Once again, despite this success, it has not yet touched the community as a whole in Leses Hamlet, Ngijo Village, Karangploso sub-district, so that in the future there is still a need for structured training and outreach to achieve the desired target.

CLOSING

1. Conclusion

The results of Community Service activities in the form of assessments and training for the people of Dusun Leses Ngijo Village, it can be concluded:

- a. From the results of data collection, and data processing which included observations, interviews with the people of Ngijo Village, especially in Leses Hamlet, which later became the object, it was found that the people of Leses Hamlet, Ngijo Village, Karangploso District, lacked awareness of their environment and

cleanliness and health, this was exacerbated by a lack of the role of village officials as modeling or providing treatment that can set an example for the people of Dusun Leses, Ngijo village.

- b. The results of the intervention, especially training and socialization as well as rehabilitation for residents, show an increase in motivation to change lifestyles from unhealthy to healthier, this is indicated by the start of using clean water to support their daily needs.
- c. From the results of the socialization, the residents agreed to build a reservoir and a clean water network in the Leses Hamlet area, Ngijo Village, Karangploso District, which would be carried out in mutual cooperation and labor-intensive ways.

2. Recommendations

Based on the conclusions we provide recommendations to the Ngijo Village Government, namely:

- a. Suggestions for the Village Government
 1. It is hoped that the Village Government will be able to continue these socialization and training activities by creating a conducive atmosphere or certain treatment that provides support for the training participants, so that residents/communities become more active in protecting and preserving their environment and health. The device should act as a model for residents so that they show discipline and set a good example for their citizens.
 2. Village government to be more sensitive in capturing and translating the aspirations of its citizens so that problems do not occur later in the day.
- b. Advice for the Ngijo Village Community

The community is expected to be able to apply what has been obtained from the results of structured outreach and training, so that the community can increase awareness of the environment and their health.

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THE PREVENTION BLACK CAMPAIGN STRATEGIC FOR EARLY VOTERS OF PROBOLINGGO STATE HIGH SCHOOL PUPILS IN THE 2024 ELECTION VOTERS

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Abstract

This study aims to explore black campaign prevention strategies against first-time voters. With the use of comparative data between pre-test and post-test, this study took a sample of 147 respondents from students of SMA Negeri 1 Probolinggo. The methods used in this study were tutoring and participatory FGD. This study shows that there is an increase in knowing the standard and official campaign platforms and models from the General Election Commission (KPU) or Election Supervisory Agency (Bawaslu RI) by 94.6%. Then continued with an increase in the urgency of socializing regulations from the KPU or Bawaslu in the run-up to the 2024 simultaneous elections by 83%.

Keywords: Black campaign; Election; Prevention; Voters.

INTRODUCTION

The phenomenon of the syndrome of fake accounts and buzzers has caused deviant behavior in election contestation in the form of negative campaigns and black campaigns (Mihailova,2020). Black campaigns can target groups of novice voters who are vulnerable to abuse in the practice of disinformation of candidate profiles and the strengthening of issues of racism and cultural fanaticism (Pamungkas;Arifin,2019). Individuals who have just turned 18 or will turn 18 before the general election are usually first-time or early voters. These young adults have the opportunity to participate in the democratic process, express their preferences, and contribute to shaping the future of their country through their votes (Dewanti,2018).

Election voters will be strategic because the newly elected government will prepare the National Long-Term Development Plan (RPJPN) for the period 2025-2045 or for the next 20 years. The 2024 general election will be the sixth election after the reformation and should increasingly show the maturity of citizens and political actors in democracy. In addition, it is also necessary to monitor so that the implementation of elections can be carried out democratically, transparently and fairly (Fernandes;Suryahusada;Okthariza, CSIS Report, 2023). According to the official website of the Indonesian General Elections Commission (KPU), the nomination of the President and Vice President is from October 19 to Saturday, November 25, 2023. Election campaign period: Tuesday, November 28, 2023- Saturday, February 10, 2023.

Transitional period: Sunday, February 11, 2024- Tuesday, February 13, 2024. Voting: Wednesday, February 14, 2024. According to State Regulation No. 45/2017 on Civic Participation in the Implementation of Local Government provides an understanding of the general provisions of : Citizen participation in the Implementation of Local Government (Arif, Rahmawati,Andiyani,2022).

Hereinafter referred to as youth community participation, is the participation of the youth community to access their aspirations, thoughts, and interests in the implementation of local government (Surbakti;Nugroho,2015). Civic education is an individual Indonesian citizen, community group, or community organization (Almond,Verba;Faqih,Abdurahma,Zairudin,2022). Civic organization is a community organization as referred to in the rule of law and regulations governing public policy (Doly,2020).

The research results of Vina SD Soedarwo (2021) illustrate that the expectations of novice voters regarding the expected political education mechanism 26 respondents (17%) stated that political education for novice voters needs to involve universities or political institutions. Meanwhile, 68 respondents (46%) stated the need for democratic political education that accommodates the aspirations of voters. 29 respondents (19.86%) said it was enough to be given through schools alone and 23 (15.75%) respondents stated that they did not know (Soedarwo;Dharmawan,2021). From the results of this research can be done downstream in the form of community service activities for early voters. The early voters who become partners of novice voters who are still in school, namely Probolinggo State High School (SMAN I Probolinggo).

MATERIALS AND METHODS OF IMPLEMENTATION

This community development-based political education method uses tutoring and pre-test and post-test techniques. Tutorization is a knowledge stimulus technique in the form of civic insight, democracy and black campaign preventive strategies (Ansori,2018;Ahmad,2020). The pre-test and post-test technique is a comparison of participant data in the process of responding to cognition (knowledge), affection (manner), and psychomotor (skill).

The participants of the "comdev" are students (pupils) of SMA Negeri 1 Probolinggo and the problem solving of this participation is how individual knowledge can select black campaign information so that hoaxes do not occur. Patterning baseline-intervention then end-line steps program (Ife,2009). This method relies on a baseline and end-line with a final outcome. Monitoring-evaluation (monev) have an actor-agency as teacher and student from community services to achieve well-inform (Lipset,1969).

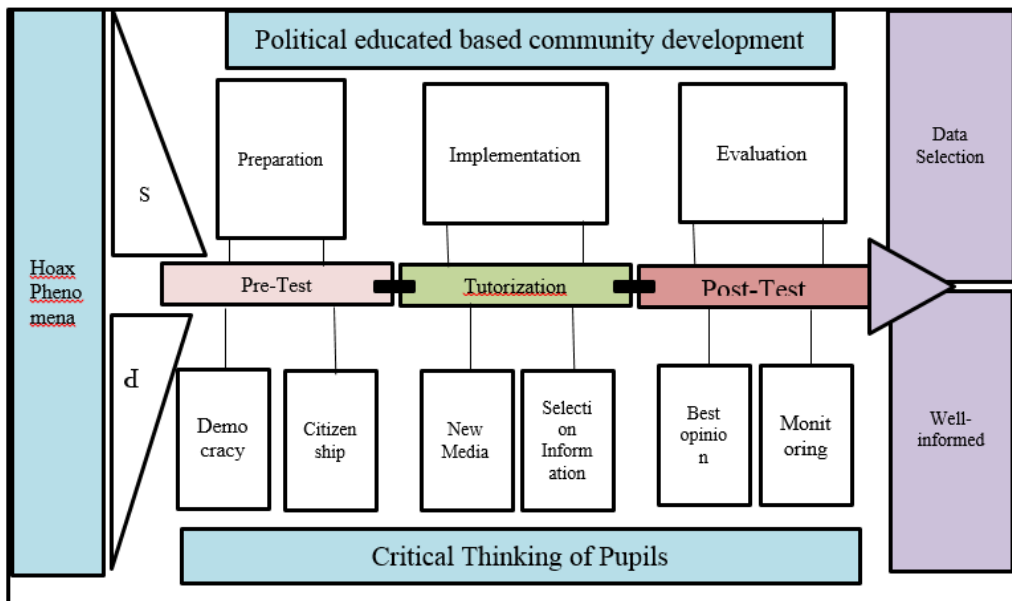


Figure 1. Flowchart Outcome

Source: Quantitative & qualitative mixed data. 2023.

RESULTS AND DISCUSSION

This data collection technique uses Bahasa to whole respondent by comparing pre-test and post-test data. The questions through questionnaires were given to 147 respondents related to the assessment of individual response. Average age "15" (1,4%) aged "16" (4,1%). "17" (50,3%). Aged "18" (23,8). Aged "31" (1,4%) as teachers and council advisory of high school. Based on the results of the survey that has been conducted gender, the information obtained is mapped in the table above. It is known that out of 147 respondents, were 92 respondents "Female" (62,6%), were 54 respondents "Male" (36,7%), and others 1 respondent (0,7%). Then the results of the background that has been conducted related to religious profiles, the participant information is mapped in the table above. It is known that out of 147 respondents, there are respondents with religious identity "Islam" (98%), religion "Catholic" (0.7%), and "others" (1.4%).

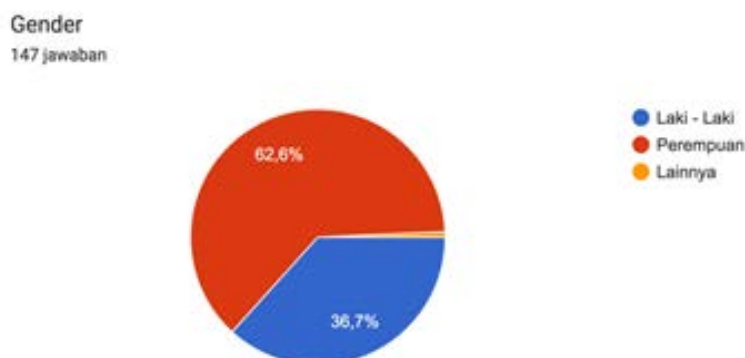


Figure 2. Pie diagram of gender

Based on the results of the survey that has been conducted regarding class categories, the information obtained is mapped in the table above. It is known that out of 147 respondents there are respondents with class "XI-J" (45.6%) and class "XII-H" (17.7%).

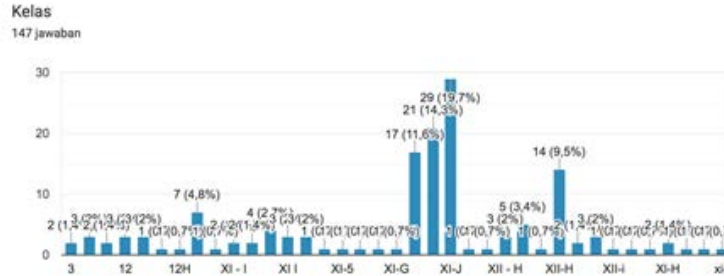


Figure 3. Bar diagram of classmate from respondent

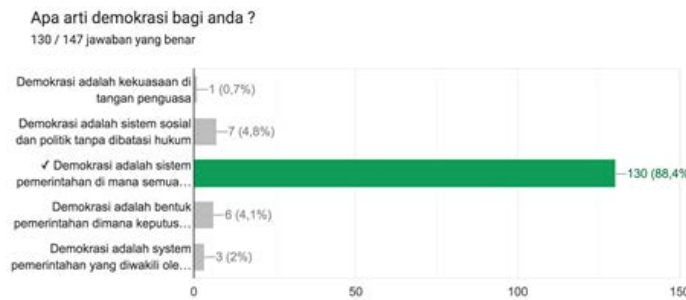


Figure 4. Bar diagram of democracy of opinion

We compared the pre-test results with the post-test results, which increased from 39.4% to 88.4%. The post-test results showed respondents answered "Democracy is a system of government where all people need to participate in politics" with a percentage of 88.4%. In a country that adopts a democratic system, political participation is something that cannot be separated in the political life of a country puts forward his idea that political participation is one of the main indicators of political stability (Almond;Sahid,2018).



Figure 5. Bar diagram of an urgency to vote for early voters

We compared the pre-test results with the post-test results, which increased from 47.6% to 96.6%. Post-test results showed respondents answered "Yes Important" with a percentage of 96.6%.

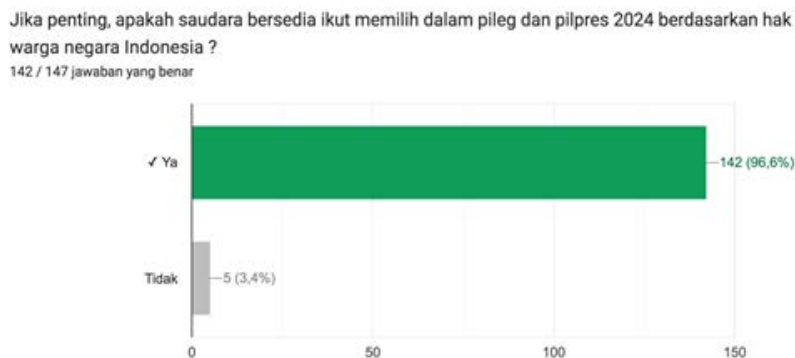


Figure 6. Bar diagram of a level participation to vote for early voters

We compared the pre-test results with the post-test results, which increased from 47.6% to 96.6%. The post-test results showed respondents answered "Yes" with a percentage of 96.6%.



Figure 7. Bar diagram of a level to receive and believe political policy from new media

We compared the pre-test results with the post-test results, which increased from 34.01% to 83%. Post-test results showed respondents answered "Yes" with a percentage of 83%.



Figure 8. Bar diagram of a level to receive information from news or media

We compared the pre-test results with the post-test results, which increased from 33.3% to 82.3%. The post-test results showed respondents answered "Yes" with a percentage of 82.3%.

Lazimnya menjelang pileg atau pilpres terdapat pernyataan (statemen) bahwa partai politik satu sama lain mengunggulkan calonnya atau menjatuhkan...n adanya berita yang tersebar di dalam media ?
121 / 147 jawaban yang benar

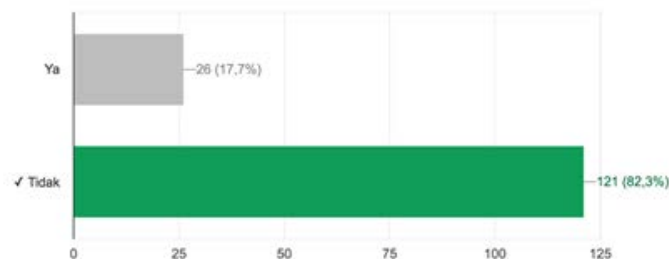


Figure 9. Bar diagram of a level to agree and participate in general election 2024

We compared the pre-test results with the post-test results, which increased from 48.2% to 97.3%. Post-test results showed respondents answered "Yes" with a percentage of 97.3%.

Lazimnya dalam konten kampanye terdapat anjuran kewajiban pemilih harus sesuai dengan agama yang dianut. Apakah saudara langsung mempercayai hal tersebut ?
124 / 147 jawaban yang benar

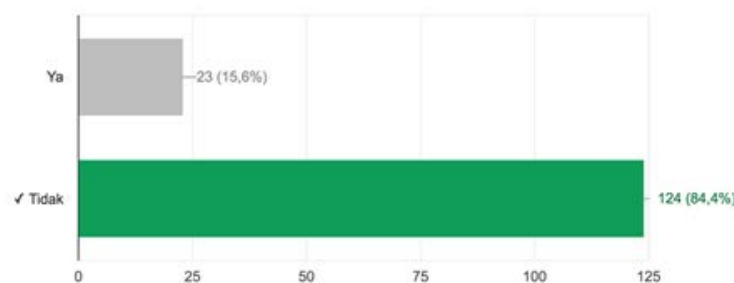


Figure 10. Bar diagram of a level critical thinking of pupils

We compared the pre-test results with the post-test results, which increased from 35.3% to 84.4%. Post-test results showed respondents answered "No" with a percentage of 84.4%.

Menurut saudara apakah dengan adanya mata pelajaran kewarganegaraan sudah cukup untuk memahami tentang hubungan pendidikan politik dan republik Indonesia ?
79 / 147 jawaban yang benar

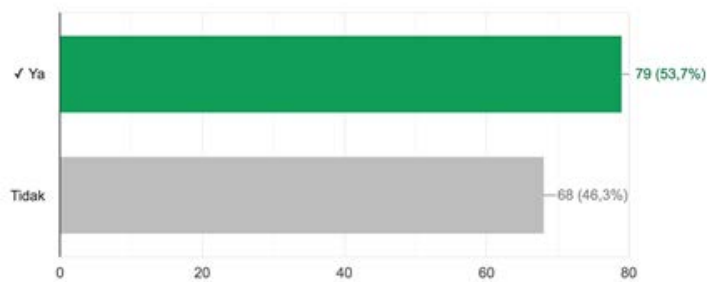


Figure 11. Bar diagram of a level critical thinking of pupils

We compared the pre-test results with the post-test results, which increased from 4.76% to 53.7%. The post-test results showed that respondents answered "Yes" with a percentage of 53.7%.

Apakah perlu mengetahui platform dan model kampanye yang standar dan resmi dari KPU dan Bawaslu RI ?
139 / 147 jawaban yang benar

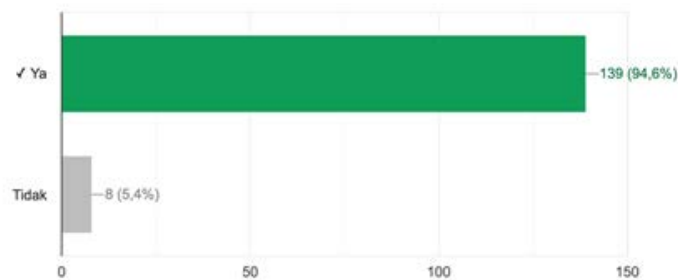


Figure 12. Bar diagram of an acceptability model and campaign platform

We compared the pre-test results with the post-test results, which increased from 45.5% to 94.6%. The post-test results showed respondents answered "Yes" with a percentage of 94.6%.

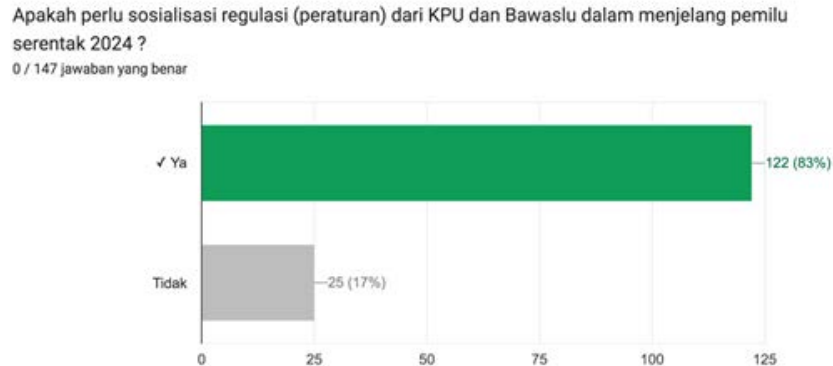


Figure 13. Bar diagram of an urgency to regulate official convention from Election Supervisory Agency and General Election Commission The Republic of Indonesia

We present a comparison of data based on fact finding from pre-test to post-test (Assve;Arpino;Goisis,2012).

No	Comparation		Finding
	Pre-Test	Post-Test	
1	33.3%	Increased to 82.3%.	Considered voters
2	35.3%	Increased to 84.4%.	Rational being in preferences social identity

We attempt to theoretical consideration by borrowing Lippmann’s theory of public opinion. Public Opinion in Democratic Society (Lippmann,1998)

Analysis of Public Opinion for Prevention Black Campaign	
Human Behaviour Stimulated by the person’s pseudo-environment and then acted upon in the real world	We compared the pre-test results with the post-test results, which increased from 34.01% to 83%. Post-test results showed respondents answered “Yes” with a percentage of 83%. The basis for receiving information and opinion comes from the form of news
Mental Image	We compared the pre-test results with the post-test results, which increased from 34.01% to 83%. Post-test results showed respondents answered "Yes" with a percentage of 83%. On the public memory of consumption media in daily basis.

Mass-Communication Media	We compared the pre-test results with the post-test results, which increased from 34.01% to 83%. Post-test results showed respondents answered "Yes" with a percentage of 83%. The basis for receiving information and opinion from the aspects of media credentials and news
Manufacture of Consent	We compared the pre-test results with the post-test results, which increased from 33.3% to 82.3%. The post-test results showed respondents answered "Yes" with a percentage of 82.3%. The basis for receiving campaign information aspirationally needs to come from the model and official platform from Election Supervisory Agency approval.

CONCLUSIONS AND RECOMMENDATIONS

The results of data collection indicate that there is an increase in knowing the standard and official campaign platforms and models from the General Election Commission (KPU) or Election Supervisory Agency (Bawaslu RI) by 94.6%. This matter requires the adoption of the concept of "official campaign-model" which is promoted by the KPU or Bawaslu policies with the consequence of a reasoning rate of 83%. Reasoning in the form of quantitative reasoning, empathy, and communication display are a form of individual strengthening for the early voters to convey work designs or study political platform, which is parallel with the voices for democratic efforts. A pupils group become more accepting of urgency general election after a good regulation and public opinion from credentials journalism. Furthermore, analysing the moderating effect of social structure and differences on ages role attitudes become more accepting of well-inform and update information from General Election Commission as public regulator.

ACKNOWLEDGMENTS

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INTEGRATED DAIRY COW CLUSTER DEVELOPMENT IN PUJON KIDUL VILLAGE, PUJON DISTRICT, MALANG REGENCY

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Abstract

Apart from being a tourist village, Pujon Kidul Village is also a center for dairy farming in Pujon District, which makes the largest contribution to Pujon Kidul Village's GRDP after tourism. The population of dairy cattle in Pujon Kidul Village is the largest in Pujon District with the main problems being management of feed, reproduction and health which do not support optimal livestock productivity. Besides that, the maintenance system is still conventional, especially in waste management so that it disrupts the health of livestock and the environment of the Tourism Village. Cluster-based integrated dairy farming activities are carried out with assistance and integrated technical guidance on agriculture, animal husbandry and the environment in one village area from upstream to downstream with Biofarm technology.

Keywords: Cluster, Dairy Cattle, Biofarm

INTRODUCTION

Pujon Kidul Village is one of the villages in the Malang Regency area which is growing rapidly due to tourism so that it can improve the local economy of the village and its people. Geographically, this village is located at 7°21'-7°31' south latitude and 110°10'-111°40'. Pujon Kidul Village, as it is located in Pujon District, is an area with highlands with regional characteristics in the form of hills and mountains. The location is more precise around 1200 m above sea level. Furthermore, according to data from BPS Malang Regency in 2014, during 2014 rainfall that occurred in Pujon Kidul Village averaged 2,000 mm. The highest amount of rainfall is in December,

Pujon Kidul is one of the centers for dairy farming in Pujon District and provides the largest gross income to the original income of Pujon Kidul Village. The population of dairy cattle in Pujon Kidul Village is currently around 5,000 dairy cows with an average farmer ownership scale of 3-5 heads and some have more than 5 heads between 10 and 20 heads. Milk production with a total of about 25,000 liters per day. Milk has become a leading commodity as a source of local revenue which can increase economic growth in Pujon Kidul Village apart from Tourism Village.

The main problem in dairy farming in Pujon Kidul Village is feeding management and reproductive management. Feeding does not meet the needs of livestock genetic potential, both forage and concentrate. Most breeders grow their own forage for elephant grass, but cultivation and cutting have not been managed properly so that the quality of the forage produced is not optimal. The potential for forage production is high but fluctuations in nutritional value are high due to the season.

Besides, land for forage is increasingly limited to compete with food crop agriculture and settlements. The provision of forage feed is still below the livestock needs both in quantity and quality. Limited livestock knowledge provides forage only as a filler not a necessity.

Research purposes

The objective of the activity is to develop integrated dairy farms in one area from upstream to downstream based on clusters.

1. Increasing the productivity and quality of milk for dairy cows
2. Increasing the scale of the farmer's business
3. Improvement of forage and concentrate production
4. Institutional strengthening at the breeder level
5. Formation of a network of government, cooperatives, banking, universities and stake holders

RESEARCH MATERIALS AND METHODS

Time and place

The location of assistance for the development of livestock and agriculture is the Pujon Kidul Village Area, Pujon, Malang Regency. The activities are carried out for 10 months starting from March to December 2020 or since the signing of the Warek I Decree.

Research methods

Preparation

The preparation stages include:

- Site feasibility survey, potential human resources and program support activities
- Determining demonstration plot breeders on program targets according to potential in 2 hamlets
- Formulation of Livestock and Agriculture SOP

Training

- Integrated dairy management management
- Quality forage feed processing
- Complete feed processing of feed and feed management
- Health, reproduction and nursery management
- Processing of dairy products

Accompaniment

- Assistance in the examination and treatment of mastitis
- Maintenance management assistance

Field School

- Harvest and Corn Silage Processing Demonstration

RESULTS AND DISCUSSION

Strengthening the Quality of Human Resources

The main activity for the development of integrated dairy cattle clusters is the field of dairy farming which includes activities from upstream to downstream. Dairy farming will be the core of the development of the Pujon Kidul Village livestock cluster where from the regional potential, the dairy cattle business is the main business of the villagers with a livestock population of 5,000 dairy cows and milk

production reaching 25,000 liters per day. So that increased milk production will have a real impact on farmer income so that the development of dairy cattle clusters is the main activity of this program.

Activities in the livestock sector consist of training and mentoring, training is carried out using tutorial and practice methods while mentoring visits to breeders' pens while monitoring the existing conditions of breeders as well as assistance. There are 2 activity locations according to the dairy cattle center in Pujon Kidul Village, namely Krajan Hamlet and Cultural Village. The target audience for the activity is not only breeders but also the PKK Pujon Kidul Village. The training activities that have been carried out are presented in table 4.1 below.

Table 4.1 Animal Husbandry Training Activities

NO	ACTIVITY	LOCATION	SOURCE PERSON	PARTICIPANT
1.	Forage processing and preservation training	Dusun Krajan	Ali Mahmud, SPt., MP	Dairy Farmers
		Culture Village	Dr. Ir. A. Wahyudi, MP	Dairy Farmers
2.	Milk Processing Training	PKK office	Dr. Ir. A. Wahyudi, MP	PKK cadres
3.	Demo plot of forage processing from harvest to silage processing	Tourism Village	Ali Mahmud, SPt., MP	Gapoktan and Bumdes Agriculture
4.	Livestock Health Management Training	Culture Village	Ali Mahmud, Spt., MP	Dairy Farmers
5.	Concentrate feed processing training and TMR	Culture Village	Dr. Ir. A. Wahyudi, MP	Dairy Farmers
6.	Biofarm Technology Training for probiotics, feed and waste processing	Culture Village	Prof. Dr. Ir. Indah Prihartini, MP	Dairy Farmers
7.	Training on calf maintenance and feeding management	Culture Village	Dr. Ir. Listiari Hendraningsih, MP Ali Mahmud, Spt., MP	Dairy Farmers

Forage processing and preservation training activities are limited to only 25 people to limit crowds but more than 30 people attend. The breeders were very enthusiastic and the response was very good, it was considered practical and could be carried out independently by the breeders. The training is not only with the

tutorial method but also with the practical method where breeders are involved in processing forage so that it not only increases the knowledge but also the skills of breeders. This training activity is very important considering that forage is the main feed for dairy cattle which greatly affects the production and quality of milk for dairy cows. However, it becomes a barrier during the dry season because availability is very low, so breeders have to look outside the Pujon area and even outside Malang Regency. Forage production during the rainy season is abundant, but farmers have not processed and preserved it as a dry season feed reserve. So that with training farmers are expected to be able to follow and implement forage preservation during this year's rainy season. Pictures of forage processing and preservation training activities are presented in Figure 4.1 below.



During the training assistance was also distributed to Livestock Groups and Breeders who were present at the training or who were not present. The assistance provided is presented in Table 4.2.

Table 4.2 Assistance for Livestock Production Facilities and Test Equipment

NO	AID TYPE	AMOUNT	RECIPIENT
1.	Biofarm Livestock Probiotics 5/1	60 L	Breeders (2 hamlets)
2.	Premixes	90 Packs @ 2 kg	Breeders (2 hamlets)
3.	Mastitis Ointment	100 Pieces	Breeders (2 hamlets)
4.	Mastitis Test Tool	2 pieces	Poknak (2 hamlets)

Milk processing training was carried out with the target audience of the Pujon Kidul Village PKK management as a processed milk product for KWT and PKK businesses to be marketed at Sawah Café in Pujon Kidul Tourism Village. Pictures of milk processing training activities are presented in Figure 4.2 below.



Mastitis Practice and Examination

Activities in the livestock sector are not only training but also with assistance, namely maintenance management assistance, wear management and inspection and treatment of mastitis with mastitis ointment. The mentoring method is to visit the target breeders according to the direction of the farmer group leader while chatting in the breeder's barn asking questions and giving directions while carrying out mastitis tests and treating livestock that have mastitis detected from the test results. Pictures of mentoring activities are presented in Figure 4.3 below.



The last livestock activity carried out was offline training for the last 3 topics, namely Biofarm technology for probiotics, feed processing and livestock waste. Followed by training on making concentrate feed and TMR fermented by Biofarm probiotics as well as training on calf maintenance and management of feeding. The training was attended by livestock groups from 2 hamlets namely Krajan Hamlet and Culture Village. The training also includes practice and demos of mixing feed with a mini mixer machine. There are 3 feed products produced in training activities, namely:

1. Concentrate Feed
2. Complete Feed
3. Fermented Complete Feed

The results of the activity are brought by dairy farmers to be tested on their dairy cattle. The response of the participants was very good with indicators of enthusiasm and the number of questions asked by the participants. The implementing team also opened consultations for breeders who had problems in raising dairy cattle. Farmers hope that training and mentoring activities will continue to be carried out to overcome problems with dairy cattle at the farmer level. Photos of training activities are presented in the following figure.



CONCLUSIONS AND RECOMMENDATIONS

The response from the Pujon Kidul community was very good with indicators of enthusiasm and the number of questions asked by the participants. The implementing team also opened consultations for breeders who had problems in raising dairy cattle. Farmers hope that training and mentoring activities will continue to be carried out to overcome problems with dairy cattle at the farmer level.

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EMPOWERMENT OF ELDERLY CREATIVE ECONOMY AT THE FOSTER HOME FOR CHILDREN AND THE ELDERLY (RUMAH ASUH ANAK DAN LANSIA - RAAL) “GRIYA ASIH” LAWANG-EAST JAVA

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Abstract

"Griya Asih" Lawang Foster Home for Children and the Elderly (RAAL), one of the locations for Special Student Community Service (PMM), starting from class 1 of 2021 to class 10 of 2023 in partnership with lecturers at the Faculty of Economics and Business, Muhammadiyah University of Malang. Each generation always carries out continuous activities, to deal with physical and non-physical conditions at RAAL "Griya Asih" Lawang with several activities involving residents (PKK) RT 06 RW 07 Lawang. Since PMM is specifically for classes 8 to 10, apart from dealing with physical and non-physical conditions, it also carries out creative economic empowerment for the elderly, especially in using free time to be creative, so that the work of the elderly can be commercialized and can take advantage of digital marketing by creating a Shopee marketplace. RAAL "Griya Asih" Lawang is a home for coaching, mentoring and caring for children and the elderly, especially PMM batch 8 to 10, prioritizing the role of 32 elderly people in filling their free time with more productive activities, namely making handicrafts for marketed. Meanwhile, the activity stages include; 1) socialization of the program to the management, the importance of using the elderly's time with more productive activities, 2) training for the elderly to make handicrafts (mask strings, cell phone straps, bead bracelets, key chains, small decorative wallets, patchwork crafts, tie dye t-shirt crafts, leaf ecoprint crafts 3) Create and manage a shopee marketplace by utilizing advertising features, namely shopee ads, so that you can promote and sell the work of the elderly. This is in line with assisting and caring for the elderly so that in old age they will continue to work and be independent. Furthermore, PMM classes 8, 9 and 10 will synergize and be sustainable in implementing the service program, to create independent elderly people.

Keywords: Creative economy; digital marketing; Marketplace Shopee, Elderly

INTRODUCTION

"Muhammadiyah for the nation", is a form of Muhammadiyah's devotion to the Indonesian nation, regardless of religion, ethnicity and race. RAAL "Griya Asih" Lawang is a non-Muslim community, after the Covid 19 pandemic, it needs a helping

hand of assistance and attention, especially the elderly as many as 32 people spent their old age without doing any meaningful activities. The extraordinary attention and policy of the Chancellor of the University of Muhammadiyah Malang to direct students to carry out Special Student Community Service (PMM), gradually and continuously. This activity program has been carried out well, special PMM activities for batch 1 were carried out on September 3 2021 to Special PMM batch 10 on August 31 2023 at RAAL "Griya Asih" Lawang with several activities involving residents (PKK) RT 06 RW 07 Mace.

At the start of the activity, the physical condition was not maintained, especially the land around RAAL "Griya Asih" Lawang was quite large but not productive. The existence of Special PMM gradually processes the land to become productive, such as: creating chicken and catfish farms for consumption, planting vegetables for consumption, hydroponics and aquaponic plants which are also consumed as decoration, toga plants for consumption, elderly gardens where to relax, making trash cans for cleanliness, billboards, making directions and joglo. In addition, non-physical conditions at RAAL "Griya Asih" Lawang need attention which is carried out in stages, such as; management (motivational training, administrative structuring, bookkeeping system from manual to accounting application), employees (psychological tests, employee restructuring, and motivational training),

The existence of the "Griya Asih" Foster Home for Children and the Elderly (RAAL) on Jl. South Ngamarto No. 628, Lawang, Kec. Lawang, Malang, East Java, under the GPIB Diakonia Foundation which is based in Jakarta. The Lawang "Griya Asih" Foster Home for Children and the Elderly (RAAL), was established by the GPIB Synod Council on July 5 1994 with Notarial Deed SOEKAMI, SH number 24 dated July 5 1994. It was then registered with the East Java Regional Government, through the Integrated Service Unit, namely Number: P2T/029/07.04/VI/2010 dated 09 June 2010. The "Griya Asih" Lawang Foster Home for Children and the Elderly (RAAL) is inhabited by 59 people, consisting of 32 elderly people, 7 foster children and 4 caretakers. Based on gender, it consists of 4 men and 55 women. Apart from that, the surrounding atmosphere is inhabited by residential residents. Meanwhile, based on the age group consisting of < 20 years as many as 7, Griya Asih Children and Elderly Care Home is located on Jl. South Ngamarto No. 628, Lawang, District. Lawang, Malang, East Java. RAAL Griya Asih Lawang is a foundation that has an area of 2600 m² and consists of approximately 5 buildings. The boundaries of the Griya Asih Lawang Foster Home for Children and Elderly are as follows: North of Forest and River, East area of Walet Alley,

Southern Region Jl. Scouts, West region Jl. South Ngamarto(<https://goo.gl/maps/bMELiwkW9m2Hb4YC9>).

So far, the activities of the elderly at RAAL "Griya Asih" Lawang have only been carrying out routine activities; morning exercises, foot therapy, sunbathing, group worship, lots of free time that has not been utilized for activities. Problems that exist with current conditions include:

1. There is no initiative from the management to provide handicraft skills to the elderly, which could provide benefits
2. The low level of awareness among the elderly uses their free time to avoid getting bored, to be creative in making handicrafts
3. There is low understanding from the management that social media, especially the Shopee marketplace, is a forum for marketing handicraft products for the elderly

4. The elderly don't know that social media, especially the Shopee marketplace, can be used to market their work.

Special PMM for batch 8 from 1 November 2022 to batch 10 on 31 August 2023, apart from handling routine activities, empowering the elderly with creative economy and utilizing digital marketing to create a marketplace on the Shopee application, to promote and sell the work of RAAL seniors "Griya Asih" Lawang. The aims and benefits of the Community Service by Students (PMM) program that has been implemented;

1. The management considers it important to utilize the elderly's free time by engaging in more productive activities
2. Empowering the elderly through creative economic activities (handicrafts), apart from using their free time so they don't get bored, their work can also be marketed
3. The need for an online marketplace on the "Griya Asih" Shopee application for managers to be able to market handicraft products for the elderly, so as to increase income
4. The elderly realize that there is an online marketplace on the Shopee application "Griya Asih" so that they can continue to work on making handicrafts to be marketed and the results can be enjoyed.

MATERIALS AND IMPLEMENTATION METHODS

This community service refers to the importance of utilizing Digital Marketing, which is defined as marketing activities that use various web-based media (Saputra, 2020). Digital marketing can be defined as the use of digital technology in an effort to achieve marketing goals as well as developing or adjusting marketing concepts carried out by companies (Gunawan, 2021). Digital Marketing is also defined as marketing activities that utilize digital technology. One example of digital marketing is internet marketing (E-Marketing). E-Marketing is a marketing process that uses electronic communication technology, especially the internet. Meanwhile, the form of digital marketing is the marketplace; where buyers and sellers meet and in the market there are many sellers who sell various kinds of goods or services.

Marketplaces interpreted as an online electronic sales application that facilitates the process of buying and selling from various stores in one network (Artaya, 2019). Indicators of marketplace effectiveness are measured by the marketplace's ability to facilitate the transaction process, and build meetings between sellers and buyers. Conventional markets are known to require physical markets as sellers and buyers meet, so marketplaces require virtual facilities as a condition for buying and selling transactions. Marketplace can also be defined as an online business transaction platform to facilitate commercial transactions such as selling goods, services and information online between sellers and buyers (Yustiani, 2017). So a marketplace is a form of platform where sellers gather and can sell goods or services to customers, even without physically meeting face to face. The platform in the marketplace can be in the form of a website or application. All marketplace operations, including website management and payment methods are facilitated by the marketplace provider company.

The online marketplace options in the Shopee application are the main and different internet-based online marketplaces that also provide a conventional online shopping experience (Andriatie, 2020). Shopee offers a variety of products ranging from fashion products to products for daily needs. Shopee is in the form of an application to make it easier for its users to carry out online shopping activities without having to open a website via a computer device. Shopee facilitates sellers to sell easily and provides buyers with a secure payment process and integrated logistics arrangements. On Shopee seller, a service menu is available for sellers to manage online stores, in the form of a service menu. (Shopee, 2022), such as: a. Delivery Menu, is a menu on Shopee sellers to make it easier for sellers to check orders and send goods, b. The Order Menu is a menu that is on the Shopee seller to make it easier for the seller to find out all the ordered products that have come in, the seller can cancel or return the items that have been ordered, c. Product Menu, is a menu on Shopee sellers to make it easier for sellers to display new products, delete existing products in the shop, d. My Promotion Menu, is a menu that is in the Shopee seller to make it easier for sellers to create advertisements for the products they want, so they can increase their sales, e. Finance Menu, is a menu that is listed on the Shopee seller to make it easier for sellers to see revenue in stores on a daily, weekly and monthly basis, as well as to make it easier for sellers to withdraw income balances, f. Data Menu, is a menu on Shopee sellers to make it easier for sellers to view store performance data conditions, updated sales data, g. Sales Development Menu, is a menu that can be seen on Shopee sellers to make it easier for sellers to see their sales progress on the Shopee application in a timely manner, h. Purchase Service Menu, is a menu available on Shopee sellers to make it easier for sellers to arrange conversations; Auto-Reply, FAQ Assistant, and message templates so sellers don't have to serve 24 hours to receive and reply to messages, i. Shop Menu, is a menu that exists at the Shopee seller to give the seller the flexibility to make basic changes to the shop such as; changes in store names, store descriptions, and others, j. updated data on sales, g. Sales Development Menu, is a menu that can be seen on Shopee sellers to make it easier for sellers to see their sales progress on the Shopee application in a timely manner, h. Purchasing Service Menu, is a menu on Shopee sellers to make it easier for sellers to organize conversations; Auto-Reply, FAQ Assistant, and message templates so sellers don't need to serve 24 hours to receive and reply to messages, i. Shop Menu, is a menu that exists at the Shopee seller to give the seller the flexibility to make basic changes to the shop such as; changes to shop names, shop descriptions, etc., j. updated data on sales, g. Sales Development Menu, is a menu that can be seen on Shopee sellers to make it easier for sellers to see their sales developments on the Shopee application in a timely manner, h. Purchase Service Menu, is a menu available on Shopee sellers to make it easier for sellers to arrange conversations; Auto-Reply, FAQ Assistant, and message templates so sellers don't have to serve 24 hours to receive and reply to messages, i. Shop Menu, is a menu that exists on Shopee sellers to give sellers the freedom to make basic changes to the shop such as; changes in store names, store descriptions, and others, j. Purchasing Service Menu, is a menu on Shopee sellers to make it easier for sellers to organize discussions; Auto-Reply, FAQ Assistant, and message templates so sellers don't need to serve 24 hours to receive and reply to messages, i. Shop Menu, is a menu that exists at the Shopee seller to give the seller the flexibility to make basic changes to the shop such as; changes to shop names, shop descriptions, etc., j. Purchase Service

Menu, is a menu available on Shopee sellers to make it easier for sellers to arrange conversations; Auto-Reply, FAQ Assistant, and message templates so sellers don't have to serve 24 hours to receive and reply to messages, i. Shop Menu, is a menu that exists at the Shopee seller to give the seller the flexibility to make basic changes to the shop such as; changes in store names, store descriptions, and others, j. The Settings Menu, is a menu available on Shopee sellers to make it easier for sellers to change settings such as; store holiday activation settings, language settings, seller balance PIN updates, privacy settings, notification settings, and other interests. The best form of promotion is through advertising using Shopee

Shopee Ads, often called Shopee Ads, is a feature offered by Shopee to promote products/shops in applications or websites, as well as allowing stores and products that users sell to be seen and purchased by more buyers at Shopee. The costs required to do Shopee Ads to promote products at any time start from Rp. 200 for search ads, and Rp. 150 for similar product advertisements (Shopee, 2022). Shopee Ads, which implements a Cost Per Click (PCP) payment system, will only pay every time a shop ad and product is clicked. It also needs to be ensured that you have filled out Shopee Ads credit first, with the number of credits available in a variety of options, starting from IDR 25,000 to IDR 50,000,000 (Shopee, 2022). Metrics used for ad performance reports, namely: 1. Seen (Impression); how many times all advertisements are seen by users who access the search page, 2. Number of Clicks (Clicks): The number of times all advertisements are clicked on the search page, 3. Percentage of Clicks (Click-Through-Rate/CTR); form of measuring how often users see advertisements and click on advertisements made, 4. Orders (Orders); number of orders made for each product, 5. Conversion (conversion) for each number of products sold per order, 6. Products Sold (Items Sold); number of product purchases from advertised products, cancelled/returned, 7. Sales Turnover (Gross Merchandise Value/GMV): total income from product sales in stores, 8. Costs (Expense); the amount of costs used when placing advertisements.

This community service is intended to obtain a comprehensive picture of the activities of the elderly at RAAL "Griya Asih" Lawang, who only carry out routine activities and have a lot of free time that has not been utilized for activities. Program activities are adjusted to program goals and targets, where RAAL partner "Griya Asih" Lawang is the main actor and also the main target. Based on these circumstances, So what is offered in this program refers to the outcomes and impacts felt directly by partners, namely:

1. Socialization to management to provide understanding and motivation that the elderly's free time is very valuable by filling it with more productive activities
2. Training for the elderly in making handicrafts, in stages, such as; mask straps, cell phone straps, bead bracelets, key chains, decorative small wallets, patchwork crafts, tie dye t-shirt crafts, leaf ecoprint crafts, their work to be marketed
3. Online Marketplace training on the Shopee application "Griya Asih" with an advertising feature, namely Shopee Ads, the management can promote and sell handicrafts for the elderly.
4. Socialization for the elderly, the existence of an online marketplace on the Shopee application "Griya Asih" can promote and sell their work, so that they are enthusiastic about continuing to work.

SERVICE PROGRAM At RAAL "Griya Asih" Lawang			PROGRAM RESULTS I
PRE-IMPLEMENTATION	IMPLEMENTATION	POST	
<p>PMM specifically for batch 1 (3-9-2021) to 10 (31-8-2023): -Physical activity(chicken and catfish farms, vegetable & toga plants, several trash cans, signboards, directions, elderly garden, hydroponics, aquaponic, joglo -Non-physical activities; Manager(motivational training, administrative structuring, bookkeeping to accounting applications) Employee(psychological tests, employee realignment, motivational training), The elderly(morning exercise routine, foot therapy, sharing stories, telling yourself to make elderly success story books, playing games, painting, making herbs, making bracelets from beads to wear) Children(English courses, playing games, skills, reviewing films, counseling on adolescent reproductive health)</p> <p>PMM specifically for batch 8 (1-11 to 12-12-2022) to 10 (31-8-2023): Apart from handling routine activities, it also empowers the elderly with a creative economy and creates a Shopee marketplace to market the work of the elderly</p>	<ol style="list-style-type: none"> 1. There has been no initiative by the management to provide skills in the form of handicrafts for the elderly 2. The elderly have low awareness of using their free time 3. Low understanding of managers (shopee marketplace) as a forum for marketing the work of the elderly 4. Ignorance that the elderly marketplace-shopee is important 	<ol style="list-style-type: none"> 1. Socialization to managers; provide an understanding of the importance of free time for the elderly 2. Training for the elderly to make handicrafts 3. Shopee Marketplace Management and Utilizing the advertising feature, namely Shopee Ads, the management can market the work of the elderly 4. Outreach to the elderly, the importance of the Shopee Marketplace 	<ol style="list-style-type: none"> 1. The management realizes that it is important to provide skills to the elderly 2. Happy to be able to make various kinds of crafts 3. The manager can use and market the work of the elderly 4. Once your work can be marketed, you will be more enthusiastic about creating <p>PROGRAM RESULT II Shopee marketplace https://shopee.co.id/griyaasihh?fbclid=PAaAc8pqjDOOT-MjBzyhd9Zpbg_t4wvXuQrOV6vxGaBwX-TqYNk-PEI6pZQ-N4</p> <p>Complementary: 1) Elderly Success Story Bookhttps://bit.ly/3TN-qNjr 2) Tutorial on Using The Shopee Marketplace - tutorial on using the Shopee Marketplace</p>

Source: Special PMM Batch 8, 9 & 10

Figure 1. Implementation of the Community Service Program

RESULTS AND DISCUSSION

Table 1. Work Program and Targets

Work program	Target
Program Socialization	Management provide an understanding of the importance of the elderly's free time for activities to make handicrafts that can be marketed online
Training Making Crafts	The elderly Make handycrafts; mask straps, cellphone straps, bead bracelets, key chains, decorative small wallets, patchwork crafts, tie dye t-shirt crafts, leaf ecoprint crafts

Shopee Marketplace Management and Training	Management. Before training, socialization is carried out marketplace management; how to manage a marketplace with the shopee application for RAAL “Griya Asih” Lawang (promoting and selling elderly people’s work) by utilizing the advertising feature, namely Shopee Ads, making it easier to reach consumers.
Socialize the importance of the Shopee Marketplace	The elderly The importance of the Shopee marketplace for the work of the elderly to be promoted and sold

Source: Special PMM Service Data Batch, 8, 9 and 10



Figure 2. Rumah Asuh Anak dan Lansia (RAAL) “Griya Asih” Lawang - East Java



Figure 3. UMM Chancellor, DPPM UMM, DPL, Manager of RAAL “Griya Asih” Lawang and Students

UMM Chancellor’s extraordinary attention and policy, to direct and facilitate Student Community Service (PMM) Special Lecturer Partners at RAAL “Griya Asih” Lawang on an ongoing basis starting from PMM batch 1 on 3-9-2021 to PMM batch 10 on 8-31-2023



Figure 4. Opening and Closing Ceremony of Special PMM (Batch 3 s/d 10)



Figure 5. Rumah Asuh Anak dan Lansia (RAAL) "Griya Asih" Lawang, -East Java 32 elderly people and 7 foster children



Figure 6. Training handycrafts; mask straps, cellphone straps, bead bracelets, key chains, decorative small wallets, patchwork crafts



Figure 7. Training Tie Dye T-shirt Crafts



Figure 8. Training Leaf Ecoprint Crafts made using tote bag media

CONCLUSIONS AND RECOMMENDATIONS

Based on the description and discussion above, it can be concluded that the Special PMM activities for Batches 1 to 10 with Lecturer Partners at RAAL "Griya Asih" Lawang were carried out well and smoothly. Good cooperation gets full support from the management and the Head of the Foundation, UMM students are expected to be there to assist and help both physically and non-physically.

As for suggestions for the management of RAAL "Griya Asih" Lawang to pay more attention to the elderly, add caregivers and suggestions for the University of Muhammadiyah Malang, so that Community Service by Special Students (PMM) continues and is sustainable

GRATITUDE

Deepest gratitude for the grace of Allah SWT, the implementation of special Community Service by Students (PMM), starting from batches 1 to 10 of 2021 -

2023 at RAAL "Griya Asih" Lawang is going well. Thank you to the Chancellor of Muhammadiyah University of Malang, Director of the Directorate of Research and Community Service (DPPM) UMM, Deputy Director II, Downstreaming and PMM Division of UMM, Head of the PMM Division of UMM, Deepest thanks to Mrs. Ellen Natalia Poluan, as Head of Management of the Foster Home Children and the Elderly (RAAL) "Griya Asih" Lawang for providing the opportunity for students to serve and gain valuable experience. Hopefully the mission of "Muhammadiyah for the nation" is a form of service to the Indonesian nation without regard to religion, ethnicity and race, carried out by lecturers and students at the University of Muhammadiyah Malang.

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INCREASING INCOME OF DAIRY FARMER THROUGH UMB AND MILK PRODUCTION

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Abstract

The income of smallholder farmers in the Kemiri village, Malang Districts area can be increased by increasing the milk production of their dairy cows. The constraints to increasing milk production due to feed consumption is not balanced with the rumen volume of each livestock (Hidayati., 2009). The consumption is influenced by the palatability of the feed, the digestibility of the feed in the rumen and the flow rate of the feed from the rumen to the next digestive tract. One of the efforts to reduce these obstacles is by providing urea molasses block as a source of vitamins, minerals and energy to improve the performance of microorganisms in the fermentation process in the rumen and increase absorption in the small intestine, so that the flow of feed in the rumen smoothly and hopefully increase consumption. The UMB given is the UMB produced by a group of breeders who have been given training. UMB is typical by adding leguminous leaf flour that grows in the local village area. UMB is typical by adding leguminous leaf flour that grows in the local village area. The method of activity with training and practice of making UMB, as well as assistance in giving UMB for 3 months, so that a real increase in milk consumption and production is obtained. the results of the dedication show an increase in consumption from 2.5% dry matter of feed to 3% dry matter of feed and succeeded in increasing milk production from an average of 12 liters per day per head to 15 liters per day per head, or an additional profit of 3 liters per day is equivalent with an additional net income of IDR 12,000 per head per day. the average ownership of lactating livestock per farmer household is 3 heads so that income increases by approximately Rp. 1 million rupiah.

Keywords: Eraning; dair;, farmer; UMB

INTRODUCTION

The People's dairy farming in the village of Kemiri is a hereditary business that has been started since the independence of the Republic of Indonesia. This business is developing not as fast as the development of science and technology in dairy. One of the reasons is that the younger generation who succeeds in business prefers to look for work outside the village or outside Malang district. This condition causes farmers to not have young workers to adopt practical knowledge conveyed by government extension workers or local dairy cooperatives, so that the productivity of dairy cows has not progress. These obstacles must be overcome as soon as possible by increasing the income of farmers, so that the younger generation of

dairy farmers will be interested in continuing their parents' business. This effort is by increasing livestock milk production which is expected to increase income, by providing additional feed in the form of urea molasses blocks (UMB). UMB is produced by the farmers themselves to save on the cost of purchasing additional feed like Leguminous tree. Caliandra leaves are legume leaves in the highlands which have been shown to increase milk production and its quality, especially the protein and fat content of milk (Hidayati., 2012). Other leguminous leaves that grow in the Kemiri village area are used as additives, in an effort to increase protein levels and supplement UMB amino acids. The production of special UMB by supplementing leguminosae leaves is initiated by service workers and breeders are given training until they can produce it, for the benefit of their respective livestock. The UMB that has been produced, then it is given to their dairy cow, for 3 months observation. During observed, UMB has been giving effect to the body weight and daily milk production at least 2 litres per head per day. Assistance during the administration of UMB is carried out by students of Animal Science UMM, as internship activity or as their research. Furthermore, the increase in farmer income from milk production was analyzed

MATERIALS AND METHODS OF IMPLEMENTATION

The method of this community service activity is the active participation of dairy farmers in the process and production of UMB production, as well as the implementation of UMB as additional feed for their dairy cows. Assistance in implementation lasts for 3 months, to see the impact of giving UMB on consumption, milk production and the impact on increasing farmer income. The determination of activity methods is based on the problems and constraints experienced by dairy farmers so far, which is mainly on the adoption of practical technology which is constrained by human resources. Farmers' resources are limited to the next generation, namely the sons and daughters of farmers who are reluctant to continue their business due to lower income due to low milk production compared to the genetic potential of dairy cows.

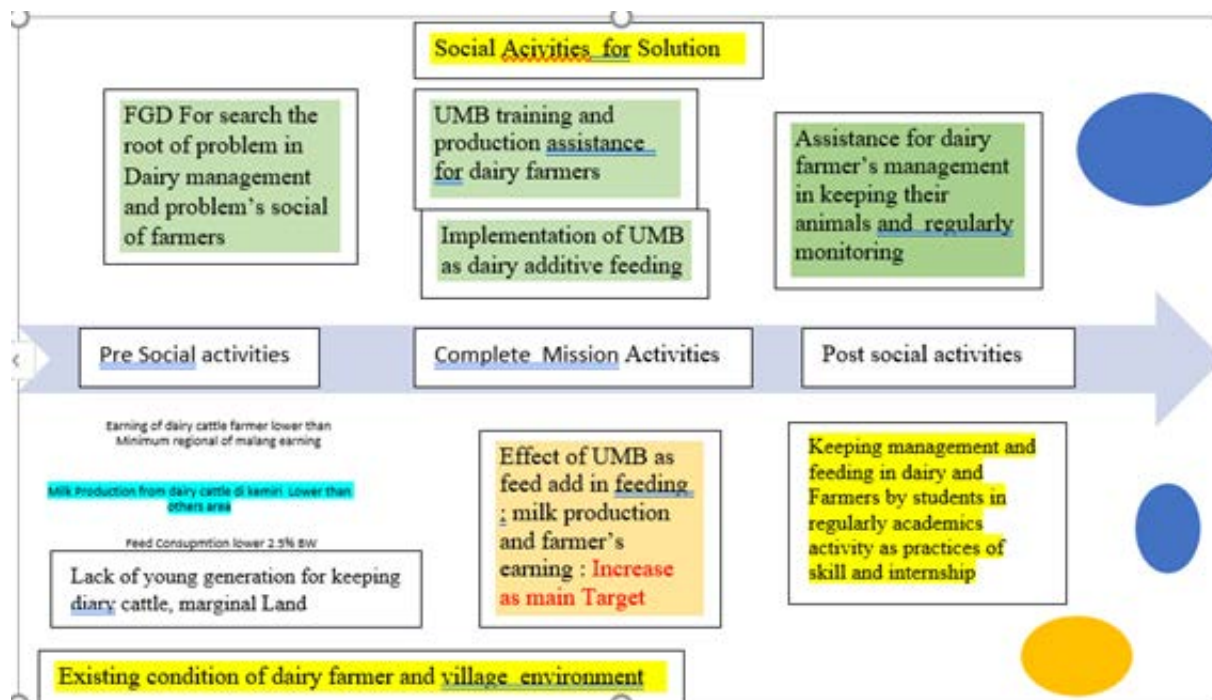
The active participation in activity of social services, there were 2 activities namely the manufacture and production of UMB specifically for the Kemiri village area, which in UMB is supplemented with legumes leaf flour which is abundantly available in the Kemiri village. The purpose of adding leguminous leaves is to add amino acids which was support to milk production. UMB contain mineral and vitamin and that were make appetite and consumption increase. It make the absorption of nutrients to rumen filli as well as the walls of the small intestine and subsequent digestive tract.. The purpose of UMB by dairy farmers is intended to save costs and to increase the confidence farmers, which they can apply practical technology provided by extension workers or university servants to increase their cow's milk production.

The second method of activity is assisting farmers to implement the method of administering UMB to their respective dairy cows, and monitoring developments in consumption and changes in milk production as a result of giving UMB. assistance is carried out for 3 months, to find out in real terms the impact of UMB physiologically and to accustom farmers to the correct way of feeding so that it is efficient and effective not much feed is wasted. Mentoring activities involve students as real

work lecture activities to increase community empowerment. This assistance for 3 months is not only intended to provide farmers with the correct way of feeding, it is also intended to provide opportunities for farmers to calculate income as a result of increased consumption and milk production of their respective dairy cows.

Monitoring and evaluation activities are carried out in the middle of the activity, as well as at the end of the activity. monitoring method with Focus group discussions led lecturer as inisiator and followed by all dairy farmers who have produced and implemented UMB. The FGD is intended to explore the constraints and expectations of farmers from UMB production and its implementation. Evaluation method with FGD and discussion about tha data on consumption and milk production before and after UMB implementation. The increase of farmers income that was obtained as a result of the impact of the implementation was socialized to the younger generation of breeders, so that they could think about it to motivate them to return to the village to continue and increase the milk production of their dairy cows.

The flowchart of problems, constraints and solutions as well as the expected results are illustrated in Figure 1



Source: Primer data, 2020

Figure 1. Flowchart Social Activities of UMB Training, production and implementation

RESULTS AND DISCUSSION

The UMB training and production activities specifically for the dairy farming community of Kemiri village, UMB implementation activities as additional feed and the impact on livestock in the form of changes in feed consumption, changes in milk production and changes in farmer income are each presented in items a and b along with parameter tables section describes which is obtained.

a. UMB training and production

The impact of training and production on making special UMB is listed in table 1.

Table 1. Existing condition of UMB training dan production after programme.

Condition	Before	After
Usages of forages as the main feed for diary cows	Elephant Grass+Concentrate	Elephant Grass+ Legumes+Concentrate
Time needed to make UMB (hours/week)	-	4
Budgets for dairy feeding (RP/head/day)	3.000	3.200

The data collection is specific to the time needed by the farmer and the financing related to UMB production, as data related to the time and amount of costs that must be incurred by the farmers, whether it has an impact on their dairy cattle business activities or not. This is important to know to ensure that manufacturing costs do not add to the burden on farmers budget for feeding their dairy cows. The time set aside to produce UMB not reduce the time for farmers to care for their dairy cows, which results in a decrease in milk production. Referring to BPP Bendo (2) the use of UMB can increase the production and quality of milk for dairy cows.

Almost all farmers buy concentrate for feeding their dairy cows. The cost of buying concentrate per month is around IDR 625,000 for 3 lactating cows, which was given 30% concentrate from the total feed. The forage in the form of elephant grass is taken from one's own land. The average land ownership is around 1000 m² or less than the minimum land ownership requirement to raise 3 cows. Land ownership by dairy farmers for reaches BEP is around 2 to 3 Ha, and the area of land ownership for planting fodder grass. In Kemiri village farmers has on averages 0.25 up to 0.5 Ha land only. Ownership of land with an area of 0.25 to 0.5 ha is the largest area owned by farmers in the Indonesian region, and is less profitable [4]. Low Forages availability as main feed for dairy cows during the dry season is a major obstacle for farmers because it affects the daily milk production of their dairy cows, which ranges from 8 to 10 liters per head per day, that was lower than milk production of dairy cow in area dairy farmer of central Java [5]. Some farmers have implemented grass storage in the form of silage, so that milk production during the dry season higher, around 4 to 5 liters per head per day from others which has feed no silage. There are more farmers who have not made silage yet due to limited family labour. The limited availability of grass is what causes the consumption per head per day is also low, especially during dry seasons. Feeding UMB is one of the ways to increase efficiency of rumen microbes activity in feed fermentation, due to the vitamin, mineral and amino acids in UMB. The independence of farmers in the community livestock business system in an effort to increase their livestock's milk production is also lower than the dairy cattle businesses that are members of cooperatives, the same as the results of research by Endang et.al [3], and the independence of these farmers has an effect on lower milk production than dairy farmers. who are members of a cooperative.

Production of UMB with filler of leguminous leaf is not a burden for because they only need a few, and dairy cow farmers do not need to buy, because they take only available feed ingredients in their farm.

b. Implementation UMB as Feed additive accompaniment

The performance of dairy cows production before and after UMB implementation for 3 months is listed in table 2.

Table 1. Existing condition before and after programme.

Condition	Before	After
Averages consumption of dairy cattle (%/BW)	2.5	3
Averages milk production per households (liter/head/day)	8	10
Averages Earning of Households (Rp)/month	3.990.000	4.200.000

Source: primer data. 2019 up to 2020

The implementation of UMB provision made by farmers shows an increase in feed consumption, which has an impact on milk production, and the impact on increasing farmer income per month. Milk production increases by 2 liters per head per day, or a sales yield of IDR 360,000/head/day is obtained with an additional concentrate fee of 15 kg/head/month or IDR 45,000/head/month, then an additional profit of IDR 315,000/head/month is still obtained. the addition of these profits will increase with the number of lactating livestock kept. To obtain a net income higher than the Regional Minimum Wage in Malang district of IDR 2,700,000/month, the number of livestock that can be kept is at least 6 heads with an average milk production of 10 liters/head/day.

CONCLUSIONS AND RECOMMENDATIONS

Farmers' income can be increased by implementing practical technology for UMB supplementary feed which is able to increase milk consumption and production per head per day of dairy cattle raised by breeders with a smallholder livestock business system Suggestions, production and implementation of UMB giving continue to be improved in quality and quantity, so that it can be used as a means to attract the younger generation to return to the village to help and increase the productivity of their parents' dairy cattle, which is proven to be able to increase family income

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EMPOWERING SCHOOL HEALTH SERVICES/USAHA KESEHATAN SEKOLAH (UKS) AT SMU MUHAMMADIYAH I MALANG

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Abstract

The School Health Services/Usaha Kesehatan Sekolah (UKS) is part of the health effort that will be carried out jointly between SMU Muhammadiyah 1 Malang and the Pharmacy Study Program, Faculty of Health Sciences, UMM in order to achieve the best possible health condition for students. For this reason, the priority problems agreed to be resolved in this service are in the fields of health education, health services and fostering a healthy school environment. UKS empowerment carried out includes making health posters, health pocket books, webinars on clean and healthy lifestyles, balanced nutrition, the dangers of drugs, and completing UKS equipment. The results of this activity are increased knowledge and positive behavior about health.

Keywords: UKS, Health, Muhammadiyah, pharmacy

INTRODUCTION

School Health Services (UKS) is an effort to foster and develop healthy living habits carried out in an integrated manner through educational programs and health services in schools as well as efforts carried out in the context of fostering and maintaining health in the school environment (Bjørnsen, et.al, 2019). SMU Muhammadiyah 1 Malang, located in the city of Malang on Jalan Oro-oro Dowo, has a UKS to improve healthy living abilities and subsequently form healthy living behavior, which in turn produces an optimal level of health for all school members while supporting clean and healthy living behavior activities. Optimal UKS empowerment will greatly support the goal of a healthy life for all school members (Langford et al, 2014; Littlecott et al., 2018). The problem so far at SMA Muhammadiyah 1 Malang is that there is no UKS organizational structure and not many UKS activity programs have been implemented. For example, in the health education program there is no health education carried out curricularly. There are no teacher handbooks and literature on health education. As for the health service program, from the results of the discussion, health education has not been implemented. In developing a healthy school environment program, there is clean water, a place for washing hands, a functioning toilet, a rubbish bin, a sewerage system that functions well, and a UKS corner. Apart from that, for the UKS room, there is a UKS room with simple equipment categories, namely a bed, weight scale, body, height measuring instrument, first aid kit and medicines such as paracetamol.

The School Health Services is part of the main health Services which will be carried out jointly between SMU Muhammadiyah 1 Malang and the pharmacy study program in order to achieve the best possible health condition for students. For this

reason, the priority problems agreed to be resolved in this service are in the fields of health education, health services and fostering a healthy school environment.

From this activity, it is hoped that there will be an increase in the quality of education and learning achievements of students which is reflected in clean and healthy living behavior, creating a healthy environment, thereby enabling harmonious and optimal growth and development (Mann & Lohrmann, 2019). Apart from that, it is hoped that it can improve in several ways, namely 1) Improving attitudes and skills to implement a clean and healthy lifestyle and actively participating in efforts to improve health; 2) improving clean and healthy living both physically, non-physically, mentally and socially 3) Free from the influence and use of illegal and dangerous drugs such as narcotics, cigarettes, liquor, alcohol and other addictive substances; 4) Improve students' healthy living abilities, so that they can learn, grow and develop harmoniously and optimally (Kemendiknas, 2019).

METHOD OF IMPLEMENTATION

It is hoped that the solutions offered in this proposed service program will be able to assist partners in fulfilling the UKS program to minimum standards in the fields of health education, health services and fostering a healthy school environment. Proponents of the service program will provide knowledge and technology transfer as well as help provide the necessary materials, tools and space needed when holding the training. Partners play an active role in becoming participants in training activities in accordance with the agreement. Implementation evaluation is assessed based on predetermined parameters.

Based on an agreement with partners related to the implementation of the UKS program, the proposing team agreed to develop a program of joint activities in 3 forms, namely in the fields of health education, health services and health coaching. In the field of health education, there is a program for making posters about health and making handbooks about health education. In the field of health services, health education programs and the formation of trained health cadres are carried out. The Healthy School Environment Development Division is to have a fully equipped UKS room with the purchase of some equipment and equipment for UKS.

RESULT AND DISCUSSION

The work program in the health education sector is the creation and posting of educational posters. The aim of making posters is to broaden the knowledge of students and teaching staff about healthy lifestyles during the pandemic. The next activity is a work program for making a pocket book about healthy living. The pocket book is made to be as attractive as possible, so that readers are interested in reading, the size of the pocket book is minimalist and easy to carry anywhere. It is also hoped that this pocket book will make it easier for readers to carry and read it anywhere so that the messages and education we insert in the book can open readers' insight and knowledge about the importance of a healthy lifestyle, especially during the Covid-19 pandemic. This pocket book has also been copyrighted.

In the field of health services, a Webinar was held "Strengthening adolescent health cares during the pandemic. Themes raised include a healthy lifestyle, choosing good medicine and how to avoid the dangers of drugs. In the healthy lifestyle material, you are taught how to maintain your diet by following government recommendations

regarding “Fill My Plate”. In order to fill my plate, nutritionally balanced food will determine current and future health status. The contents of my plate is a slogan that describes the portion of food on one plate, namely: 50% vegetables and fruit and the remaining 50% carbohydrates and protein (Kementerian Kesehatan RI, 2017). In the material about getting to know medicine, you will be introduced to when to take good medicine and how to store medicine properly (Kemenkes RI, 2017; Warni et al., 2018; Yati, Hariyanti, & Lestari, 2018). In the material ‘how to avoid the dangers of narcotics’, it explains what types of narcotics, psychotropics and dangerous substances are and how as high school teenagers can deal with these dangerous substances. The webinar was conducted online and attended by students and several teaching staff. Students who took part in the webinar were students who were doing online school because SMA Muhammadiyah 1 Malang was implementing offline school with a limited face-to-face meeting system (PTMT). Strengthening adolescent health cadres is aimed at ensuring that students who become adolescent health cadres are able to embrace and participate in educating their friends around them. (Figure 1)



Figure 1. Webinar for health cadres at SMA Muhammdiyah 1 Malang

The handsanitizer socialization work program is carried out for teachers and published on YouTube. Hand sanitizer is an important need during the pandemic and after the pandemic, therefore people can also have knowledge on how to make good hand sanitizer formulations (Arganata et al., 2022). The choice of formulations that are easy and simple is aimed at making it easy for teachers to grasp them, making it possible to make them yourself at home or teach them to students. Making is not done with students because the school is still implementing an online system. (picture 2).



Figure 2. Workshop for making hand sanitizer

In the field of developing the school environment by completing the UKS room equipment. The first step was to check what equipment was lacking and what was available at the Muhammadiyah 1 Malang High School UKS. Then proceed with purchasing the equipment needed by UKS, plus new equipment that UKS must have in this era of the Covid-19 pandemic. It is hoped that the completion of the UKS room will provide comfort and optimize the use of the UKS for school residents who need first aid while at school.

Evaluation of Program Implementation

To measure the level of success that has been carried out, an activity evaluation is carried out by conducting a pretest and post test. From the results of the assessment, it can be seen that there has been an increase in the knowledge of health cadres at SMA Muhammadiyah 1 Malang regarding the UKS triad, especially regarding clean and healthy lifestyles, balanced nutrition, and the dangers of drugs. There is a change in positive behavior, especially regarding a clean, healthy lifestyle and balanced nutrition.

CONCLUSION AND RECOMMENDATION

1. In this service activity, trained youth health cadres (KKR) are formed. In addition, the UKS room is complete with first aid kits, medicine cabinets, reference books, posters.
2. This UKS empowerment is able to increase the ability to live healthily and subsequently form healthy living behavior, which in turn produces optimal levels of health for all school residents while supporting clean and healthy living behavior activities in the atmosphere of the Covid-19 pandemic.

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AISEYIAH ORPHANAGE MANAGEMENT ASSISTANCE NATIONAL STANDARD IN EFFORTS TO INCREASE CHILD EMPOWERMENT IN BATU CITY, MALANG

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Abstract

This community service activity was carried out based on a Partner's suggestion, namely the manager of the Aisyiyah Orphanage in Batu City, where assistance and training are needed for Orphanage management that meets national standards in an effort to increase child empowerment. Nationally, the standard for managing orphanages in Indonesia refers to the Regulation of the Minister of Social Affairs Number: 17 of 2012 concerning Accreditation Standards for Social Welfare Institutions including Child Social Welfare Institutions. The form of this activity is socialization, training, mentoring, and material assistance. The target outcome of the activity is to increase the knowledge and skills of the administrators and managers of the Aisyiyah-Muhammadiyah Putri Orphanage in Batu City in managing the Orphanage according to the national standards for Child Welfare Institution accreditation. Meanwhile, efforts to increase child empowerment are carried out through learning activities in formal schools, reciting and memorizing the Al Quran, and training on the latest hair cutting skills, making wet cakes, raising fish, and making souvenirs.

Keywords: Management, Orphanage, Accreditation, National Standards, Empowerment of Children

INTRODUCTION

The Putri Aisyiyah Orphanage in Batu City is a Child Social Welfare Institution (LKSA) that educates orphans. The Putri Aisyiyah Orphanage in Batu City was established on August 15, 1996. The Putri Aisyiyah Orphanage in Batu has a vision: Realization of Service and Support for Islamic Principles and Based on Al-Qur'an Surah Al-Ma'un verses 1-3, Surah Al-Balad verses 12-16, While its mission: Conveying Islamic Messages Through the Field of Education. The objectives of the Putri Aisyiyah Orphanage in Batu City: (1) To inculcate the Islamic spirit which is manifested in good daily practice and behavior; (2) Foster children can complete education up to high school/vocational school; (3) Foster children have a skill that has economic value so that they get provisions to live independently; and (4) Directed and fostered to become Muhammadiyah cadres who can later participate in supporting the charities of the Muhammadiyah Association.

The Putri Aisyiyah Orphanage Batu City, located in the Bumiaji Batu area. The Putri Aisyiyah Orphanage in Batu City is the first Orphanage in Bumiaji District, Batu City. The vision of the Putri Aisyiyah Orphanage in Batu City is the Realization of Service and Support for Islamic Principles and Based on the Qur'an Surah Al-Ma'un verses 1-3, Surah Al-Balad verses 12-16. Meanwhile, its mission is to convey Islamic treatises through the field of education. While the objectives include: (1) Embedding the Islamic spirit which is manifested in good daily practice and behavior; (2) Foster children can complete education up to high school/vocational school; (3) Foster children have a skill that has economic value so that they get provisions to live independently; and (4) Directed and fostered to become Muhammadiyah cadres who can later participate in supporting the charities of the Muhammadiyah Association.

The vision of the Putri Aisyiyah Orphanage in Batu City is the Realization of Service and Support for Islamic Principles and is based on the Qur'an Surah Al-Ma'un verses 1-3, Surah Al-Balad verses 12-16. Meanwhile, its mission is to convey Islamic treatises through the field of education. While the objectives include: (1) Embedding the Islamic spirit which is manifested in good daily practice and behavior; (2) Foster children can complete education up to high school/vocational school; (3) Foster children have a skill that has economic value so that they get provisions to live independently; and (4) Directed and fostered to become Muhammadiyah cadres who can later participate in supporting the charities of the Muhammadiyah Association. While the objectives of the Batu City "Aisyiyah" Orphanage are formulated in 2 forms of objectives, namely: First, To become a place of social services for neglected, underprivileged children, orphans, and orphans to build priests and develop confidence in one's own potential; and Second, Becoming a center for forging aqidah based on the Al-quran and sunnah Rasulullah SAW.

Currently, the Putri Aisyiyah Orphanage in Batu City fosters around 18 foster children specifically for girls from orphans, neglected and disabled children. Data on foster children from the Putri Aisyiyah Orphanage in Batu City are explained in the following table:

Table 1: Number of Foster Children at Putri Aisyiyah Malang Orphanage by Education Level

Number	Foster Children Category According to Education Level	Amount	Percentage (%)
1.	Kindergarten	0	0
2.	Elementary School	4	
3.	Junior High School	11	
4.	Senior High School	3	
5.	University	0	
6.	Ect	0	
Amount		18	100

Source: Administrative Data of the Aisyiyah Orphanage, Batu City, 2022

Judging from the status of the families of origin of the children fostered or cared for by the Putri Aisyiyah Orphanage in Batu City, 100% of them come from Dhuafa

families. The placement system for the fostered children of the Putri Aisyiyah Orphanage in Batu City is carried out with a boarding system. Meanwhile, structurally the Putri Aisyiyah Orphanage in Batu City is one of the charity businesses under the auspices of the Muhammadiyah organization, namely the Muhammadiyah Regional Leaders of Batu City. Whereas in technical implementation it is under the responsibility and guidance of the Aisyiyah Branch Manager, Bumiaji District, Aisyiyah Regional Leadership of Batu City.

Based on discussions with the managers of the orphanage, the obstacles faced by the managers of the Putri Aisyiyah Orphanage in Batu City are the lack of knowledge and skills in managing the orphanage according to national standards. Therefore, it is seen as necessary to provide assistance, so that the management of the Putri Aisyiyah Orphanage in Batu City can be in accordance with national orphanage management standards

MATERIALS AND METHODS OF IMPLEMENTATION

The implementation of the Community Service Program activities is carried out using four methods of implementing activities, namely: (1) Socialization Activities; (2) Mentoring Activities (Consultation); (3) Training Activities; and (4) Office facility assistance activities. The main target of this activity is the caretaker of the Putri Aisyiyah Orphanage in Batu City.

First, Socialization. Socialization materials related to substance aspects of the Minister of Social Affairs Regulation regarding the management of Orphanages, namely: (1) the Minister of Social Affairs Number: 30/HUK/2010 concerning National Standards for Care for Child Social Welfare Institutions, and (2) the Minister of Social Affairs Number: 17/2012 concerning Accreditation of Social Welfare Institutions, Minister of Social Affairs Regulation Number: 22/2016 concerning National Standards for Social Welfare Institutions; Second, Assistance (Consultation). Compilation of the Profile Documents of the Putri Aisyiyah Orphanage in Batu City; Third, Training. Training on Positive Parenting Models in Orphanages; and Fourth, Facility Assistance. Providing Cabinet Filling assistance.

RESULTS AND DISCUSSION

As already stated, the implementation of Community Service Program activities generally applies four implementation methods, namely: the Socialization Method, the Training Method, the Mentoring Method, and the Facility Assistance Method (Goods). The description of the implementation of the four activity methods is as follows:

First, Socialization Method. The purpose of applying this socialization method is to increase understanding and knowledge, as well as provide information to caregivers, administrators, and managers of the Putri Aisyiyah Orphanage in Batu City in managing the orphanage according to the National Standards for Managing Child Social Welfare Institutions which have been set by the Ministry of Social Affairs Republic of Indonesia. The material for outreach activities focused on delivering three formal materials in the form of Minister of Social Affairs Regulations relating to Child Social Welfare Institutions: (1) Minister of Social Regulation Number: 22/2016 which contains National Standardization for Social Welfare Institutions; (2) Regulation of the Minister of Social Affairs Number: 30/HUK/2011 which contains

the National Standards for Caring for Child Welfare Institutions; and (3) Regulation of the Minister of Social Affairs Number: 17/2012 concerning provisions for the Accreditation of Social Welfare Institutions.

The substance of the Minister of Social Affairs Regulation Number: 22/2016 concerning the National Standardization of Social Welfare Institutions is important to socialize because the material relates to the Child Social Welfare Institutions National Standards which are used as a frame of reference for all parties involved in the formation and empowerment of social welfare institutions as a guideline for guiding and evaluating the quality of social welfare institutions, including norms, standards, procedures and guidelines, which are used as guidelines for social welfare institutions that apply nationally.

While the substance of the Regulation of the Minister of Social Affairs Number: 30/HUK/2011 concerning Child Social Welfare Institutions is important to disseminate because it concerns norms, standards, procedures and rules for implementing child protection services and serves as a guideline for Child Social Welfare Institutions as to carry out childcare services. While the Regulation of the Minister of Social Affairs Number: 17/2012 which contains the rules for the Accreditation of Institutions in the Social Welfare Sector is urgently needed to be disseminated because it relates to the assessment of the appropriate size and standardization of Institutions in the field of Social Welfare which is based on program assessment, quality of human resources, managerial level and organization, facilities and equipment, and social welfare service outcomes.

The target participants for this socialization activity were the administrators and managers of the Putri Aisyiyah Orphanage in Batu City, namely the Chief, Secretary, Treasurer, and caregivers, as well as the administrators of the Aisyiyah Branch in Batu City. This socialization activity was filled with material presentations, discussions and questions and answers which were quite intensive.

Second, Training Methods. The purpose of implementing this training method is as an implementation for increasing the abilities and skills of the caregivers of the Putri Aisyiyah Orphanage in Batu City regarding how positive parenting should be done by the caregivers of the Putri Aisyiyah Orphanage in Batu City.

Third, the Assistance Method (Consultation). This mentoring activity (consultation) was held in an effort to provide direction and support to caregivers and supervisors of the Putri Aisyiyah Orphanage in Malang City regarding archiving various data. Consultation activities in this case are carried out with respect to filling in: (1) Child Welfare Institution data forms; and (2) Forms regarding Profiles of Child Welfare Institutions. Apart from that, consulting activities were also held for the preparation of the profile of Putri Aisyiyah Orphanage in Batu City.

Fourth, Facility Support Method (Goods Assistance). Facility support in the form of providing goods in the form of a 4 drawer stainless steel Filling Cabinet. Putri Aisyiyah Orphanage teacher in Batu City really needs cupboard facilities for storage and arrangement of administrative documents and archives.

CONCLUSIONS AND RECOMMENDATIONS

The purpose and objective of implementing this Community Service Program is to increase the knowledge, understanding, and abilities of the management (administrators and managers) of PA Putri Aisyiyah Batu City regarding the arrangement

and managerial processes of Orphanages based on national standardization of the management of Child Social Welfare Institutions. The activity methods applied are: (1) Outreach, (2) Training, (3) Assistance (consultation), and (4) Goods Assistance.

The materials for the socialization activities are in the form of explanations related to the substance of: (1) Regulation of the Minister of Social Affairs Number: 30/HUK/2011 which contains the National Standards of Care for Child Welfare Institutions; (2) Regulation of the Minister of Social Affairs Number: 17/2012 which contains rules regarding the Accreditation of Institutions in the Social Welfare Sector; and (3) Regulation of the Minister of Social Affairs Number: 22/2016 which contains the National Standardization of Social Welfare Institutions. The material for training activities is in the form of social media management training in an effort to improve the Orphanage's branding and materials on positive parenting patterns at Orphanages. The material for mentoring activities is focused on assisting in structuring the administrative system and compiling the profile document for the Putri Aisyiyah Orphanage, Batu City. Material for facility support activities in the form of goods support donations in the form of a 4 drawer stainless steel Filling Cabinet. In general, the results of the Community Service Program activities provide positive benefits for the administrators, managers and foster children of the Putri Aisyiyah Orphanage, Batu City.

Based on the results of discussions, observations, and evaluations during the Community Service Program activities, some suggestions that can be submitted are as follows: First, to the management and managers of the Putri Aisyiyah Orphanage in Batu City to further increase understanding, knowledge, and ability in managing the management of the Panti in a professional manner; Second, for the government and the community to be able to provide support and assistance, especially financial support and assistance to maintain the sustainability of the management of the Aisyiyah Putri Orphanage in Malang City; and Third, there is a need for social workers who specifically assist the Aisyiyah Putri Orphanage in Batu City.

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EARLY HEALTH EDUCATION THROUGH PHBS EXERCISE TO IMPROVE THE QUALITY OF HEALTH INDEPENDENT CHILDREN OF JAYA KUSUMA KINDERGARTEN, MALANG CITY

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Abstract

A clean and healthy lifestyle for class B students at Kindergarten Jaya Kusuma Malang is still lacking. This can be observed from the habit of the students when washing their hands before eating, only rubbing carelessly with soap and then immediately rinsing with water. Besides that, there is also a lack of hygiene and dental health for students at the school, marked by the presence of several students who have dental damage to their teeth. Part of the needs that exist in kindergarten is the need for additional insight for class B students, so the solution provided is health education and PHBS practices. Education is learning that is carried out with the aim of educating, providing knowledge, and developing the self-potential that exists within each student. While practice is the actual implementation of what has been taught in theory. Table 2 shows that participants' understanding of health material before being given education and after being given education provided an increase in knowledge with an average value of above 50%, which means it was good. This means that so far they do not know much about how to live a clean and healthy life. The conclusion is that early health education for class B students of Kindergarten Jaya Kusuma Malang City has improved the quality of children's independent health. In addition, the existence of PHBS practices can familiarize students to always live a clean and healthy life. The school is expected to be able to improve routine dental and oral health check-ups by cooperating with the puskesmas or the health office.

Keywords: Health Education; PHBS; Students; Malang city

INTRODUCTION

Health is a condition where far away or free from disease. Health is one of the key elements in efforts to develop human resources (HR), including education. One of the efforts to improve the quality of Human Resources is by providing educational services at an early age. The development and growth of children at an early age is very necessary for kindergarten students. In an effort to optimally improve or maintain an individual's health, it is reflected in efforts to adopt a healthy lifestyle every day as an illustration of their behavior (Aulina & Astutik, 2019). Mardhiati in (Yunita et al, 2023) explains that the formation of awareness of healthy and clean

living behavior from an early age is given through health education. Several diseases that are often experienced by young children can be prevented by starting to adopt clean and healthy living habits.

PHBS is an effort to provide learning experiences or create conditions for individuals, families, groups and communities by opening lines of communication, providing information and conducting education to increase knowledge, attitudes and behavior to help people recognize and overcome the problem itself so that the community is aware, willing and able to practice PHBS through an approach (Gulun in Yunita et al, 2023).

Clean and healthy living behavior (PHBS) is a government program launched in 2006. PHBS is a set of behaviors carried out by students, teachers, and the school community based on awareness that aims to change unhealthy behavior of people to be healthy (Aspiah & Mulyono , 2020). PHBS in schools describes a series of preventive efforts made by school members against disease, producing clean and healthy areas, and improving their health (Abidah & Huda, 2018).

A clean and healthy lifestyle for class B students at Kindergarten Jaya Kusuma Malang is still lacking. This can be observed from the habit of the students when washing their hands before eating, only rubbing carelessly with soap and then immediately rinsing with water. Besides that, there is also a lack of hygiene and dental health for students at the school, marked by the presence of several students who have dental damage to their teeth

Health education is carried out to increase knowledge, attitudes, and actions in clean and healthy living behavior (Aspiah & Mulyono, 2020). With health education, it is hoped that Jaya Kusuma Kindergarten children in Malang City can implement clean and healthy living activities from an early age. Health education with training methods on how to wash hands and brush teeth properly is one of the efforts to improve the quality of health in children in the Student Community Service (PMM) program by directly involving lecturers and students.

MATERIALS AND METHODS OF IMPLEMENTATION

Part of the needs that exist in Kindergarten Jaya Kusuma is the need for additional insight for class B students, so the solution provided is health education and PHBS practices. Education is a learning process that is carried out with the aim of educating, providing knowledge, and developing the self-potential that exists in every student. While practice is the actual implementation of what has been stated or taught in theory.

The education provided is in the form of insight on how to wash hands properly with the 6 steps of washing hands and also how to brush teeth properly. In addition, after education is carried out, each student practices with the assistance of members. This practice will be an exercise to always live a clean and healthy life. In detail can be seen in the following table:

Table 1. Health Quality Improvement Fields, Problems, and Solutions

NO	FIELD	PROBLEM	SOLUTION
1	Hand Hygiene	Class B students who only wash their hands with soap and then rinse	Provision of education and practice on how to wash hands properly with the 6 steps of washing hands
2	Dental Hygiene	Class B students who eat a lot of candy so many are toothless	Provision of education and practice on how to brush your teeth properly

RESULTS AND DISCUSSION

Community service that has been carried out by the UMM service team for about 1 month. The results of this community service can be seen from the progress of the students in keeping their hands and teeth clean.

This health education activity was carried out at Jaya Kusuma Kindergarten, Malang City with class B students at Jaya Kusuma Kindergarten. The implementation of this activity was assisted by students who were carrying out Community Service by Students (PMM) at the University of Muhammadiyah Malang. Activities run smoothly. Materials provided in health education include: 6 Steps to Wash Hands Properly; The Right Way to Brush Your Teeth; and the Right Time to Brush Your Teeth.



Figure 1. Education on how to wash hands properly

Figure 1. Shows the educational process related to hand hygiene. The education provided has been able to increase the knowledge of the health quality of students in improving the quality of hand health.



Figure 2. Education on how to brush your teeth properly

Figure 2. Shows the educational process related to dental hygiene. The education provided has been able to increase students' knowledge of the quality of health in improving the quality of dental health. These results can be seen from the results of the data as follows.

Table 2. Knowledge Value of Students Before and After Health Education

Respondents	Education		Difference
	Before	After	
1	50	79	29
2	53	84	31
3	60	87	27
4	47	80	33
5	42	75	33
6	45	77	32
7	51	82	31
8	46	78	32
9	50	80	30
10	45	83	38
11	43	78	35
12	54	84	30
13	63	87	24
14	57	80	23
15	48	78	30
16	40	70	30
AMOUNT	794	1282	488
AVERAGE	49.625	80.125	30.5

Table 2 shows that participants' understanding of health material before being given education and after being given education provided an increase in knowledge with an average value of above 50%, which means it was good. This means that so far they do not know much about how to live a clean and healthy life. PHBS practices implemented have been able to improve the quality of independent health Jaya Kusuma Kindergarten students in Malang.

Early Health Education Activities Through PHBS Training

This health education process aims to improve the quality of health independent child. The process flow of health education activities is as follows:

1. Educational Process on How to Wash Hands
The educational process on how to wash hands is a process of early introduction to students about the correct ways to wash hands, either with material or with songs. This process is carried out to find out how to wash hands properly by using the 6 steps of washing hands. This educational process is carried out in the classroom.
2. Process of Hand Washing Practices
The process of hand washing practice is carried out after education on how to wash hands properly. This process is carried out in order to familiarize students with implementing PHBS in their daily activities. The hand washing process is carried out using soap and clean tap water outside the classroom.
3. Educational Process on How to Brush Teeth
The process of educating students on how to brush their teeth is an initial introduction to students about the correct ways to brush their teeth, either with material or with songs. This process is carried out to find out how to brush your teeth properly by using a dental model study, dental education, phantom study, jaws, teeth and also a toothbrush. This educational process is carried out in the classroom.
4. Dental Practice Process
The process of practicing tooth brushing is carried out after education on how to brush your teeth properly. This process is carried out in order to familiarize students with implementing PHBS in their daily activities. The process of brushing teeth is carried out using a toothbrush, toothpaste, and also clean tap water outside the classroom.



Figure 3. Practice of Proper Hand Washing



Figure 4. Practice How to Brush Your Teeth Correctly



Figure 5. Distribution of Prizes for Students Who Dare to Move Forward

CONCLUSIONS AND RECOMMENDATIONS

The conclusion is that early health education for class B students of Kindergarten Jaya Kusuma Malang City has improved the quality of children's independent health. In addition, the existence of PHBS practices can familiarize students to always live a clean and healthy life. The school is expected to be able to improve routine dental and oral health check-ups by cooperating with the puskesmas or the health office. Increasing the active role of students in hand washing activities with 6 steps and assistance during activities. Collaborate with student guardians to prepare healthier lunches or meals for students, such as replacing snacks with nutritious snacks or side dishes. The school is expected to coordinate with the parents of students regarding the implementation of tooth brushing activities at home.

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APPLICATION OF SIMPLE FEED TECHNOLOGY IN SMALL RUMINANTS FARMING IN MUHAMMADIYAH FARMER COMMUNITY MALANG

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Abstract

This community service activity aims to deliver knowledge to small ruminant farmers so that they can improve their skills in providing nutritious feed based on the animals' requirements. Eighteen farmers from the farmer community KaDoMu (Peternak Kambing dan Domba Muhammadiyah). The study methods used were socialization, lecture, discussion, question and answer, training and mentoring, and evaluation. The socialization carried out explained the materials and tools used for selecting and nutrition quality of feedstuff, feed formulation, the benefits of concentrate and complete feed, and the processing techniques of feed preservation. The activities continued by practicing and mentoring concentrate and total mixed ration (TMR), and feed preservation through fermentation. The results of the activity evaluation showed that the farmer group's knowledge concerning the materials and tools used for selecting and nutrition quality of feedstuff increased by fermenting feed increased by 54,69%, knowledge regarding feed formulation increased by 57,52%, knowledge about the benefits of concentrate and complete feed increased by 49,73% and knowledge of feed preservation techniques increased by 60,43%.

Keywords: small ruminant; complete feed; fermented;

INTRODUCTION

Small ruminants can be owned and managed by smallholder farmers and rural communities, serving as a reliable source of income and livelihood (Soomro et al., 2023). They require less land and infrastructure compared to larger livestock, making them accessible to people with limited resources. Besides, small ruminants tend to be prolific and grow faster in population (Kaleri and Kaleri, 2016) They can survive in harsh conditions. Due to fluctuations in rainfall patterns, occurrence of droughts, desertification, limited crop cultivation and overgrazing, especially during the dry seasons (Moyo, Adebayo and Nsahlai, 2019).

However, smallholder ruminant farmers continued to use traditional feed management, which entails using locally accessible resources to give their animals adequate and affordable nutrition (Soomro et al., 2023) This may have an impact on low livestock production due to unbalanced feeding practices (Beigh, Ganai, and Ahmad, 2017). This case also occurs in farmer community KaDoMu which still

depends on low-quality grass and roughage that grows around the environment. Feeding has not considered the nutritional requirements of the animals, and grass and/or roughage become the only feed.

Knowledge in regard to the nutrient composition of different feedstuffs will facilitate farmers for preparing feed according to animals' requirements. Awareness of feed nutritive values, access, and its use will have a significant impact on improved animal performance and productivity (Devendra, C. and Leng, R.A. 2011; Kirkpınar and Açıkgöz, 2018) and will assist farmers to formulate balanced diets that cater to specific animal requirements at different life stages, preventing deficiencies or excesses that can lead to health issues.

Farmers in the KaDoMu community also face constraints on feed costs and labor time. To minimize this problem, mixing concentrate and fiber to form complete feed or also known as Total Mixed Ration (TMR) is one possible solution. Complete feed systems are increasingly being appreciated because they allow for many agro-industrial by-products, crop residues and unconventional feed in livestock rations can be used while optimizing livestock production and minimizing feed costs (Beigh, Ganai and Ahmad, 2017; Yang et al., 2021).

To a steady and nutritious feed supply, especially during periods of scarcity or unfavorable weather conditions, farmers in KadoMu community also has to have knowledge for preserving feed. Proper feed preservation techniques help maintain the quality and nutritional value of the feed, preventing spoilage and loss of nutrients.

MATERIALS AND METHODS OF IMPLEMENTATION

This activity was carried out for a year in Malang. Activities include socialization, lecture, discussion, question and answer, training and mentoring, and evaluation. The socialization carried out explained the materials and tools used for selecting and nutrition quality of feedstuff, feed formulation, the benefits of concentrate and complete feed, and the processing techniques of feed preservation. The material presented includes understanding the importance of livestock nutrition and an introduction to the potential of feed ingredients, preparing complete feeds, making silage, assessing the quality of silage, and how to feed it to livestock. The participants of the training are goat and/or sheep farmers from KaDoMu community Malang that located in Bululawang, Dau, Tajinan, and Sumberpucung.

In this activity, the farmers' groups actively participated as partners in this activity during the training, preparation, and implementation of feed management in the demonstration plot, which lasted for four months. Another form of participation is the preparation of equipment, space and personnel during the implementation of the activities.

PLANNING

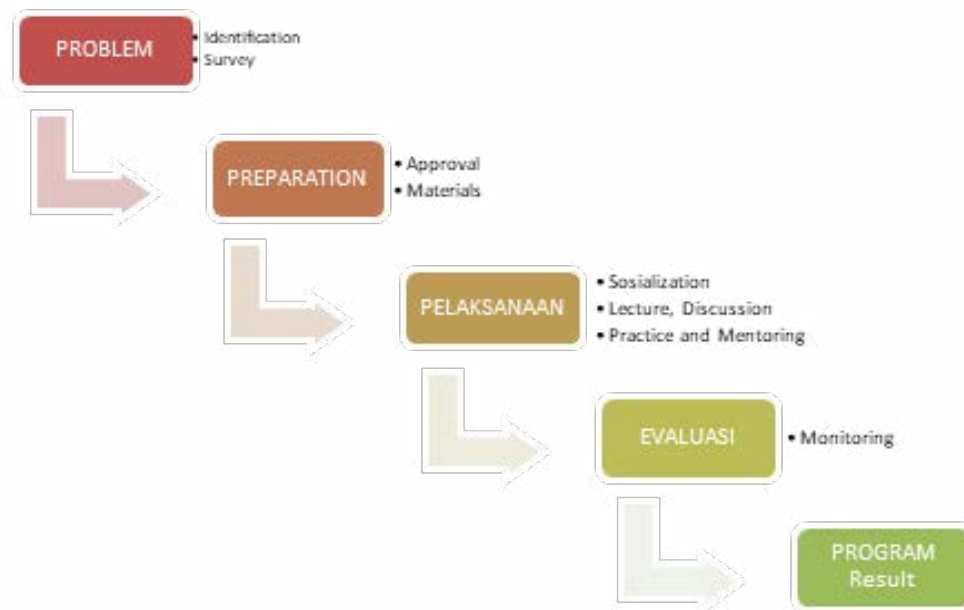


Figure 1. Flowchart of Activities

RESULTS AND DISCUSSION

This community service activity was attended by 18 members of the farmer group from the KaDoMu farming community. Livestock ownership varies, 4 farmers raise only sheep, 6 farmers only own goats, and the rest maintain both sheep and goats. The activities begin with socialization and find out about feed management that has been carried out on their farms. The meeting was continued by exploring the breeder's knowledge about the type of feed and its nutritional content.



Figure 2. Socialization and Discussion

Selecting and nutrition quality of feedstuff

Addition of grain and legumes to the ruminant ration can increase the utilization of low-quality fiber. Farmers can utilize waste, crop residues, and other non-conventional feed sources efficiently by being equipped with a rumen microbial ecosystem. It therefore helps in the preparation of balanced rations for ruminants. The nutritional value database, access and use of this information will have a significant impact on improving livestock performance and productivity. Some grass and roughage that can be used and available abandon in KaDoMu community farmers environments, especially in rainy season are presented as figure 3.



Figure 3. Grass and Roughage as Fiber Source

Tropical grasses and fibers are often referred as poor-quality feed. Moyo et.al., (2019) suggested that low levels of productivity in ruminants feed poor-quality roughages as a result of low feed intake. The bulkiness of tropical roughages leads to fail of ruminants to eat enough to meet their nutritional needs. Rechewing ingesta of poorly digestible roughages may need more time to render degradation more efficient. It would be followed by increased energy demand for maintenance and reduced spent eating time, resulting in animals failing to eat enough to meet requirements for maintenance and growth.

To enrich the nutrition, feeding concentrates to sheep and goats serves several purposes, primarily related to meeting their nutritional requirements and optimizing their health and productivity. While it's important to consider the natural browsing behavior of sheep and goats, providing concentrates can offer significant benefits (Yami, 2022). Some feedstuff that could be used as concentrate are presented in figure 4.



Figure 4. Feedstuff for Concentrate

Concentrates feed are available in some poultry shop in Malang, but most of the time the farmers are not aware of the types that most suitable for their animals. Some concentrate also has no give information about the composition and its important nutrition content like energy, protein, mineral, and vitamin. It would be better if farmers could make formulation from available feedstuff to meet their animal nutrition requirements.

Feed Formulation

Feed formulation for farmers' purposes refers to the exercise of determining volumes of ingredients and additives to mix to create feeds that meet the nutrient requirements of targeted animals and achieve production goals at an optimized cost (Gachuri, 2021)

Feed formulations were introduced by a simple calculation using the modified Pearson square method. Farmers were mentored to learn how to mix feedstuff that meets animals' requirements. First, farmers were mentored to use two feedstuffs then gradually guided to use more and more feedstuffs.



Figure 5. Mixing Feedstuff for Concentrate

One of the concentrate formulations made during the activity was presented in Table 1. With seven feedstuffs that available in nearest Poultry Shop, farmers were able to formulate feed with crude protein (CP) content more than 16% and Total Digestible Nutrient (TDN) more than 70% with price less than 3,000 rupiah for each kg. This concentrate has higher nutrition with cheaper price than ready-stock concentrate.

Table 1. Concentrate composition and Price

Feedstuff	Proportion (%)	Crude Protein	Total Digestible Nutrient	Price (Rupiah)
Coffee Husk	15	1,27	7,62	165
Palm Kernel	18	2,57	13,55	342
DDGS	20	5,60	16,00	1100
Wheat Pollard	10	1,60	8,00	420
Rice Bran	20	2,00	14,00	460
Mollases	1	0,04	0,81	40
Copra meal	15	0,00	0,70	405
Mineral	1	3,15	10,50	40
Total	100	16,23	71,18	2972

The quality of this concentrate meets the requirements even for high productivity sheep and goats. Farmers also could and able to modify the composition based on the animal requirements.

Concentrate and Total Mixed Ration

After completing the concentrate formulation and making, farmers were eager to make complete feed to minimize feeding time and labor. A complete feed is a type of animal feed that is formulated to provide all the necessary nutrients in the correct proportions for the specific needs of an animal. The complete feed has a balanced ratio of concentrate to roughage portions, reduces eating and rumination time, and thus increases resting time (Beigh, Ganai and Ahmad, 2017). Complete feed formulation which formulated was presented on Table 2.

Table 2. Complete Feed Composition

Feedstuff	Proportion (%)	Crude Protein	Total Digestible Nutrient
Coffee Husk	10	0,84	5,08
Palm Kernel	15	2,14	11,30
Corn Stalk	20	1,9	13,60
Food leftover	15	2,5	12,00
Concentrate	10	1,8	7,00
Mollases	3	0,11	2,43
Dried water spinach	27	3,86	18,90
Total	100	13,27	70, 31

Giving complete feed is reported to give positive results in sheep and goat farming, both with grazing systems and intensive rearing systems. Compare to grazing system plus supplementation concentrate, feeding complete feeds seem to give better dry matter (DM) intakes and animal performance, thus can be recommended as an alternative to such feeding strategy for sheep production, especially where the pastures are in poor condition and need resting for regeneration (Chaturvedi et.al., 2009; Raghuvansi et al., 2007).



Figure 6. Complete Feed

For sustaining sheep farming during feed scarcity, Sharma et al., 2016 suggested that highly fibrous unconventional feedstuffs could be incorporated to form complete affordable feed. Meanwhile, Singh et al., indicated that goats could be maintained under stall feeding with complete diets containing high proportion of crop residues.

Feed Preservation

One of the major constraints to the development of the ruminant is a shortage and inconsistent quality of forage. In dealing with these problems, providing preserved forages is an important feeding strategy to ensure the success of ruminant production (Khaing et al., 2015). Although small ruminant goats and sheep have the ability to survive and convert low-quality feed into valuable products (Abedol et al., 2013; Kaleri et al., 2016), maintaining availability quality and quantity of animal fodder during the scarcity and fluctuation throughout the year is important. One of the feed preservation for feedstuff that contain high moisture, like roughage, is silage.

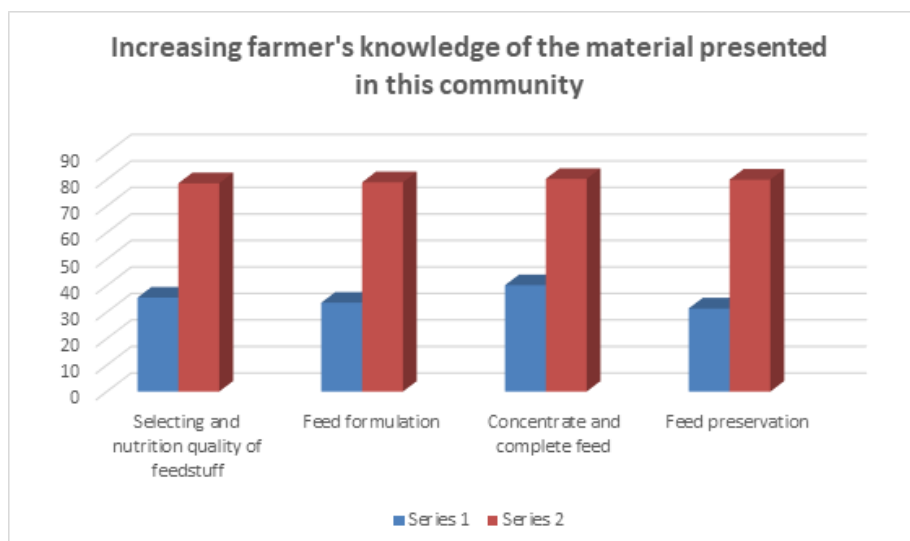


Figure 6. Silage Preparation

Before placed in the silo, roughage should be cut into small pieces. The material is pressed removing the air and thereby preventing decomposition once the silo has been filled and shut. This allows farmers to maintain feed levels through the scarcity time. The purpose of chopping and compacting forage for silage is: to release as much plant sugar as possible for fermentation and to ensure that all the air is pushed out of the plant material so that when the silo is sealed, the plant material is free of air. This is when fermentation works best to produce lactic acid. Farmers can chop the grass by hand or chopper.

The feed can be stored in this way, without losing the nutritive quality, for up to a year. Molasses should be added if sugar levels are too low. Another advantage of using molasses in ensiling is the stickiness of the molasses, which helps bind the forage in the silo tightly together. This reduces the air available in the clamp, raising hygiene and increasing the amount of forage able to be held in the clamp.

After all material delivered followed by discussion, practice and mentoring, the knowledge of farmers for all subject although not equally for all increase significantly. The most significant knowledge by feed preservation techniques increased by 60.43%. Silage knowledge is already known by breeders so it is easy to understand and only needs to be recalled. While the lowest data obtained on knowledge about the benefits of concentrate and complete feed increased by 49.73%. This can be caused the concept is still relatively new and more popular in large ruminants compared to small ruminants.



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INCREASING THE EMPOWERMENT OF BATIK SMEs THROUGH THE IMPLEMENTATION OF GREEN MANAGEMENT

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Abstract

The partners in this community service activity are batik SMEs: 1) UD. Berkah Mojo is located in Mojotrisno Village, Mojoagung District, and 2) CV Pesona Batik Jombang in Jabon Village, Jombang District Jombang Regency – Indonesia. The two partners produce batik with natural and synthetic dyes. Awareness of partners on efficiency in using raw materials, energy, and water, as well as environmental sustainability, is still deficient. Partners rarely use Personal Protective Equipment (PPE) in production activities. The purpose of implementing this community service is, first, to increase the efficiency of the production process. Second, to develop partners' awareness of environmental sustainability and occupational health and safety. The solution offered is the application of green management in partner business activities. The methods used are: first, green management training and assistance. Second, socialization and monitoring and evaluation of the implementation of green management with the application of monitoring and evaluation information systems for the performance of green management for batik SMEs (siragematik). The results obtained indicate an increase in the knowledge of partners and their employees about implementing green management. With the pragmatic application, there was an increase in the green management implementation score from 25.42 to 47.82 for Partner 1 and 22.50 to 48.94 for Partner 2.

Keywords: green management; batik; siragematik; efficiency; jombang

INTRODUCTION

One of the Indonesian products widely known by the world community is batik. Batik is one of the cultural heritages and works of art whose existence has reached the international level. For the Indonesian people, batik is not only limited to cultural heritage but also a source of livelihood for some people who have economic value and are multi-functional. The development of the batik industry is gradually accelerating. This is marked by the increasingly varied motifs and colors of batik, and the function of batik is not only limited to clothing. Still, it can also

be in accessories, room decorations, and others. The creativity of the artisans is also increasing (Fitria & Yustisya, 2021). Departing from the market demand for batik, which tends to increase, increases the number of industries and production activities. Batik SMEs strive to fulfill consumer demand by increasing batik production capacity. It is common for most batik SMEs to use synthetic dyes (made from chemicals), hoping the resulting colors will last longer and not fade quickly. The residual waste from the dyeing process containing hazardous chemicals is disposed of directly into the environment, causing environmental pollution and disrupting the surrounding community's health (Hakim, 2018).

East Java is one of the regions/provinces that have good economic growth with proportional distribution and equity compared to other regions, so the development of Batik MSMEs should be an important agenda in efforts to increase the economic base and creative economy, which can be developed in massive tourist areas as previously reported and already seen in several areas in East Java. One of them is the Jombang Regency. This community service activity involves two partners. Partner-1 is UD Berkah Mojo and partners-2 CV Pesona Batik Jombang. Both partners are domiciled in Jombang Regency. UD Berkah Mojo, as partner-1, is located at Dusun Sanan Timur, RT. 005RW. 004 Mojotrisno Village, Mojoagung District, Jombang Regency. Mitra-2 CV Pesona Batik Jombang is located at Dusun Jambu, RT. 004 RW.001 Jabon Village, Jombang District, Jombang Regency. Mitra-1 produces more batik with natural dyes by 70% and the remaining 30% with synthetic dyes. In contrast, Mitra-2 produces more batik with synthetic dyes, namely 60%, and the remaining 40% natural dyes. Mitra-1 and Mitra-2 produce batik cloth with Jombangan motifs, namely the relief motifs of Dewi Arimbi and Ringin Contong and Jombang Leaves. Based on the observations of the community service implementing team, several problems were found with partners. The two partners need to be made aware to document proof of purchase of raw materials. Storage of evidence of the purchase of raw materials correctly archived. Partners consider proof of purchase of raw materials not necessary. Awareness of using natural materials, energy, and water efficiency must be improved. So far, control of the production process only identifies defective products or does not control whether the product is appropriate. Partners have not maintained the production process based on the stages of the batik production process and have not been adequately systemized so that defective products are more than 2%.



Figure 1. Defective Products due to imperfect Dyeing Process

In the context of environmental awareness, both partners still need to improve. The remaining waste from the batik coloring production process is disposed of directly into the environment, soil, and waterways without prior waste treatment. This is very dangerous to the health of the surrounding community. Meanwhile, the international market requires environmentally friendly batik products, so there is a high potential for export markets if partners treat batik production wastewater properly and increase batik products with natural dyes.



Figure 2. Wastewater Discharged Directly into the Environment

Partners ignore employee health and safety (K3). Employees do not wear personal protective equipment (APD) during production activities. Employees carrying out

the color-locking process with synthetic dyes do not wear gloves, which can cause skin irritation and harm their health.



Figure 3. Workers mixing synthetic dyes without gloves

Based on the problems partners face, the implementing team can provide solutions to partners. The answer is in the form of applying the concept of green management to the management of batik SMEs. The application of green management in batik SMEs is holistic, starting with activities to determine inputs (green input), processing raw materials (green process), processing inputs into outputs (green output), distributing and selling goods and services (green marketing), as well as implementing government regulations and public awareness to improve the performance of batik SMEs. Green management is expected to help companies increase profits, promote social responsibility to the community, and maintain environmental sustainability (Wibowo et al., 2022). This is in line with the stakeholder maximization concept that the existence of a company must provide benefits and prosperity for all stakeholders involved in the business, from owners, managers, employees, consumers, and the government to the community and the environment (Raharjo, 2019).

The purpose of implementing this community service is, first, to increase the efficiency of the production process. Second, to develop partners' awareness of environmental sustainability and occupational health and safety. Third, growing partners' understanding of the social problems of the surrounding community. With the achievement of these three goals, it is hoped that it will provide long-term benefits to partners. Partner consistency in production efficiency, development of environmentally friendly batik products, and concern for social issues will sustainably increase the number of customers, turnover, and profits.

MATERIALS AND METHODS OF IMPLEMENTATION

This community service activity is carried out from mid-June to early August 2023. The method used in carrying out this community service is training on the application of green management and socialization of indicators for evaluating the application of green management to batik MSMEs. The application of green manage-

ment in batik SMEs is measured by an information system monitoring and assessing the application of green management in batik SMEs, abbreviated as Siragematik. Siragematik applications are computer applications resulting from research (Wibowo et al., 2022). To strengthen the partners' knowledge and understanding of green management, the implementation team assists in implementing green management once a week for Partner 1 (UD Berkah Mojo) and Partner 2 (CV Pesona Batik Jombang). The following method used by the implementing team is monitoring and evaluating the implementation of green management. Monitoring and evaluation of the performance of green management were carried out on August 5, 2023, using the siragematik application. Monitoring and evaluating the implementation of green management aims to see how far the level of green management implementation has changed before and after this community service activity.

RESULTS AND DISCUSSION

This community service implementation activity began with training activities on the application of green management and socialization of information systems for monitoring and evaluating the implementation of green management for MSMEs batik (siragematik) on June 24, 2023. 13 partners-1 and Partners -2 and their employees attended the training and socialization. Before the training and outreach (on June 20, 2023), an initial assessment of the level of green management implementation was carried out by partner-1 and partner-2, which aims to see the partners' initial conditions related to the performance of green management.

Green management training materials and siragematik socialization are packaged in interrelated materials. Achmad Chusunun Ni'am, S.Si., MT, PhD, an implementation team member, delivered the substance of the green management training. Dr. Nugroho Mardi Wibowo, S.E., M.Si, head of the community service implementation team, provided the siragematik of socialization. Resource persons presented many green management concepts.

The resource person said that green management had become an exciting topic recently. Environmental damage, air pollution, flooding, clean water, unhealthy food, and many others have made people aware of the importance of living a healthy life, namely the need for environmentally friendly products and services. Green management is defined as a company's managerial activities that are carried out systematically to overcome environmental problems through environmental protection and minimize the negative impact of products throughout the life cycle of a product (Shu et al., 2016). In other words, green management is a business activity that turns inputs (raw and supporting materials) into outputs (goods and services) by prioritizing balance and synergy between economic, social, and environmental benefits.

There are three critical elements in implementing green management: collaboration with supply chain partners and cooperation with supply chain partners (Cherrafi et al., 2018), environmentally friendly production processes (Liu et al., 2017), management and internal support (company efficiency) (Ma et al., 2018). Meanwhile, applying green management in SMEs is not enough to be environmentally friendly activities; it is hoped that SMEs will find alternative ways to innovate ecologically. SMEs must implement environmental policies about banning single-use plastic bags (Xanthos & Walker, 2017) and converting waste into energy (Shimbar & Ebrahimi, 2017).

In developing the management of Batik SMEs, it is necessary to study the green management model starting from determining input (green input), processing raw materials (green process), processing inputs into output (green output), distributing and selling products (green output), and marketing, as well as application of government regulations and public awareness to improve SMEs performance. Green management is expected to be able to help batik MSMEs not only by increasing profits but also by being directly involved in social responsibility to the community and preserving the environment. Stakeholders consisting of owners, managers, employees, consumers, the government, and the community have a significant role in successfully implementing batik SMEs green management. Likewise, the knowledge of Batik SME owners has contributed to the success of implementing green management in Batik SMEs (Raharjo, 2019).

The innovation factor by SMEs has a significant role in the success of SMEs' green management. SMEs that implement green management well will benefit from increased performance in new product development (Zhou et al., 2019).

Siragematik socialization materials to partners include assessment of production aspects (raw materials, energy, water, process technology, and human resources), waste treatment, and work safety (waste and work environment), as well as SME management (certification, CSR, and awards). The weight of the assessment of the production aspect is 70%, waste management and work safety is 20%, and the management of batik SMEs is 10%. The monitoring and evaluation results of green management implementation are classified in Table 1.

Table 1. Classification of Monitoring and Evaluation Results of Green Management Implementation

Value Intervals	Criteria
90.1 - 100.0	Have implemented green management very well and on an ongoing basis
80.1 – 90.0	Very well-implemented green management
70.1 – 80.0	Have implemented green management properly
60.1 – 70.0	Have implemented green management quite well
50.1 – 60.0	Some have implemented green management
40.1 – 50.0	Less implementation of green management
30.1 – 40.0	Very little implementation of green management
≤ 30	Have not implemented green management

Nama UMKM	:	UD Berkah Mojo
Jenis Badan Usaha	:	Perusahaan Perseorangan
Berdiri Tahun	:	2010
Alamat	:	Dusun Sanan Timur RT. 005 RW. 004 Desa Mojotrisno Kecamatan Mojoagung
Kabupaten/Kota	:	Jombang
Jumlah Karyawan	:	6 orang
Kapasitas Produksi	:	1800

Hasil Monitoring dan Evaluasi				
Aspek Penilaian	Bobot (%)	Jumlah Perolehan Skor	Jumlah Skor Maksimal	Nilai Setiap Aspek
Proses Produksi (A)	70	13	52	17,50
Pengelolaan Lingkungan dan Keselamatan Kerja (B)	20	3	16	3,75
Manajemen UMKM (C)	10	5	12	4,17
Total perolehan nilai	25,42			
Kesimpulan Hasil Monitoring dan Evaluasi	Belum menerapkan green management			

Figure 4. The initial value of Partner-1 Green Management Implementation

Nama UMKM	:	CV PESONA BATIK JOMBANG
Jenis Badan Usaha	:	Perusahaan Perseorangan
Berdiri Tahun	:	2013
Alamat	:	Dusun Jambu RT. 004 RW.001 Desa Jabon Kecamatan Jombang
Kabupaten/Kota	:	Jombang
Jumlah Karyawan	:	6 orang
Kapasitas Produksi	:	1626

Hasil Monitoring dan Evaluasi				
Aspek Penilaian	Bobot (%)	Jumlah Perolehan Skor	Jumlah Skor Maksimal	Nilai Setiap Aspek
Proses Produksi (A)	70	13	52	17,50
Pengelolaan Lingkungan dan Keselamatan Kerja (B)	20	0	16	0,00
Manajemen UMKM (C)	10	6	12	5,00
Total perolehan nilai	22,50			
Kesimpulan Hasil Monitoring dan Evaluasi	Belum menerapkan green management			

Figure 5. The initial value of Partner-2 Green Management Implementation

Figures 4 and 5 show that partner-1 and partner-2 still need to implement green management. Regarding the production process, the two partners have not considered archiving proof of raw purchases, input efficiency, environmental sustainability,

occupational safety, and health. In this condition, of course, there needs to be intervention from the community service implementation team to provide enlightenment through socialization, training, mentoring, and monitoring and evaluation of the implementation of green management. Partners must change the business model that originally produced environmentally friendly batik products to make green products by increasing the number of batik products with natural dyes and paying attention to the efficiency of raw materials, energy, and water.



Figure 6. Siragematik Outreach Activities to partners and employees



Figure 7. Green Management Application Training Activities

Green management implementation training activities and siragematik socialization were followed up with green management implementation assistance to partner-1 and partner-2. Mentoring activities aim to strengthen partners' understanding and knowledge to apply green management to partners' operational activities. The implementation team diligently provides direction and checks on green management aspects. Implementation assistance is done once a week from 1 to July 22, 2023.



Figure 8. Green Management Implementation Assistance to partner-1



Figure 9. Green Management Implementation Assistance to partner-2

The results of training and mentoring on implementing green management for partners show changes in the governance of the batik business. Partners have started filing activities for proof of purchase of primary and auxiliary raw materials, even though they could be better. The use of raw materials to produce per product unit has also increased. This shows that partners have taken efficiency measures. The remaining cloth from the batik production process will be used to make other derivative products. For example, it is used to create batik blangkon and tablecloths and can also be used to practice producing batik for school students. Partners have also efficiently used LPG for canting, firewood for the meteoroid process, and water for melody and washing cloth.



Figure 10. Partner employees are already wearing gloves

In the process technology aspect, the partner has planned to manufacture a natural color mixing machine, which has been using the manual method so far. This means partners have considered time and energy efficiency and product quality improvement. Partners have developed a culture of occupational safety and health. The conditions partners and employees who did not use personal protective equipment (APD) are now starting to use APD, such as gloves when working on color locking (fixation).

In order to see progress and evaluate the impact of training and mentoring on the implementation of green management on the level of partner empowerment, the community service implementation team conducted monitoring and evaluation on July 29 and August 5, 2023. Green management implementation was monitored and evaluated using the Siragematik application.

Nama UMKM	:	UD Berkah Mojo
Jenis Badan Usaha	:	Perusahaan Perseorangan
Berdiri Tahun	:	2010
Alamat	:	Dusun Sanan Timur RT. 005 RW. 004 Desa Mojotrisno Kecamatan Mojoagung
Kabupaten/Kota	:	Jombang
Jumlah Karyawan	:	6 orang
Kapasitas Produksi	:	1800

Hasil Monitoring dan Evaluasi

Aspek Penilaian	Bobot (%)	Jumlah Perolehan Skor	Jumlah Skor Maksimal	Nilai Setiap Aspek
Proses Produksi (A)	70	25	52	33,65
Pengelolaan Lingkungan dan Keselamatan Kerja (B)	20	8	16	10,00
Manajemen UMKM (C)	10	5	12	4,17
Total perolehan nilai	47,82			
Kesimpulan Hasil Monitoring dan Evaluasi	Kurang penerapan green management-nya			

Figure 11. Value of Green Management Implementation (after intervention) partner-1

Nama UMKM	:	CV PESONA BATIK JOMBANG
Jenis Badan Usaha	:	Perusahaan Perseorangan
Berdiri Tahun	:	2013
Alamat	:	Dusun Jambu RT. 004 RW.001 Desa Jabon Kecamatan Jombang
Kabupaten/Kota	:	Jombang
Jumlah Karyawan	:	6 orang
Kapasitas Produksi	:	1626

Hasil Monitoring dan Evaluasi				
Aspek Penilaian	Bobot (%)	Jumlah Perolehan Skor	Jumlah Skor Maksimal	Nilai Setiap Aspek
Proses Produksi (A)	70	28	52	37,69
Pengelolaan Lingkungan dan Keselamatan Kerja (B)	20	5	16	6,25
Manajemen UMKM (C)	10	6	12	5,00
Total perolehan nilai	48,94			
Kesimpulan Hasil Monitoring dan Evaluasi	Kurang penerapan green management-nya			

Figure 12. Value of Green Management Implementation (after intervention) partner-1

Figures 12 and 13 show that partner-1 and partner-2 have implemented green management in their business activities, although still on a small scale, which they had not previously implemented. There is an increase in the value of applying green management to partners before and after the implementation of community service. Initially, the value of partner-1 green management implementation was 25.42, increasing to 47.82 or an increase of 88%. As for partner 2, initially, it was worth 22.50, increasing to 48.94 or experiencing an increase of 117.5%.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The conclusions can be formulated based on the results, discussion, and partner problem. The implementation team's intervention through training, mentoring, monitoring, and evaluation of the implementation of green management and Siragematik socialization has an impact on increasing the knowledge of partners and their employees about the performance of green management. This can be seen in the increase in the value of implementing green management from 25.42 to 47.82 for Partner 1 and 22.50 to 48.94 for Partner 2.

Recommendations

Partners are expected to continue to increase their knowledge about applying green management in their business processes. Documentation or storage management of proof of purchase of raw materials has begun to be adequately regulated. Controlling using raw materials, energy, firewood, and water is correctly handled. Partners must have started to develop batik products with natural dyes. Partners always create a culture of occupational safety and health. SOP for the production process must exist and be applied consistently. Wastewater treatment has started to be considered; at least, a disposal mechanism exists for a particular place—a collaboration with the local Environmental Agency to conduct periodic wastewater testing.

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INTERNAL DIVERSIFICATION OF JOINT BUSINESS GROUP DEVELOPMENT (KUBE) UMKM PANDANREJO VILLAGE, PAGAK DISTRICT, MALANG REGENCY

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Abstract

Pandanrejo Village is one of the villages included in the Pagak District, Malang Regency. Pandanrejo Village is in the southern part of Malang. Where South Malang is famous for its tourism area, because there are many tourist attractions in this part. One of the tours that is close to Pandanrejo Village is Balekambang Beach, so Pandanrejo Village is a cross-tourism village. Pandanrejo Village is located at an altitude of 359 msl from sea level with 1,220 mm of rainfall per year with 6 months of rain, and the weather with an average temperature of 35°C. The distance from village to district is 12 km, village to district is 50 km, while village to province is 150 km. Pandanrejo Village has an area of 540.2 Ha. Pandanrejo Village is divided into 2 hamlets namely Krajan Hamlet and Source Suruh Hamlet. Dusun Krajan is the center of Pandanrejo Village, where the village government center and internal village institutions are located in this hamlet area.

UMKM (Micro, Small and Medium Enterprises) Pandanrejo Village, Pagak District, Kab. Malang has a food and beverage business group. Focusing on the food sector (food stalls, making cakes), this has many positive benefits related to empowering local wisdom. Especially in business development led by Mrs. Katrin. He has a business in the field of processed fast food and instant herbal drinks. This business activity is considered more promising to increase the family economy. The strategic location and cohesiveness of the group are in fact not enough to help. The resulting product is still far from expectations, product quality is still low because it has not been touched by processing technology. Marketing is still limited to around the village, they haven't used social media which is a big opportunity for marketing. But the positive side is using materials that are easy to get and easy processing methods. With the introduction of better technology, it is hoped that this business will further develop. So that it can improve the welfare of tough UMKM, the Pandanrejo community is superior. Mrs. Katrin is a member of the UMKM who can provide solutions for community groups in Pandanrejo Village, Pagak District, Kab. Malang, in improving their standard of living. district government Malang, namely the Office of Cooperatives in 2013 launched UMKM as a group-based community empowerment program in areas that are still lagging behind. As head of UMKM Pandanrejo Village, Mrs. Katrin really hopes for encouragement for young people to grow an entrepreneurial spirit as motivation and marketing training for existing UMKM groups, adding types of lemon grass herbal products. This is in line with the goal of moving UMKM to a higher class, this business requires special attention

to get assistance in making PIRT business licenses and digital marketing through Shopee (this is an output target from PKM) which is clear so that all members are even more active in production, especially Pandanrejo village will form a tourist village "Bidadari Valley" which is currently being actively built for the sustainable development of a tourist village. Furthermore, this UMKM group will synergize with each other if in the future the tourist spot "Bidadari Valley" begins to be widely known by the local community. From the various activities of this service program, it has the aim of increasing the welfare and economy of the community towards upgrading UMKM.

Keywords: young entrepreneur; digital marketing; UMKM.

INTRODUCTION

UMKM have an important role in improving the economy of today's society. The existence of UMKMs is very useful in terms of distributing people's income. Besides that, it is also able to create creativity that is in line with efforts to maintain and develop elements of tradition and culture of the local community. On the other hand, UMKMs are able to absorb labor on a large-scale considering Indonesia's large population so that this can reduce the unemployment rate. From this it can be seen that the existence of UMKM which are labor-intensive, using simple and easy-to-understand technology can become a place for people to work (Feni Dwi Anggraeni, 2017).

The Micro, Small and Medium Enterprises (UMKMs) development program as an instrument to increase people's purchasing power will eventually become a safety valve from a monetary crisis situation. The development of UMKM is very strategic in driving the national economy, considering that their business activities cover almost all business fields so that the contribution of UMKM is very large for increasing income for low-income groups of people.

In developing UMKM, this step is not merely a step that must be taken by the government and is only the responsibility of the government. The UMKM itself as an internal party that is being developed, can take steps together with the government. Because the potential they have is able to create creative businesses by utilizing the facilities provided by the government. In Malang there are many developing industries with various types of processing and business scale, so that Malang is a place for the growth of various forms of industry.

Arfida Br, etc (2021) stated that Pandanrejo Village was one of the villages included in the Pagak District, Malang Regency. Pandanrejo Village is in the southern part of Malang. Where South Malang is famous for its tourism area, because there are many tourist attractions in this part. One of the tours that is close to Pandanrejo Village is Balekambang Beach, so Pandanrejo Village is a cross-tourism village.

The strategic location and cohesiveness of the group are in fact not enough to help. The resulting product is still far from expectations, product quality is still low because it has not been touched by processing technology. Marketing is still limited to around the village, they haven't used social media which is a big opportunity for marketing. But the positive side is using materials that are easy to get and easy processing methods. With the introduction of better technology, it is hoped that this business will further develop. So that it can improve the welfare of resilient UMKM in the superior Pandanrejo community. Mrs. Katrin is a member of the UMKM who

can provide solutions for community groups in Pandanrejo Village, Pagak District, Kab. Malang, in improving their standard of living. district government Malang, namely the Office of Cooperatives in 2013 launched UMKM as a group-based community empowerment program in areas that are still lagging behind.

UMKM Pandanrejo Village, Pagak District, Kab. Malang has a food and beverage business group. Focusing on the food sector (food stalls, making cakes), this has many positive benefits related to empowering local wisdom. Especially in business development efforts led by Mrs. Katrin. He has a business in the field of processed fast food and instant herbal drinks. Because this business is more promising to increase the family economy. The existence of this business needs special attention because it requires a PIRT business license and online marketing through Shopee. In addition, the development of joint business groups is obtained through facilities from external parties, namely with assistance from the Office of Cooperatives and UMKM in Malang Regency, including providing UMKM access to sources of capital, providing guidance and training, increasing product promotion, expanding product marketing, providing facilities and infrastructure. While internal facilities include procuring capital for production innovations, expanding marketing networks and procuring facilities and infrastructure.

In addition, appropriate marketing media is needed and can reach more consumers. One of the uses of e-commerce is as a promotional medium to increase sales (Jansen, 2007; Arfida Br et al, 2016). The use of local-healthy food processing technology, good-innovative packaging is expected to make it easier for business actors to be more active in production, moreover Pandanrejo Village will be forming a tourist village "Bidadari Valley" which is currently being actively built for the sustainable development of a tourism village. Furthermore, this UMKM group will synergize with each other if later the tourist spot "Bidadari Valley" begins to be widely known by the local community. In the end it can be better competitive, so that it will increase sales volume and become an attractive target market (Khamidah, N, 2005; Kotler, P. , 2012).

Based on survey results and interviews with Mrs. Katrin as the head of UMKM, their products have problems with business identification numbers (NIB), PIRT business licenses, packaging, online marketing through Shopee, product quality improvement and healthy processing methods. Analyzing the partner's problems, the service team offers a solution so that the UMKM group that actually has a more optimal and sustainable business in entrepreneurship, so that the UMKM group is more prosperous towards the UMKM level up. The assistance includes: (a) because there are still many UMKM people who are not technologically savvy, the team will provide marketing knowledge and training through Shopee, (b) UMKM still find it difficult to arrange their business permits so the team will provide solutions from NIB and PIRT.

UMKMs are a potential business for economic development in Indonesia so that in practice it is necessary to optimize and explore the existing potentials to increase community economic development. Of course, this development will develop better with support from the government in providing the necessary facilities to support the implementation and progress of the business being carried out in order to produce good quality production so that it can compete with the international market. This is in accordance with what was expressed by the United Nations in (Luz. A. Einsiedel, 1968, p. 9), that: "Community development is a "process" in which the efforts or

potentials of the community are integrated with other resources. power owned by the government, to improve economic, social and cultural conditions, and integrate society in the context of national life, and empower them to be able to make a full contribution to achieving progress at the national level.”

For the problems that exist in Pandanrejo Village, they are also in accordance with the conditions they are currently experiencing, among others:

1. Low Awareness to Manage Business Permits

Pandanrejo UMKM experience the same thing, awareness problems in managing licensing. Joint business groups do not yet have a clear legal entity. The absence of an official business license has a domino effect for UMKM actors because it will hinder their own business pace, one of which is when they want to apply for capital. So it is difficult for UMKM to develop their business to be even bigger.

For this reason, UMKM should already have a Trade Business License (SIUP) issued based on business domicile. The existence of SIUP is important to be owned by UMKM actors so that the business being run has valid evidence from the government. Regarding SIUP, it is regulated by the government in Regulation of the Minister of Trade No. 46/2009 concerning Amendment to Permendag No. 36/2007 regarding Issuance of Trading Business Licenses.

SIUP is divided into 4 types based on the scale of business being carried out, viz:

- Micro SIUP is included in the category of very small or micro business with business capital and net assets of not more than IDR 50 million and does not include land and buildings for business premises.
- Small SIUP has a capital coverage and net assets of between IDR 50 million and IDR 500 million and does not include land and business premises.
- Medium SIUP is owned by UMKM actors with capital and net assets of between IDR 500 million and IDR 10 billion and does not include land and business premises.
- Large SIUP is the last category that is required to have SIUP because the capital and net assets are more than IDR 10 billion and do not include land and buildings for business premises.

To be able to get a SIUP, UMKM can apply online or offline. If you want to take care of it online, access it through the official website of the Investment Service and One-Stop Integrated Services (Dinas PM & PTSP) for each region. Then look for information about SIUP that is in accordance with the business scale. If you want to take care of it offline, UMKM can go directly to the service office of the Department of Industry and Trade of the Second Level Region in each district or municipality. The documents required to obtain SIUP are as follows:

- Completed registration form and stamped with Rp. 6,000/10,000 stamp, made of 2 photocopies.
- Photocopies of 3 valid KTPs.
- 3 copies of Family Card.
- Land/building lease agreement if the land or building is rented.
- A statement letter with a stamp of Rp. 6,000 from the owner of the land/building used.
- Photocopy of KTP of land or building owner.
- 2 pieces of 3×4 size color photographs.
- Statement of willingness to take care of IMB within 1 year.

2. The reach of product marketing is less extensive

The sophistication of information technology that continues to grow in fact still cannot be enjoyed by the whole community. Many people who are able to operate a smartphone, but have not been able to make full use of it. This condition can be caused by several factors, including economic conditions, environmental conditions, regional location, and so on.

Technological developments that are happening right now have spawned a digital economy that actually brings many benefits to UMKM actors, not only in marketing their products but also facilitating the productivity process of UMKM actors. The presence of marketplace channels and social media opens up opportunities for UMKM players to introduce their products to a wider audience. In addition, the productivity of UMKM activists is getting easier and more efficient thanks to technological developments, starting from doing digital bookkeeping, paying taxes through application systems, and so on.

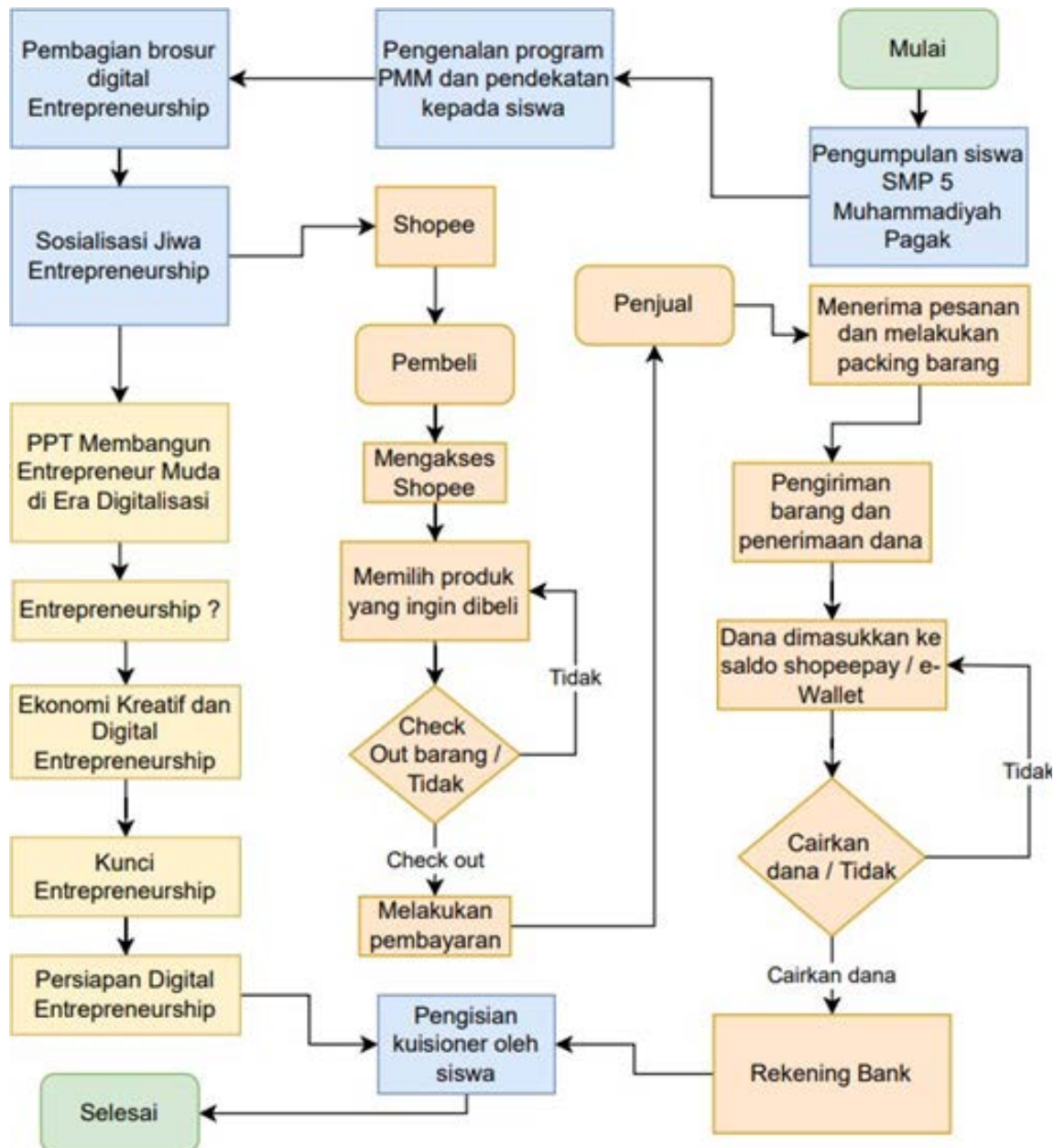
This condition is also felt by UMKMs in Pandanrejo Village who still rely on conventional product marketing, so they need marketing knowledge by utilizing information technology through online marketing. 80% of the UMKM community already have smartphones but have not used them optimally, so they need training to market products with the Shopee application feature.

The benefits of this community service goal, especially for UMKM in Pandanrejo Village, are more motivated because they are familiar with the marketplace through online media, adding new types of products, namely lemon grass, and the existence of a new generation of youth organizations represented by SMP 5 Muhammadiyah, Pagak District as young entrepreneurs. sustainable)

MATERIALS AND METHODS OF IMPLEMENTATION

This community service prioritizes the use of methods that are appropriate to the subject matter that was previously preceded by research that has been carried out, to obtain relevant data for further discussion. This community service is intended to obtain an overall picture of the Diversification of Joint Business Group Development (KUBE) Towards Small and Medium Enterprises (UMKMs) Upgrading (Pandanrejo Village, Pagak District, Malang Regency). Program activities are adjusted to program goals and targets, where partners (UMKMs and Middle School Students) are the main actors as well as the main targets so that partners' prioritization of ability to understand and level of application of technology and programs with assistance includes: (a) no business permits in the form of NIB and PIRT, KUBE's simple bookkeeping and organizational structure, and (b) lack of broad marketing outreach.

Based on the existing problems, the solutions offered in this program refer to the outcomes and impacts that are felt directly by UMKM partners towards upgrading to Pandanrejo Village, namely: (a) assistance in managing NIB, PIRT, training in preparing simple bookkeeping and (b) marketing knowledge by utilizing information technology through online marketing using the Shopee application. The mentoring activities aim to obtain the results of: (a) having NIB, PIRT, simple bookkeeping and KUBE organizational structure, and (b) having a Shopee account. During socialization and mentoring activities, partners actively provide information about obstacles (a) the absence of business licenses in the form of NIB and PIRT, simple bookkeeping and KUBE organizational structure, and (b) lack of broad marketing outreach.



Picture 1. Internal Diversification Flowchart for the Development of Joint Business Groups (Kube) for Umkm, Pandanrejo Village, Pagak District, Malang Regency

Entrepreneurship is a process of applying creativity and innovation to solve and seek opportunities from problems faced by everyone in everyday life. In this era of all-technology, the creative economy is needed to increase the entrepreneurial spirit to develop ideas that will create innovations. The creative economy is a concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from human resources as the main factor of production. Over time, developments in the economic sector eventually reached the level of the creative economy. Where creativity is the main thing in economic development. The entrepreneurial spirit of students will develop with critical, creative and responsive thinking accompanied by competent people. These competent people include teachers and universities.

This activity was carried out through outreach to students of SMP 05 Muhammadiyah Pagak. The counseling begins with an introduction to the youth entrepreneurial spirit program, approaches to students, and distribution of digital brochures about the entrepreneurial spirit. The socialization was carried out using Power Point media with the theme Building Young Entrepreneurs in the Digitalization Era. The results of the activity have an impact on the knowledge of SMP 05 Muhammadiyah students in developing young entrepreneurial souls in the creative economy so that they can grow souls who think critically, are competent and responsive. The activity continued with mentoring, introduction, and use of the Shopee digital application which ended with filling out a questionnaire by students assisted by University of Muhammadiyah Malang students. This program is expected to help entrepreneurs carry out broader marketing through the Shopee application, and get to know the young entrepreneur spirit in students through filling out questionnaires. The role of teachers and universities in assisting SMP 05 Muhammadiyah Pagak students is still needed to ensure students can understand more about how to use the Shopee digital application to develop an entrepreneurial spirit.

CONCLUSIONS AND RECOMMENDATIONS

Tabel 1. Work Program and Targets

Work Program	Targets
Digital Young Entrepreneur Socialization	Muhammadiyah 05 Pagak Middle School students
Manufacture of Citronella Powder and Banana Cookies Products	Pandanrejo Village Community and Students of Muhammadiyah 05 Pagak Middle School
UMKM Registration to Market Place	SMEs Pandanrejo Village Community
Entrepreneur Soul Questionnaire Filling	UMKM Pandanrejo Village and SMP Muhammadiyah 05 Pagak Students

Source : Dedication Data, 2022

In carrying out community service activities, the joint team of students visited SMP Muhammadiyah 05 Pagak to discuss the implementation of the activity program that was mutually agreed upon.

Table 2. Work Program

Work Program`	Implementation Steps
Digital Young Entrepreneur Socialization	<ol style="list-style-type: none"> 1. Meet the Principal of SMP Muhammadiyah 05 Pagak. 2. Conduct consultations for participants who will take part in socialization activities. 3. Make invitations for socialization participants. 4. Distributing invitations to junior high school students. 5. Socialization activities were held at Muhammadiyah 05 Pagak Middle School. 6. Re-check the material that PMM Lecturer Partners Kel.23 Year 2022 UMM 9 will deliver during socialization. 7. Conduct socialization with SMP Muhammadiyah 05 Pagak students. 8. Distributing PMM Mitra Lecturer 23 products to students as an example of entrepreneurial results
Manufacture of Citronella Powder and Banana Cookies Products	<ol style="list-style-type: none"> 1. A demo for making citronella powder and ginger citronella was presented to the people of Pandanrejo Village, while a demonstration for making banana cookies was given to students of SMP Muhammadiyah 05 Pagak. 2. Coordination with the RT lady and head of KUBE to help gather the community for the lemon grass powder demonstration activity was carried out. 3. Met with the Principal of SMP Muhammadiyah 05 Pagak asking for permission to do a demonstration of making banana cookies to junior high school students. 4. Making samples of citronella powder and banana cookies before the demo was carried out. 5. The process of gathering the Pandanrejo Village community which is located at Mrs. Tiami's house RW 01 Pandanrejo Village. PMM Lecturer Partners Kel.23 Year 2022 UMM 10 6. Conduct demonstrations of citronella powder and ginger citronella products to the public and distribute products to the public. 9. 7. The banana cookie product demonstration was carried out after the process of gathering students at SMP Muhammadiyah 05 Pagak and distributing banana cookie products.

UMKM Registration to Market Place	<ol style="list-style-type: none"> 1. Coordination with the KUBE head of Pandanrejo Village for data on UMKMs in Pandanrejo Village. 2. Visit houses that have UMKMs in Pandanrejo village. 3. Register a Shopee account for UMKMs so they can market their products on the Shopee Marketplace 4. Teach tutorials for uploading selling products at the shopee. UMKM products are ready to be marketed at Shopee.
Entrepreneur Soul Questionnaire Filling	<ol style="list-style-type: none"> 1. Create and prepare a questionnaire to be distributed to students of SMP Muhammadiyah 05 Pagak and members of UMKM in Pandanrejo Village. 2. Coordination with the Principal of SMP Muhammadiyah 05 Pagak and the head of UMKM KUBE Pandanrejo Village for permission to distribute questionnaires. 3. Distributing questionnaires to the people of Pandanrejo Village and students of SMP Muhammadiyah 05 Pagak

Source : Dedication Data, 2022

In the implementation of the Lecturer Partner Community Service Program (PMM) there were several obstacles experienced, including namely,

1. Weather conditions sometimes heavy rain.
2. The village youth organization is not active, which hinders the work program

In addition to the inhibiting factors, of course there are supporting factors, including the following

1. Mental support from family, friends, and the Pandanrejo Village community
2. The response from the community and village apparatus of Pandanrejo was very good



Source : Dedication Data, 2022

Picture 2. Coordination Meeting Zoom

Coordination meeting with Mr. Budi Mulyani as Chairperson of PCM (Muhammadiyah Branch Leader) Pagak District and Principal of SMP 05 Muhammadiyah Pagak, this coordination discussed the implementation of group 23 Lecturer Partner PMM activities which will be carried out in Pandanrejo Village and SMP 05 Muhammadiyah Pagak. Our group was assisted by Mr. Budi to connect us with the village and Pandanrejo Village community prior to direct activities in the field.



Source : Dedication Data, 2022

Picture 3. Making Lemongrass Powder

Trial and practice of making products from the PMM Mitra Lecturer 23 group, namely powdered citronella products, ginger lemongrass drinks and finished banana cookies before these products are socialized to the public, we do a trial run first to obtain maximum results. Lemongrass powder is a product that did not exist before, so it is proposed to add a product line produced by UMKMs. Mempersiapkan dan pengemasan produk serah bubuk herbal dan cookies pisang kedalam kemasan produk yang sudah di design sebelumnya yang nantinya produk ini akan kami sosialisasikan kepada masyarakat dan siswa-siswi SMP 05 Muhammadiyah Pagak.

Assistance in the buying and selling process at KUBE UMKM stalls in Pandanrejo Village. Assistance was carried out after simple bookkeeping training and the formation of the KUBE (Joint Business Group) structure led by Mrs. Katrin.



Source : Dedication Data, 2022

Picture 5: Lemongrass Powder Making Training for UMKMs and PKK Mothers

Conduct training on making herbal powdered citronella products to the Pandanrejo community. The training is making from the start to becoming a finished product and ready for consumption. The training also provided new insights for PKK mothers who attended the training which had never been done before.



Source : Dedication Data, 2022

Picture 6. Shopee Marketplace Training

The PMM team helped create a marketplace for several UMKMs in Pandanrejo Village whose products could be marketed online at Shopee with the aim of getting a bigger and wider target market and making these UMKMs more developed and abreast of technological developments and the PMM Team also put up banners for KUBE Pandanrejo UMKM.

RESULTS AND DISCUSSION

Based on the description and discussion above, it can be concluded that the PMM Partner Lecturer activities in Pandanrejo Village, Kec. Kab. Malang was carried out well and smoothly and received the blessing and support of Pandanrejo Village residents and officials. Pandanrejo Village is located at an altitude of 359 mdl from sea level with 1,220 mm of rainfall per year with 6 months of rain, and the weather with an average temperature of 35°C. The distance from village to district is 12 km, village to district is 50 km, while village to province is 150 km. Pandanrejo Village has an area of 540.2 Ha. The people of Pandanrejo Village are very kind and friendly to the PMM Partner Lecturer members and always help so that the program can be implemented properly and achieve its goals. Pandanrejo Village has a lot of potential that can be developed, as well as further attention by the government of Malang Regency.

Suggestions that can be given to Pandanrejo Village are based on a review from PMM Mitra Lecturer 23 so that they can regenerate village organizations, namely Karang Taruna so that they can help villages progress more quickly, because Karang Taruna is a very crucial organization in helping the process of village progress.

In addition, the upcoming PMM program can offer one month to carry out the work program in full, and can continue good interaction with the Pandanrejo Village community so that fraternal relations continue to be established with PMM members and the University of Muhammadiyah Malang campus..

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Immense thanks to DPPM UMM with moral and material assistance and providing opportunities for the Lecturer Partner PMM team to carry out activities in Pandanrejo Village, Kec. Pagak to completion, successful, smooth sailing without significant obstacles, the enthusiasm of the community and village officials is very high and begs for continuity in the future.

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ASSISTANCE FOR FERTILIZER PROCESSING FROM HOUSEHOLD WASTE IN BUMI PALAPA HOUSING, MALANG CITY

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Abstract

Malang City is a city with a population that continues to increase, but agricultural land decreases every year. This decrease in land area is due to the transition from agricultural land to residential land. Based on this, there is a new problem, namely an increase in the amount of household waste up to 450 tons/day. One of the efforts to reduce household waste is processing waste into organic fertilizer. Fertilizer processing is a form of urban farming program belonging to the Department of Agriculture of Malang City. This activity aims to reduce household waste in the village environment and if it can be produced on a large scale or in mass meals it will have additional value. It is also hoped that this compost product can be an alternative for village communities to reduce the use of chemical fertilizers and factory-made fertilizers which are often used by villagers. The activity was carried out in the form of training and assistance to PKK mothers at Bumi Palapa Housing, Lowokwaru District, Malang City. - PKK mothers, besides that with these skills can increase food security at the household level.

Keywords: Urban Farming ; Household waste ; Fertilizer.

INTRODUCTION

Malang City is the second largest city in East Java Province. Based on the Central Bureau of Statistics, (2022), Malang City has a population that continues to increase every year from 2020-2022 by 0.15%, namely 1,100 people. Limited land in Malang City is increasing with increasing population. 3 ha of uncultivated land in Malang City in 2020 and 8264 ha of non-agricultural land (Central Bureau of Statistics, 2020a). Due to the limited land for agriculture due to changes to residential land, the Movement is aware of green spaces in every smallest sphere of society, namely the household. Urban farming is one of the solutions for agricultural systems in cities, because currently there is a narrowing of vacant land due to urban development (Septya et al., 2022).

Lowokwaru District is one of the sub-districts with the largest residential land area and high land selling prices in Malang City (Asri et al., 2021; Central Bureau of Statistics, 2020b). In addition, every household also has problems in terms of waste. According to the Ministry of Public Works and Public Housing, (2021) the household waste of Malang City residents is 700,000 people or the equivalent of 450 tons/day. The potential for processing household waste can reduce the amount of waste

every day, starting with sorting organic and non-organic waste (Arief, 2013; Sunarto & Sulistyaningsih, 2018). Organic waste can be processed into organic fertilizer that can be used in urban farming activities using the composting method. The benefit of composting is that it opens up job opportunities and increases the economy, because composting will be more efficient if it is carried out close to the source, namely the scale of the neighborhood or community (Subandriyo et al., 2012).

Composting is one of the processing of organic waste into products with the addition of microorganisms so as to accelerate the decomposition process and produce an ideal N/C ratio for the balance of nitrogen and carbon elements. Recycling organic matter contained in municipal solid waste as composting can be an option to preserve the levels of organic matter in the soil (Barral et al., 2009). Organic fertilizers play a major role in crop production, benefiting from increasing leaf chlorophyll, plant nutrient uptake and grain protein content in rice. Therefore, the use of chemical fertilizers can be minimized by up to 50 percent and increase yields with the addition of organic fertilizers (Naher et al., 2016).

Bumi Palapa Housing District, Lowokwary District, Malang City has the potential to make fertilizer as an urban farming activity. The process of making compost from household waste that uses vegetable residue, fruit peels, and leaf waste as a nitrogen source. Then dry waste in the form of paper, cardboard, dry leaves and tissue is also used as a carbon source. This source of carbon and nitrogen will then be broken down by the decomposer into compost. The time required for this process from preparation to ready-to-use compost is estimated to take less than 4 weeks depending on the capacity of the fertilizer to be made. This activity aims to reduce household waste in the village environment and if it can be produced on a large scale or in mass meals it will have additional value. It is also hoped that this compost product can be an alternative for village communities to reduce the use of chemical fertilizers and factory-made fertilizers which are often used by villagers.

MATERIALS AND METHODS

The method in writing this article uses a qualitative approach with a descriptive-explanative model by providing a detailed description of compost making training. The target in this service is a group of women empowering and family welfare (PKK) in Bumi Palapa Housing, Lowokwaru District, Koa Malang. The data used in the preparation of this article are primary data derived from experience and direct observation by group members, as well as secondary data obtained through a review of a number of literature and previous research related to composting. The training provided is in the form of insight and assistance regarding raw materials for compost, compost making, management of compost application according to plant commodities. Quiz results are processed and tested further with the Wilcoxon Match Pairs Test with the SPSS 2023 application.

Models in service activities by providing interactive material and conducting quizzes are models that are in accordance with the capacity in support or development that allows it to be applied. Support in manufacturing such as plastic jug equipment, hoses and bacteria for processing organic waste and support in facilities for internet connection, materials in the form of journals and production samples have been provided to partners. Focus is also given on several examples of MOL creation and composting processes. The implementation method is carried out by the

discussion model, the implementation of quizzes before training and after training and mentoring is carried out by sharing knowledge. Through the synergy between partners and implementing lecturers, new knowledge from lecturers and partners can complement each other in supporting activities to become more useful.

RESULTS AND DISCUSSION

Bumi Palapa Housing is located on Jl. Accordion, Lowokwaru District, Malang City and geographically Malang City is located at coordinates 112o 06' – 112o 07' East Longitude and 7o06' - 8o02' South Latitude. The land area of 2,089.513 hectares with 104 neighborhood units (RT) and 15 neighborhood units (RW) is surrounded by large universities in Malang City and in Figure 1. has a high price because it is included in residential land (Lowokwaru District, Malang City, 2020). Urban farming is a strategy to increase access to food in urban areas in accordance with the results of research by Yulida et al., (2018) which stated that urban farming carried out by women's groups in the sustainable food housing area (KRPL) program in Siak Regency maximizes the potential of yards and avoids conversion of functions. land from agriculture to other uses.

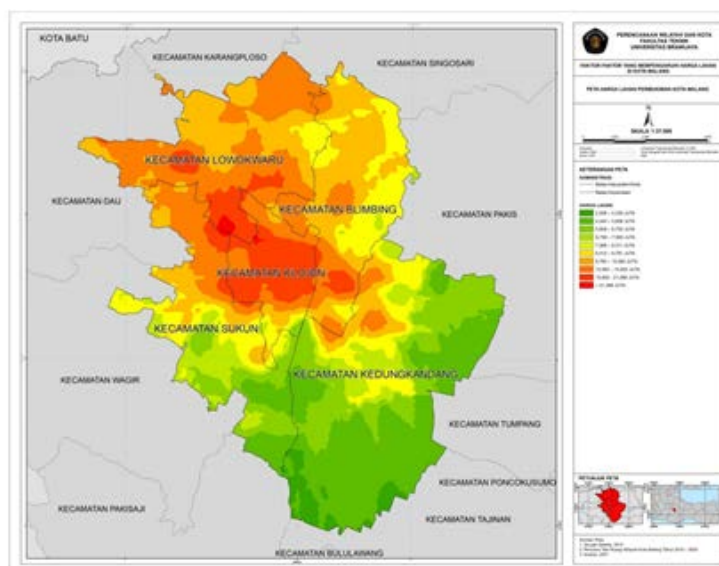


Figure 1. Map of residential land prices in Malang City (Asri et al., 2021)

The Urban Farming Program for the Bumi Palapa Housing PKK Group has been running according to the instructions from the Agriculture Service program. Training activities for processing household waste into fertilizer were carried out at the Bumi Palapa Residential PKK hall with PKK participants in Bumi Palapa Housing, this implementation was assisted by Community Service students at the University of Muhammadiyah Malang. The implementation of the activity begins with doing a quiz related to the understanding of urban farming. Next is a discussion on material and insights related to household waste that has the potential to become organic fertilizer for urban farming.

Materials provided in the training include: limited land use for urban farming; household waste and its contents for plants; organic fertilizer for plants; potential for organic fertilizer production from household waste. In Figure 2. is an example

of the utilization of this activator that has been studied through this explanation. About 72% of the total solid waste is biodegradable which can be converted into biofertilizers. The main products of aerobic composting are CO₂, H₂O, mineral ions and humus. In addition, the process destroys pathogens, converts nitrogen from unstable ammonia to stable organic forms and reduces waste volume (Richa et al., 2016).



Figure 2. Material Regarding Household Waste to Become Organic Fertilizer

The process flow for making organic fertilizer, namely local microorganisms (MOL) from one of the household wastes with the preparation of tools and materials, is the process of preparing the tools according to Figure 3.



Figure 3. Local Microorganism Fermentation Tool (MOL) Visualization

Then the materials used are 5 kg of vegetables, rice washing water and sugar solution. Cut the vegetables into small pieces to make the pounding process easier, then grind/blender them until they become like mush. Mix the ingredients for making MOL (vegetables, coconut water, leri water and brown sugar / granulated sugar) in a jar, close tightly and add water to the used bottles of bottled water (not full, leave some for air) with the intention that micro-organisms can breathe, so it can develop properly. finally store the MOL in a shady place / not exposed to di-

rect sunlight, after 15 days the MOL is ready. MOL that has been finished has the following characteristics: there are white bubbles/foam on the surface and if you smell it smells like tape/sweat.

The waste that can be used as compost has the character of organic waste with a high water content (59.88%). C/N ratio of 37.1 and a size range of about 2.5-7.5 cm is a suitable character or value for this composting process (Sahwan et al., 2004). Wastes that are used, such as vegetable waste, fruit peels, and those that are rich in nutrients, can make something useful and have added value if the amount is increased or mass-produced and the success rate of this composting practice is 95% (Miswar et al. , 2021).

Table 1. Participants' Knowledge Value Before and After Training on Making Fertilizer from Household Fives

Respondents	Value			Wilcoxon Match Pairs Test Results
	Before	After	Value Difference	
1	60	85	25	
2	65	85	20	
3	50	85	35	
4	50	80	30	
5	50	80	30	
6	60	90	30	
7	65	85	20	
8	70	90	20	
9	70	90	20	
10	60	80	20	
11	65	80	15	
12	55	75	20	
13	50	75	25	
14	50	75	25	
15	65	75	10	
16	50	70	20	
17	60	80	20	
18	60	90	30	
19	60	80	20	
20	70	85	15	
Total	1185	1635	450	
Average	59,25	81,75	22,5	

PKK mothers in Bumi Palapa Housing who have been tested with a quiz to find out their knowledge after the training shows the results in Table 1. that there is an

effect of the use of training methods on the knowledge and skills of PKK mothers. The results of this activity have also been able to increase the knowledge and skills of residents or participants about cultivating plants in their yards according to Table 1. By utilizing land and other media that are easily available, by planting commodities that are easy to grow and not difficult to care for. This activity has also been able to increase the motivation of participants, especially housewives, to use their yards, and they feel that cultivating plants is not as difficult as they imagine.

CONCLUSION

Based on the results of the activity, it can be concluded that knowledge of making fertilizer is needed for PKK Bumi Palapa Housing mothers, and in this case there has been an increase in knowledge of the partners. An understanding of knowledge can be developed by using it widely for the purpose of producing organic fertilizers through the utilization of household waste. In this case, local microorganisms can be used to speed up the process. There are lots of examples of MOL that can be utilized in plant development. With this understanding, partners can simultaneously support the use of plants that can support partner businesses.

In addition, training on turning kitchen waste into organic fertilizer is a simple, cheap, effective, and eco-friendly solution. Training and mentoring for PKK women in Bumi Palapa Housing Complex, Malang City has increased knowledge of fertilizer raw materials, its content and benefits for plants and skills in production, in addition to forming awareness among PKK mothers on the importance of being responsible for waste consumption and production, demonstrating that awareness of the importance of environmental sustainability has become a driving force in household waste management by utilizing household waste into organic fertilizer.

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ASSISTANCE IN INCREASING COMMUNITY UNDERSTANDING OF ALTERNATIVE NON-LITIGATION DISPUTE RESOLUTION IN TEGALGONDO VILLAGE, MALANG

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Abstract

A harmonious family is a dream for everyone in building a household to become a sakinah, mawaddah and rahmah family. However, it cannot be denied that in the household there will always be conflicts, so that in solving them, an alternative dispute resolution is needed. The question that often arises is why people resort to litigation to resolve family problems such as divorce, division of inheritance or arbitrary assets in the Religious Courts compared to alternative dispute resolution. This study can provide an understanding to the public about Alternative Dispute Resolution in resolving family problems that arise. This question will be answered with an empirical normative study of family dispute resolution with Alternative Dispute Resolution at the PRM IKIP Perumahan Tegalgondo Asri, Karangploso, Kabupaten Malang like mediation and advocacy. In carrying out this community service, it uses descriptive analysis methods, and is also equipped with a literary approach in the form of Islamic Family Law literature and Dispute Resolution Journals to answer the problems raised in this paper as a result of implementing community service. The findings in practice prove the need for more outreach about Alternative Dispute Resolution and increase community understanding within each family so that the community has more than one way to resolve disputes. Thus, it does not make litigation the final settlement as an institution that resolves disputes. Understanding Alternative Dispute Resolution and its types is increasingly being improved to create solutions in the legal bureaucracy in Indonesia.

Keywords: Assistance, Community Understanding, APS, Non-Litigation

INTRODUCTION

In social life, disputes are social dynamics that often arise in family life, which is the smallest or simplest entity. And if a dispute occurs, there are several mechanisms used to resolve it, namely through the court (litigation) or outside the court (non-litigation). The litigation paradigm requires that the law must be enforced to end the conflict that occurs. This paradigm is more about who loses and who wins (lose-win solution). The paradigm used in addition to litigation is an out-of-court (non-litigation) paradigm. This paradigm encourages more so that conflicts can be ended by making all disputing or disputing parties become winners (win-win solution).

Alternative Dispute Resolution is considered far more practical, inexpensive and efficient compared to litigation. Apart from being more expensive and taking longer time, cases that are resolved may not necessarily reach the point of justice for both the plaintiff and the defendant. Because what we know, humans are social beings who have various kinds of characters and different temperaments. Therefore, it is very natural that every individual or group cannot be separated from having problems with other individuals or groups.

Law Number 30 of 1999 concerning Arbitration and Alternative Dispute Resolution can be said to be the most real and more specific manifestation in the state's efforts to apply and socialize peace institutions in business disputes. The community's tendency to choose an Alternate Dispute Resolution (ADR) is based on considerations: lack of trust in the court system, and the tendency of people to seek other alternatives in an effort to resolve various business disputes, namely by way of arbitration/tahkim (Abdul Manan, 2012: 427).

Previous research by R. Tanzil Fawaiq Sayyaf in the *Al 'Adalah Journal*, with the title *Harmonization of Mediation (Zamakhsyari's Thought Study on Al-Kasysyaf's Mediation Verses)*, examines the argument that the problem of conception of mediation outside the court according to *al Tafsir -kasysyāf* is a process of reconciliation that carried out by both disputing parties, appointing judges from the male and female sides and chosen from the closest side. Each of the judges brought the two together. The urgency of mediation outside the court can be a solution in resolving disputes that occur in families in general and Muslim families in particular.

Meanwhile, in another study written by Imam Taufiq, *Al-Tahrir Journal*, with the title *Building Peace with Mediation*, this article attempts to analyze the interpretation model raised by Hamka in unraveling conflict resolution through the verses of multiculturalism he offers in *Al-Azhar's* commentary. . There are a number of conflict resolution principles that can be derived directly from the verses of the Koran. Verses of multiculturalism conceptualized by the terms *al-ta'aruf*, *al-arham* and *al-taqwa* actually point to a number of mediation principles that can be applied to various conflict domains, from family mediation, social mediation to customary mediation and judgment.

According to Priyatna Abdurrasyid, Alternative Dispute Resolution is a set of procedures and mechanisms that function to provide an alternative or choice of a procedure for resolving disputes or arbitration in order to obtain a final and binding decision on the parties. In general, not always involving the intervention and assistance of independent third parties who are asked to help facilitate the resolution of these disputes.

In Law No. 30 of 1999 concerning Arbitration and Alternative Dispute Resolution (APS) it is stated that Alternative Dispute Settlements are dispute resolution institutions or differences of opinion through procedures agreed upon by the parties, namely settlements outside the court by way of consultation, negotiation, mediation, conciliation, or expert judgment.

Humans who have conflicts with other individuals will feel threatened and will do anything to get justice or satisfaction for themselves, even if they have to take legal action. Even people who can only express their emotions in solving problems will dare to choose the path of violence in dealing with their problems. Even though violence is not a solution to solving problems, in fact it is an addition to and magnification of existing problems or conflicts.

The lack of public knowledge about the mechanism when a dispute occurs is one of the reasons why this service is being held. The community still understands that when there is a dispute in the family especially, it can only be resolved in court. In fact, the mechanism that can be taken other than the court is outside the court.

Based on previous research, socialization related to APS has never been carried out, especially at PRM IKIP Tegalondo Malang. Dispute resolution outside the court is a breath of fresh air for people who want to resolve family disputes in a relatively economical and efficient time and cost. Settlement of disputes outside the court is carried out peacefully, so that the parties to the dispute can find mutually beneficial decisions.

Sociologically, there are family disputes in society which are resolved through litigation (judicial) legal channels. So that people prefer the litigation route compared to amicable settlement. This happens because the community does not understand how to resolve disputes through non-litigation channels. Dispute resolution carried out by the former community, is sufficient to be carried out by both parties and attended by community leaders or village heads as leaders in the community, so that the dispute resolution process carried out by the former community reflects that the non-litigation route is fast, low cost, and not convoluted, and the values of life that exist in society become realized.

PROBLEMS

Settlement of family disputes often arises as a result of differences of opinion and the lack of good communication patterns between family members so that conflicts arise which end in the Religious Courts. Most people do not understand that dispute resolution can be done non-litigation outside the court, because of this ignorance the community thinks that the court is the final solution to solving problems in the family.

As a follow-up to this problem, the community service team is trying to educate the public, especially in the PRM IKIP Tegalondo area in dealing with family problems in a non-litigation manner. The community service team makes every effort to socialize so that the community understands alternative dispute resolution outside the court.

In this regard, the formulation of the problem is formulated as follows;

- a. What is the best effort that can be made by the community service team and the benefits obtained by partners (RPM IKIP Tegalondo community) in terms of alternative non-litigation dispute resolution as the main option in resolving family disputes?
- b. What are the benefits that can be obtained by the community and institutions, in this case PRM IKIP Tegalondo by holding this community service by academics?

MATERIALS AND METHODS OF IMPLEMENTATION

The approach method in this community service activity is fully adapted to the results of the situation analysis of the priority issues agreed to be resolved together.

1. Activity Plan

Based on the description of the implementation method that already exists, an activity plan can be prepared that will become a guideline so as to facilitate the implementation of community service activities,

2. Socialization (Delivery of Introductory Material and Equalization of Perceptions)
This socialization was carried out to educate the public about APS outside the court according to Islam. This is considered important so that the public knows that dispute resolution can be done outside the court.
3. Questionnaire filling
At this stage identification of problems that arise in the community regarding problems or disputes in the family such as marital conflict, distribution of inheritance or endowments. This questionnaire was held to explore the level of public understanding of APS outside the court according to Islam.

RESULT AND DISCUSSION

Community service activities at PRM IKIP Tegalondo are carried out online through the zoom application platform on Monday, July 27 2020. RPM IKIP Tegalondo is a community of Muhammadiyah members who are active in various Muhammadiyah activities who have different educational backgrounds. As an effort to maintain family resilience, community service related to alternative dispute resolution is carried out to help the community in resolving family disputes.

Tegalondo Village, Karangploso District is a village located to the west of the Tunggulwulung Village with a village area of 220.235 HA and a land elevation of 421 m above sea level. This village is directly adjacent to Ampeldento Village to the north, to the south by Tlogomas Village, and to the west by Pendem Village. In Tegalondo Village itself there is 1 University, 3 Elementary Schools, 6 Kindergartens or PAUD.

The population of Tegalondo Village is 7,087 people consisting of 3,609 men and 3,478 women with 1,796 household heads. It consists of 5 hamlets, namely Gondang, Babatan, Wunutsari, Dawuhan and Ketangi. The number of voters is 2,325, most of the people's livelihood is the industrial/private sector, with 1,239 people.

This activity began with filling out a questionnaire which was carried out on 11 August 2020-14 August 2020 as a first step to identify problems that often arise in families at PRM IKIP Tegalondo.

Table 1. Data processing from the questionnaire provides conclusions in the table below:

Problem Identification	<ol style="list-style-type: none"> 1. Difference of Opinion (11 People) 2. Communication (2 People) 3. Different Character (1 Person) 4. Inheritance (1 Person) 5. Others
Community Understanding of ADR	As many as 11 people understand Alternative Dispute Resolution (ADR) as a mechanism for resolving disputes in the community. And as many as 7 do not understand this ADR.
Community Understanding of the Types of ADR	As many as 8 people understand the types of ADR, and the rest do not understand

Public Understanding of the Litigation Dispute Resolution Period	A total of 11 people knew about the dispute resolution period or litigation process in court, and the remaining 7 people did not know
Community Understanding of Court Case Fees	As many as 9 people knew the costs of court cases and the rest did not understand
Public Understanding of the Subjectivity of Judges	As many as 4 people know about the subjectivity of judges in the judicial process, while as many as 14 people do not know about it.
Community experience in court	cases Only 2 people in PRM had experience in court cases, and as many as 16 people had no experience in court cases.
The Urgency of a Special Dispute Resolution Channel at PRM	As many as 13 people said it was necessary to create a special channel for dispute resolution at PRM. As many as 5 people said it was not necessary.
The Urgency of Establishing a Legal Aid Division in the Tegalgondo Asri PRM structure	As many as 11 people thought it was necessary to establish a legal aid division in PRM, and 7 people said it was not necessary
Community Expectations for the 2020 UMM PPM Team	<ol style="list-style-type: none"> 1. Education and outreach about increasing APS understanding in PRM. 2. Assistance in the process of resolving family disputes through non-litigation channels

This activity was only carried out for 1 period, because considering the condition of the community in the midst of a pandemic outbreak it was not possible to carry out activities offline.

The Webinar will be held on Tuesday, 18 August 2020 at 19.00-21.00. This webinar was delivered by the UMM 2020 PPM team which consisted of 3 members namely; Mrs. Rahayu Hartini, Mr. R. Tanzil Fawaiq Sayyaf and Mrs. Luciana Anggraeni as Panelists, and led by a moderator. During the event, the participants listened enthusiastically. This can be seen from the number of attendees, as well as the number of questions regarding family dispute resolution submitted.

Literature Review on Alternative Civil Dispute Resolution (APS) According to the Arbitration Law and APS (Law No. 30 of 1999)

Based on the disputing parties, these disputes can be grouped into certain areas. The boundaries can overlap, namely:

1. Disputes between individuals, for example disputes in the family due to divorce such as problems with children, division of property, inheritance, and others.
2. Disputes between individuals and legal entities, for example labor issues where disputes arise between employees and companies regarding wages, working hours, severance pay, and others.
3. Disputes between legal entities, for example disputes between corporations where one company sues another company.

To resolve possible disputes, there are several options for how to resolve them, namely in general several ways that can be chosen are distinguished through court or outside the court such as negotiation, conciliation, consultation, expert judgment,

mediation, arbitration, and others which are often referred to as alternatives. dispute resolution (APS).

According to Islamic Law and Civil Law/Family Law

Obligations and Duties of the Mediator, it is stated about the obligations or duties that must be carried out by the mediator namely, the principle that the Mediator is the party responsible for resolving marital disputes. [5]

The mediator is the person in charge, or conciliator between two disputing parties. This is stated in the Al-Quran Surah An-Nisa 'verse 35 which reads:

وإن خفتن شقاق بينهما فابعثوا حكماً من أهله وحكماً من أهلها إن يريدان إصلاحاً يوفق الله بينهما الله
بينهما الله بينهما الله يوفق الله بينهما الله يوفق الله بينهما الله يوفق الله بينهما الله
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Then according to what God has stated in His word above, the disputing parties must take a reconciler from each party, the male side and the female side. The meaning of the word Hakam is peacemaker. This verse describes mediation (al-Tahkim) between husband and wife, if there is a dispute and syiqaq between the two. Allah SWT ordered two arbiters / mediators to resolve disputes with the aim of maintaining the integrity / integrity of a family. This was not disputed by fiqh scholars in the appointment of arbitrators/mediators. And it is mandated for the mediator to be fair, able to make improvements and from close relatives of the husband and wife who are in dispute to keep the husband and wife's lives secret. And there are many more verses of the Koran that teach al-Tahkim, including: QS. Al-Maidah: 42, QS. an-Nisa: 65, QS. al-Maidah: 95.

The things that must be done by a mediator include:

1. The Mediator seeks the cause of the dispute with the following steps:
 - a. Ask the husband
 - b. asked the wife

After knowing the problems that occur between the disputing parties, the mediator provides an explanation of the importance of marriage mahligai, advises the parties on the importance of marriage, and gives views on what will happen if the separation occurs both good and bad.

2. After knowing the cause of the dispute, the mediators / peacemakers gather with the aim of listening to the things that each right wants to say from both the husband's and the wife's side, so that the peacemakers know what the problem is and can decide what to do. will occur. will be communicated to the disputing parties.

In the Jordanian Family Law of 1976, article 132 states that: "*Mediators must look for the causes of problems to family, relatives, or people who can provide knowledge to peacemakers*". Dispute resolution through court channels (litigation) is not the only way to resolve disputes, there are non-litigation dispute resolution through negotiation (deliberation), mediation, arbitration and conciliation¹. The non-litigation dispute resolution method as mentioned can be understood in detail as follows:

1 Rosita Rosita, "ALTERNATIF DALAM PENYELESAIAN SENGKETA (LITIGASI DAN NON LITIGASI)," Al-Bayyinah, 2017, <https://doi.org/10.35673/al-bayyinah.v1i2.20>.

Dispute Resolution Through Negotiation

The term Negotiation is stated in Chapter I General Provisions of Law no. 30 of 1999 concerning Arbitration and Alternative Dispute Resolution, Article 1 point 10, states that ADR is a dispute resolution institution or dissent through procedures agreed upon by the parties. In practice, namely settlement by way of consultation, negotiation, mediation, consolidation, or expert judgment. So, the law governing negotiations is not explicitly stated.

Negotiation is an attempt to find a solution to a problem through deliberation to reach an agreement directly between the disputing parties whose results are acceptable to the parties.

Munir Fuady distinguished dispute resolution through negotiation of two types. First, Negotiation of Interests Negotiation of interests (interest negotiation) is a negotiation in which before negotiating at all the parties do not have any rights from one party to another. They negotiate because each party has an interest in negotiating. If negotiating the interests of the negotiating parties fails to find an agreement, then in general it can be said that neither party can force its will to continue the negotiation.

Second, Rights Negotiations In contrast, in rights negotiations, before the parties negotiate, the parties have previously had certain legal relationships, so that between the parties have created certain rights that are guaranteed by law. Then the parties negotiate how to fulfill these rights by the opposing party. So, it is different from the negotiation of interests where the negotiation is only intended to create a certain legal relationship, whereas in the negotiation of rights the legal relationship actually existed before the negotiation was carried out².

Dispute Resolution Through Mediation

According to Perma No. 1 of 2008, Mediation is a way of resolving disputes through a negotiation process to obtain an agreement between the parties assisted by a mediator. The mediator is the person in charge of resolving disputes between the two parties, either husband or wife. First, the Mediator is the person in charge, or the peacemaker between the two disputing parties. This is contained in the Al-Quran Surah An-Nisa' verse 35 which reads:

وَإِنْ خِفْتُمْ شِقَاقَ بَيْنِهِمَا فَأَبْعَثُوا حَكَمًا مِّنْ أَهْلِهِ وَحَكَمًا مِّنْ أَهْلِهَا إِنْ يُرِيدَا إِصْلَاحًا يُوَفِّقُ
اللَّهُ بَيْنَهُمَا إِنْ اللَّهُ كَانَ عَلِيمًا خَبِيرًا

if there is a problem in a household then according to what has been prescribed by Allah in His word above, the disputing parties should take peacemakers from each party, the man and the woman. The meaning of the word Hakam is a peacemaker. This verse describes mediation (al-Tahkim) between husband and wife, in the event of a dispute and shiqaq between the two. Allah SWT ordered to send two judges / mediators to resolve the dispute with the aim of maintaining the unity / integrity of a family. This was not disputed by the fiqh scholars in the appointment of the judge/mediator. And it is customary for the mediator to act fairly, to be capable of improvement and from close relatives of the husband and wife who are in dispute to keep the secret of the life of the husband and wife.

2 Nevey Varida Ariani, "ALTERNATIF PENYELESAIAN SENGKETA BISNIS DI LUAR PENGADILAN," Media Pembinaan Hukum Nasional, 2012

Dispute Resolution Through Arbitration

It is contained in Article 1 Paragraph (10) of Law No. 30 of 1999 concerning Arbitration and Alternative Dispute Resolution. Arbitration is a way of settling a civil dispute outside the general court based on an arbitration agreement made in writing by the disputing parties. Methods of dispute resolution according to Article 6 Law No. 30 of 1999 Arbitration and Alternative Dispute Resolution, namely civil disputes or differences of opinion can be resolved by the parties through alternative dispute resolution based on good faith by excluding litigation settlement in district court.

Settlement of disputes or differences of opinion through alternative dispute resolution is resolved in a direct meeting by the parties within a maximum period of 14 (fourteen) days and the results are set forth in a written agreement. In the event that a dispute or difference of opinion cannot be resolved, then based on the written agreement of the parties, the dispute or difference of opinion is resolved through the assistance of one person or more expert advisors or through a mediator³.

Dispute Resolution Through Consultation

Marwan and Jimmy P, explain the meaning of consultation, as follows: "A request for advice or opinion to resolve a dispute amicably by the disputing parties to a third party"⁴. In law Consultation is one of the activities in dispute resolution, which is "personal" in nature between a certain party (client) and another party who is a consultant party, where the consultant gives his opinion to the client according to the needs and needs of his client⁵

Legal basis for Consultation

So that the consultation itself is based on law with the Law of the Republic of Indonesia Number 30 of 1999 concerning Arbitration and Alternative Dispute Resolution. It is stated in Article 1 Paragraph 10 which reads "Alternative Dispute Resolution is an institution for resolving disputes or differences of opinion through procedures agreed upon by the parties, namely settlements outside the court by way of consultation, negotiation, mediation, conciliation, or expert judgment.

Dispute Resolution Through Conciliation

Conciliation is an attempt to bring together the wishes of the disputing parties to reach an agreement and settlement. However, Law Number 30 of 1999 does not provide an explicit formulation of the meaning of conciliation. However, this formulation can be found in Article 1 number 10 and paragraph 9 of the General Explanation, namely conciliation is an alternative institution in dispute resolution.

Thus, conciliation is an alternative dispute resolution process and involves third parties who are involved to resolve disputes.

The difference between litigation and non-litigation is as follows:

Litigation 1. Time to settle cases is long and expensive 2. Procedures, formal and rigid in nature 3. Settlement of legal disputes through courts based on one legal litigation 4. Courts will issue rights and establish new legal relations between the parties involved in the dispute law 5. After the issuance of rights and establishing

3 By Admin, "Litigasi Dan Non Litigasi," Monday, 2 January, 2017.

4 Munir Fuady, *Arbitrase Nasional (Alternatif Penyelesaian Sengketa Bisnis)*, Citra Aditya Bakti, Bandung, 2003, hlm. 12 sebagaimana dikutip oleh Talib, Idris. "Bentuk Putusan Penyelesaian Sengketa Berdasarkan Mediasi." *Lex Et Societatis* 1.1 (2013).

5 Frans Hendra Winarta, "Hukum Penyelesaian Sengketa-Arbitrase Nasional Indonesia & Internasional", (Jakarta:Sinar Grafika Offset:2011),hlm 7.

a new legal relationship between the parties, applies and binds the parties and the general public⁶. A court decision will provide legal justice, not necessarily be received fairly by the parties, so that it is "winner-lose" (Winner-Losser), so that the justice given by the court is symbolic justice so that disappointment arises for the losers, and can potentially lead to revenge (*eigen ridding*). Non-litigation 1. The time for resolving legal disputes and costs depend on the parties making peace efforts 2. The settlement of legal disputes is informal and non-procedural 3. The parties directly negotiate in the framework of peace efforts, using negotiation, mediation, conciliation and facilitation methods 4. Issuance of rights based on an agreement between the parties 5. The parties who resolve legal disputes will provide a court decision that is a win-win solution⁶.

Based on the facts in family life that conflict will always arise in the dynamics of human life, humans can never avoid a dispute. Juridically, the litigation process can be taken to resolve family disputes through the courts. Courts that act as "the last resort", namely the last solution to seek justice for society. But in fact, the court has a weakness that ultimately makes dispute resolution more complicated. M. Yahya Harahap explains some of the criticisms of the court, as follows:

1. Court takes a long time
2. The high cost of court proceedings
3. The judiciary is less responsive
4. The ability of judges is generalist

The implementation of the modern justice system as an effort to uphold justice is proven to face various types of obstacles. One of the causative factors is modern justice with the burden of formalities, procedures, bureaucracy, and strict methodology. Therefore, justice received by society is bureaucratic.

The role and functions of the judiciary are considered to be overloaded; the process is slow and a waste of time, requires quite expensive funds, and is not responsive to community needs. Nevertheless. Some family cases in the community are still submitted to the Religious Courts, to be processed and decided as an effort to obtain justice.

One of the questions raised by one of the participants attracted the attention of the panelists, this question was "Why do so many people still go to court to resolve their disputes, while there are solutions that prioritize a win-win solution, namely Alternative Dispute Resolution?". Speaker R. Tanzil Fawaiq Sayyaf answered this question, that the problem is that there are still many people who do not understand APS, this is based on the fact that the level of litigation in court is still high.

CONFESSION

As a form of our gratitude to our service partners, namely the Leaders of Perum Muhammadiyah, Tegalgondo Asri IKIP Branch, who have given us the opportunity to serve and share information as well as assistance and outreach about Alternative Dispute Resolution. Muhammadiyah branch leadership, hereinafter abbreviated as PRM, has been established since November 2016, chaired by Alm. Abdul Ghofur Amrullah for the 2016-2018 period.

⁶ Sri Mamudji, "MEDIASI SEBAGAI ALTERNATIF PENYELESAIAN SENGKETA DI LUAR PENGADILAN," *Jurnal Hukum & Pembangunan*, 2017, <https://doi.org/10.21143/jhp.vol34.no3.1440>.

Our Community Service Partner, PRM IKIP Tegalondo Asri is located on Jalan Wunutsari, Babatan, Tegalondo, Karangploso District, Malang Regency, East Java.

We also thank the UMM 2020 PMM Team for working hard to realize this service. Thank you to Team Leader Ms. Rahayu Hartini who has guided, protected and directed us, so that this service can be completed on time and on target. Thank you to Mr. R. Tanzil Fawaiq Sayyaf and Mrs. Luciana Anggraeni who worked hard before the event ended. We do not forget to thank the UMM students who have been involved in this service, namely Azizatus Sholihah and Nita Saidatunnisa who have helped the 2020 UMM PMM Team in completing the entire series of services.

CONCLUSION AND RECOMENADTION

There were two important findings in this service, first, the best efforts made by the UMM 2020 PMM Team regarding increasing public understanding of Alternative Dispute Resolution, especially family disputes, were in the form of education, outreach through online seminars, distributing questionnaires and identifying problems regarding families. In order to increase public awareness about the urgency of resolving disputes through non-litigation channels, namely to provide an overview to the public that family disputes can be resolved through non-litigation channels. Second, while the benefits obtained by the community are increasing understanding, awareness in resolving family disputes by taking non-judicial channels.

As an intellectual reflection on this dedication, that there are still many people who do not understand the mechanism for resolving disputes through non-litigation channels. Therefore, the importance of education, socialization and ongoing assistance to the community, especially in the Tegalondo Asri PRM area.

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DIGITAL MARKETING FOR PRODUCT PROMOTION AND RE-BRANDING OF WARUNG SOTO MALAYSIA

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Abstract

Digital marketing is the use of digital tools and platforms, such as social media, websites, online advertising, and email marketing, to promote products or services to target audiences. The purpose of this community service is to carry out Re-Branding from before the Warung Soto Lamongan Logo which was just ordinary to extraordinary and beautiful. In order to help companies to stay relevant in keeping up with the times. Researchers got information about the stall through the extension method. This method, shows logo re-branding and digital marketing. It can be concluded that social community service activities can benefit the business of Warung Soto Lamongan in Malaysia.

Keywords: Digital Marketing; Logo; Media Social

INTRODUCTION

Today's business market is increasingly dominated by the influence of digital technology. The development of the internet, social media and mobile devices has changed the way consumers find information, interact and shop. In this context, traditional (Premi Wahyu, et al. 2020) marketing strategies are no longer effective enough to promote products and reach the target audience properly. Therefore, companies must adopt a marketing strategy that focuses on digital marketing.

Digital marketing is the use of digital tools (Poppy Febriana, et al. 2023), such as social media, websites, online advertising, email marketing, etc. to introduce and promote products or businesses to audiences. In the context of the food and beverage business, the use of digital marketing (Teresia, et al. 2023) has proven effective in increasing brand awareness, attracting new customers, and expanding market reach. Warung Soto Lamongan "WASOLA", a food stall which is famous for its Lamongan special soto dishes, realizes the importance of digital marketing in facing increasingly fierce competition in the culinary industry (Faizah et al. 2022). As a step to increase their sales and brand image, Warung Soto Lamongan decided to utilize digital marketing as a product promotion and re-branding strategy.

In Malaysia, Warung Soto Lamongan has a great opportunity to attract the attention of people who love culinary. However, to achieve success in marketing their products, Warung Soto Lamongan needs to adopt an approach that is innovative and relevant to current marketing trends (Ainur Rochmaniah, et al.

2021). Digital marketing provides the right solution for these stalls to introduce their Soto Lamongan dish to a wider audience. Business people can use the power of social media (Eko Nur Syahputro, 2023) to promote their products to audiences so they recognize and are interested in buying. Malaysia has many culinary specialties (Murdijati Gardjito, et al. 2017) that can be served by its people, but currently soto is a food that is easy enough to consume every day. With Warung Soto Lamongan "Wasola" which has been in production for more than two years, these SMEs need to be supported by community service activities, so that their potential will increase in the future and social media needs to be created to take advantage of the digital economy. Economic development, especially related to the use of digital marketing and logo re-branding at the Lamongan "Wasola" soto stall to increase the income and welfare of his family, can provide opportunities for Malaysian soto stalls to develop digital marketing through social media and re-branding their logo (Prakoso, et al. al. 2022).

Previously the logo for the Malaysian soto stall "WASOLA" was Mascot Logos which used carts, jumbled fonts and colors that didn't match on one logo. The "Wasola" logo that is currently used lacks a taste image in the logo, and uses too much Mascot Logos which are less memorable in the target market and that forms the image of Soto itself from the characteristic lamongan which is not pleasant to look at, Soto itself has a distinctive taste and nice to feel. The decision behind rebranding the "WASOLA" logo was to empower this special food and make it easier for people to know that Warung Soto Lamongan has a fresh and delicious identity. With these efforts using rebranding elements so that Warung Soto Lamongan has a proper identity for the soup itself.

It is hoped that this activity will affect the performance of the Soto Lamongan stall UMKM with support from community service activities towards the development of the Soto Lamongan stall business. Because the Soto Lamongan shop doesn't know about digital marketing that can disseminate their product, namely Soto, so they only have a logo that displays Soto food in a bowl. Due to the importance of using social media to increase sales of Malaysian soto, in community service, we will re-brand the logo for the Lamongan "Wasola" soto stall and accompany the use of digital marketing through social media.

In this community service method, it is carried out at the owner of the Soto Lamongan "Wasola" stall business. Researchers and business owners will communicate via WhatsApp chat and zoom, because they are hindered by distance. Beginning with the opening, main event, and closing. Researchers and business owners of Lamongan soup stalls started the discussion with a few introductions. Part of the activity, the researcher conducted interviews to find out information about the Lamongan soto stall, identified deficiencies in broader sales promotion and asked several questions about the Lamongan soto stall business. At the end of the activity, the researcher provided suggestions for re-branding the Malaysian soto stall.

The objective of the activity was achieved through the application of the knowledge and skills method to the owner of the Lamongan soto stall business. Researchers got information about the shop through counseling methods. This method, denotes logo re-branding and digital marketing. The last method is consultation and discussion, researchers discuss the use of digital marketing to promote products through the

use of digital marketing and re-branding logos that will be made by researchers for Soto Lamongan stalls to increase product sales.

MATERIALS AND METHODS OF IMPLEMENTATION

This activity is carried out by business owners of Soto Lamongan stalls in Malaysia. From the results of this study it was successful in designing and implementing a new logo rebranding for "WASOLA" which was previously less elegant and the implementation of the old logo finally created a new logo that was produced which could achieve the company's goals in updating their brand image. This rebranding of the logo has been well received by consumers and increased the company's brand awareness. (Zahid, et al. 2019)

No.	Problem	Problem Solution	Information
1	Lack of maximum use of Instagram accounts in marketing communications to be promoted	Provide directions regarding the correct operation of Instagram, so that it can be a solution for Warung Soto Lamongan account owners	Making old Instagram accounts more organized in playing food insights
2	Lack of understanding in making logo and banner designs as a means of promotion	Make logo and banner designs to make them more attractive	Having an impact on Warung Soto Lamongan business owners becoming more aware that logo and banner designs can influence product promotion through social media

Figure 1. Problem Solution

The pictures above are prior to the conceptual rebranding of the place. From the food category or the verification of Warung Soto Lamongan in Malaysia, it is quite unfortunate if it only uses branding with a monotonous logo and concept. With the agreement of the two parties, they finally decided to rebrand with a conceptualization using the Analogous Color theme, fresh, delicious, and not reducing the efficiency of the Soto Lamongan signature.

An analysis shows that logo rebranding significantly affects consumer perceptions of the company and the positive response from the sample group shows that the new logo has succeeded in creating a stronger appeal. In New logo and Re-branding new shows the increase in brand awareness and consumer preferences after the implementation of the new logo and also shows the increase in brand awareness and consumer preference after the implementation of the new logo. Changes in the rebranding of the logo include updates to the design, colors and other visual elements. The new logo depicts company values that are more modern and relevant to the target market. The rebranding of the logo also reflects the development of the company and their long time vision.

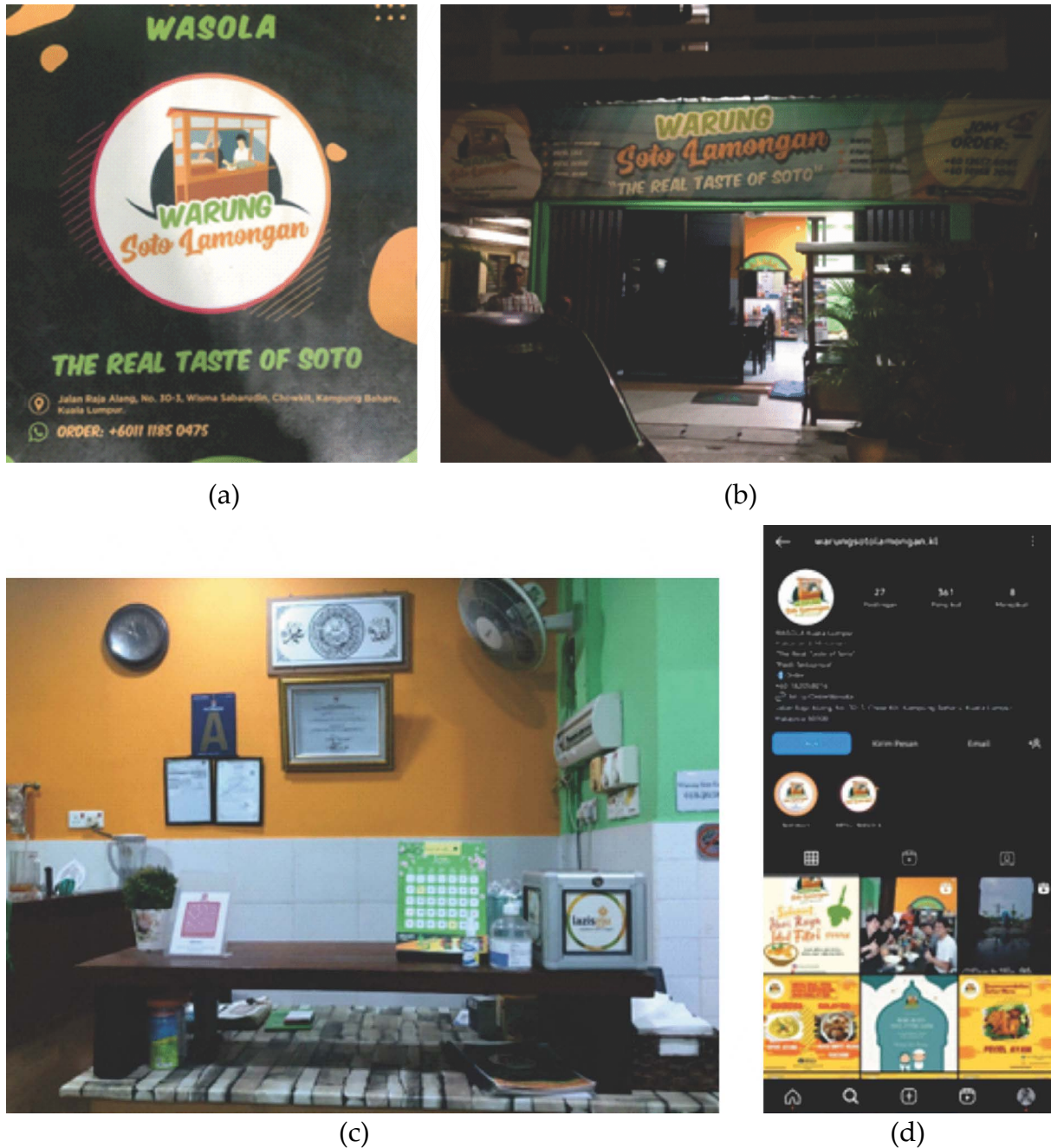


Figure 2. Warung Soto Lamongan before Logo Re-Branding (a) Banner (b), Category A and certified (c), WASOLA Instagram Account (d)

RESULTS AND DISCUSSION

Impact Logo rebranding succeeded in creating positive changes in brand perception and corporate image. The new logo enhances brand identity, differentiation from competitors and attractiveness to consumers. Logo rebranding implementation also has a positive impact on customer loyalty and the company's market share. Discussion The results of the study indicate that logo rebranding is an effective strategic move to renew brand image. Logo rebranding influences consumer perception and helps companies to stay relevant in a changing environment.



Figure 3. Re-Branding Results for Instagram Accounts (a) and (b), Logo Re-Branding (c), Banner (d)

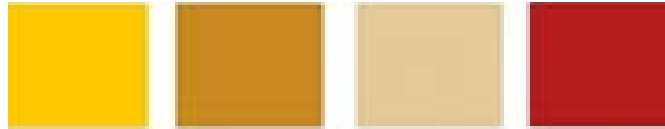
In an effort to improve the existing brand image, we are proud to present the latest Logo rebranding, where we utilize the Analogous Color theory to create attractive and professional color harmonies. Analogous Colors are colors that are close to each other in a Color Wheel, different from Contemporary colors which have opposite or opposite colors. With this rebranding we are committed to strengthening our brand message, attracting the attention of a wider audience, and creating a lasting impression on consumers.

In the new logo there are several messages that are meaningful in every angle:

1. Bowl-shaped logo: seen from the eye of the eye this logo gives the shape of a bowl which has the meaning of a container for Warung Soto Lamongan
2. Steam over the bowl: The steam indicates that this soup is always served hot and always fresh.
3. WSL: in the latest Model Logo, the combination of Letter Mark and Pictorial Mark is a unique combination, the letters WSL itself mean "WARUNG SOTO LAMONGAN" and in the middle of the letter "S" there is a spoon and fork with the symbol of a food stall.

4. WASOLA: The wordmark that was used last was the writing WASOLA which stands for Warung Soto Lamongan and uses the Havox Modern Font.

And the conceptual Analogous Color that is applied to the logo and rebranding uses the following colors:



- Bright Yellow (#FFC801) : Symbolizes joy, freshness, cheerfulness and zest for life. The yellow color itself is synonymous with the soto sauce which is so delicious and savory that it signifies a delicious distinctive taste that is real.
- Yellow Mustard (#C8891F): This yellow mustard is a yellow that is often found and also signifies the savory taste of soto.
- Langsat yellow (#DFBB7D): Langsat yellow is commonly found by the skins of Asian people. It is also a lot of consumers from Asian people, of course, especially the Malay tribe.
- Maroon Red (#B71C1C): This red color initiated the dope color which became the placard to align with the existing colors, the red color is also the belt for the conceptual from Analogous which is the 3 wheels of its Color Wheel to make the patent color in the Rebranding of Warung Soto Lamongan. The red color itself signifies Exitement, passion, power also means love and sustenance.

The following are the innovations that we put into the logo rebranding for WASOLA "Warung Soto Lamongan" which made us enthusiastic about introducing a new logo. And we believe that this rebranding will take the brand to new heights, create stronger relationships with customers, and help achieve long-term success.

CONCLUSIONS AND RECOMMENDATIONS

In order to increase the success of digital marketing and renewal of the "Warung Soto Lamongan" Logo, it is important to plan and implement a mature strategy in order to be able to monitor market trends and developments. With the right approach, Rebranding the logo is the first step in renewing WASOLA. The results of the community service activity entitled Using Digital Marketing for Product Promotion and Re-Branding of Warung Soto Lamongan in Malaysia have yielded good and significant results. Warung Soto Wasola has a new logo with attractive Instagram feeds for product promotion, as well as banners as marketing media. It was concluded above that community service activities that are social in nature can benefit the business of Warung Soto Lamongan in Malaysia.

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EDUCATION AND CREATION OF HEALTHY AND MARKETABLE FOODS AT SMK MUHAMMADIYAH 3 SINGOSARI

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Abstract

Healthy snacks are still rarely found, especially in school environments. The demand for healthy snacks is considered high, making it a promising economic prospect if developed. The partner in this community engagement activity is SMK Muhammadiyah 3 Singosari. Apart from excelling in academics, SMK Muhammadiyah 3 Singosari also produces products created by its students, particularly in the Culinary Arts department. As one of the vocational schools, SMK Muhammadiyah 3 Singosari plays a significant role in fostering student creativity. Further activities that support the healthy snack program in the school need to be organized. Creative healthy snack creations can be crafted by students to develop appealing variations of healthy snacks. In addition to healthy foods, it is hoped that through this activity, marketable food creations can be generated—those that are easy to sell and align with consumer preferences. This activity was carried out in July-August 2022, attended by the students of SMK Muhammadiyah 3 Singosari. The event began with an orientation on healthy snack education and proceeded with an exhibition or competition for healthy food creations.

Keywords: mentoring; healthy snacks; student creativity

INTRODUCTION

The Adolescent Phase is a transitional phase from childhood to adulthood. The adolescent phase occurs between the ages of 12 to 24 years old. Adolescents typically engage in high-level activities and cognition, necessitating adequate nutrition. Nutritional sources can be obtained from various healthy foods containing carbohydrates, proteins, fats, vitamins, and minerals. Malnutrition during adolescence can lead to anemia, stunting, decreased cognitive function, disruptions in the metabolic system, lowered immunity, and an increased risk of degenerative diseases such as hypertension, heart disease, diabetes, and obesity (Ahadti 2021). Nutritional needs for adolescents are often overlooked due to concerns about weight gain, a need for knowledge about the importance of nutrition for the body, and a perception that healthy foods are bland. Adolescent portion sizes tend to be minor, and the nutritional content may be imbalanced compared to their actual needs. Adolescents prefer fast food and follow food trends without considering the nutritious range. The required nutrition for adolescents can be obtained from main meals and snacks. Snacks play

a crucial role in providing additional energy and nutrients for adolescents (Fitriani and Andriyani 2015). Various healthy snacks are needed to support the nutritional needs of adolescents. Snack options can be derived from multiple food sources within the community. These snack variations are expected to offer healthy food choices that support adolescent activities. The availability of healthy snack options in the community is still limited, and healthy snacks are particularly rare, including in school environments. The demand for healthy snacks is considered relatively high, thus presenting favorable economic prospects for development. Snacks can also be derived from processed foods. The benefits of processed foods include improved taste and increased economic value of the resulting products (Nofrida et al. 2019). The creative results achieved through a proper process ensure quality maintenance regarding shape, taste, and appearance (Nofrida et al. 2019). The added value from such activities also encourages SMK Muhammadiyah 3 Singosari to actively participate in producing diverse products.

SMK Muhammadiyah 3 Singosari is one of the COE (Center of Excellence) vocational schools. It is also a school that excels in developing students' abilities. SMK Muhammadiyah 3 Singosari has hundreds of students divided into various fields of interest. However, education about healthy snacks has never been conducted, leading to a low level of awareness regarding the consumption of healthy snacks. Education on healthy snacks is necessary to enhance knowledge and establish healthy consumption patterns. As one of the vocational schools, SMK Muhammadiyah 3 Singosari holds a significant role in fostering its students' creativity. Continuous activities that support the healthy snack program at the school are essential. Creative, healthy snack creation activities can be organized, involving students in producing delicious and appealing variations of healthy snacks. Additionally, there is a need to create marketable food items aligned with market trends, making them easy to sell and well-known within the broader community.

Several issues have been identified at SMK Muhammadiyah 3 Singosari: (1) Lack of education on the importance of healthy snacks for SMK Muhammadiyah 3 students; (2) Limited availability of healthy and marketable snacks at SMK Muhammadiyah 3 Singosari; (3) The need for increased variety in healthy snack options to support school activities; (4) Creative activities are needed to enhance the quantity of healthy and marketable snacks. Healthy snacks are considered necessary for SMK Muhammadiyah 3 Singosari students, as evidenced by the limited variety of healthy snack options. The proposed solutions to address these challenges include increasing the variety of healthy snacks, implementing educational programs, and encouraging students to create healthy snack innovations (Amaliyah et al. 2021). The education on healthy snacks aims to enhance students' understanding of the importance of healthy foods for physical development and introduce them to various sources of nutritious foods. The expected outcomes of the support for SMK Muhammadiyah 3 Singosari include the following: (1) Improved knowledge about healthy snacks among students; (2) Increased variety of creative, healthy snack creations at the school; (3) Enhanced student creativity in preparing healthy and marketable snack foods.

MATERIALS AND METHODS OF IMPLEMENTATION

The community engagement program is conducted at SMK Muhammadiyah 3 Singosari, Malang Regency. The main issue faced by this partner is that SMK

Muhammadiyah 3 Singosari does not yet have a variety of healthy snack options that can support students' activities. The products resulting from various creative healthy snack creations are developed by the students of SMK Muhammadiyah. The aim is for these innovative food creations to contribute to the school's flagship products as a Center of Excellence (COE). This community engagement activity is carried out at SMK Muhammadiyah 3 Singosari, Malang Regency. The activity is tailored to the partner's objectives, benefits, and needs. The main objective of this community engagement activity is to enhance understanding through educational and creative activities at SMK Muhammadiyah 3 Singosari, focusing on healthy snacks, involving active participation from the community engagement partner in its implementation.

Table 1. Implementation Method

Activity	Material	Partner Participation	Expected Outcome
Location Survey	The engagement team conducts a survey of the location for the community engagement activity and analyzes the needs of the partner and the engagement team during the process of the activity	Preparing the necessary requirements for the engagement activity	Obtaining an overview of the location and the required needs of the partner
Providing understanding and knowledge about healthy snacks	Discussion featuring speakers from the engagement team	The partner gains knowledge about healthy snacks	<ul style="list-style-type: none"> - Gaining information and understanding about healthy snacks - Getting an understanding of the importance of healthy snacks
Healthy Snack Creation Contest	Students are provided resources to create variations of healthy snacks.	The contest is conducted by students in groups	Development of appealing and liked variations of healthy snacks by the students.

RESULTS AND DISCUSSION

The community engagement activity begins by initiating discussions with the school to understand the mechanisms and needs throughout the engagement process. Subsequent activities involve providing orientation and guidance to students through education and creative sessions on healthy food. The participants are students from SMK Muhammadiyah 3 Singosari who are interested in Culinary Arts, ranging from classes X and XI, totaling 40 students. In this activity, the speaker, Dr. Yulist Rima Fiandari, M.M, who is the head of the community engagement team,

conveyed and provided orientation on healthy food education for the students of SMK Muhammadiyah 3 Singosari. This was aimed at raising awareness among the millennial generation about the importance of healthy eating. Furthermore, the goal of this activity extended beyond mere concern and understanding of healthy food; it also aimed to provide ideas and inspiration to students, both from the Culinary Arts department and Entrepreneurship, to develop these concepts into potential business opportunities. The engagement team also presented material on market research, emphasizing the need for the current generation to understand the market before embarking on a business venture. This community engagement activity also involved university students who are part of the Community Engagement Group by Students (PMM) at University of Muhammadiyah Malang.

The material presented to the training participants about the benefits obtained after consuming healthy foods for the health and productivity of adolescents. Healthy food will provide support for the body to move. Adolescence is an active period that requires sufficient energy to carry out various activities. Healthy food intake is necessary for adolescents to maintain health and prevent the onset of disease (Putri, Shaluhayah, and Kusumawati 2020). Healthy food consumption activities are encouraged by the adequacy of knowledge possessed by students. Knowledge of adequate nutrition will form an understanding of the importance of consuming healthy foods (Syafira 2015). Healthy food can be consumed at an affordable price. Healthy food is quality food to meet the body's intake. Students who have sufficient information about the importance of nutrition for the body will find it easier to choose healthy foods. Understanding about healthy food is not only needed for students but also the school environment and community around students.



Communities that have enough knowledge about the importance of nutritious healthy food will provide encouragement to be selective in making food choices. The knowledge possessed is expected to be able to form a good attitude about the importance of healthy food. The attitude formed will form the habit of eating healthy food continuously (Hafiza, Utmi, and Niriyah 2021). Healthy food can be vegetables, meat, fruit, various seeds that do not contain substances harmful to the body. Fish as a source of protein has a high nutritional content with good taste (Fiandari et al. 2019). Fish with various types can be purchased at affordable prices to meet the daily nutritional needs of students.

In addition to the orientation activities for the students of SMK Muhammadiyah 3 Singosari, the next event is a healthy food creation competition. The participants of this competition are female students from the Culinary Arts department at SMK Muhammadiyah 3 Singosari. The purpose of this competition is to encourage students to develop and enhance their skills in creating healthy food dishes, as well as to implement the concepts from the earlier orientation activities. The competition participants are divided into groups, each selecting their own theme for the food they will create. The winner of the competition received some rewards.



Figure 2. Documentation of the Healthy Food Creation Competition

CONCLUSIONS AND RECOMMENDATIONS

The community engagement activity proceeded smoothly, with excellent collaboration between the UMM team and the partner institution. The target participants were enthusiastic about participating and carrying out the activities as programmed by the engagement team. This activity is a positive starting point for the students, especially those at SMK Muhammadiyah 3 Singosari, in nurturing their talents and preparing them to become entrepreneurs. This activity suggests the need to develop programs and activities at SMK Muhammadiyah 3 Singosari tailored to the school's requirements and the various departments present to ensure comprehensive growth and development.

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COMMUNITY DIGITAL LITERACY TRAINING AND ASSISTANCE IN ORDER TO REALIZE THE COVID-19 INFODEMIC DIGITAL GUIDE

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Abstract

The third wave of Covid-19 reached its peak at the end of February 2022. Active cases of Covid-19 jumped sharply and the increase was the highest compared to the previous wave of Covid-19. Vaccination achievements that are increasing in society have turned out to have contradictory, worrying effects. Based on the news on Radar Malang on February 17 2022, with almost 100% vaccination results in Pakis District, Malang Regency, the Pakis people tend to ignore the health program because they feel they are already "safe" because they have had the vaccine. As a result, in Pakis District the number of active cases occupied the highest active cases in Malang Regency, shifting Singosari sub-district which previously occupied the position of having the highest active cases. Based on the news on Radar Malang, in the Pakis District area there was a jump of 200 active cases as of February 2022.

Observing this phenomenon, the community service team consisting of three people with three educational backgrounds (communications, international relations, and medicine) is trying to contribute to increasing public awareness regarding COVID-19. The service team carries the title Community Digital Literacy Training and Assistance to Realize COVID-19 Infodemic Digital Guidance. Digital literacy is an effort to improve people's ability to use information and communication technology (ICT) to find, evaluate, utilize, create, and communicate content or information with cognitive, ethical, social-emotional skills and technical or technological aspects. This community service method will be carried out in several steps including training in the form of presentation of material in three sessions and assistance to form a COVID-19 infodemic digital guide. This service program is also an effort to support the Digital Guide program launched by the Ministry of Communication and Information. For this reason, in implementing this program, the team will also try to collaborate with the Ministry of Communication and Informatics regarding relevant material support for the formation of a digital guide community. It is hoped that as an output of this community service program, in addition to publication in accredited mass media and community service journals, it will also form the forerunner of the COVID-19 infodemic digital guiding community in the smallest community unit, namely the family, especially in the Pakis District community, Malang Regency.

Keywords: infodemic covid-19, digital literacy, society, digital guide.

INTRODUCTION

The COVID-19 virus first appeared in Wuhan, China. The emergence of this virus eventually became a pandemic that hit the whole world, including Indonesia. On March 11, 2020 WHO declared this disease as a dangerous disease outbreak in the world (global pandemic) and therefore it is necessary to control efforts so that its spread can be minimized. There are several types of variants of the corona virus called covid-19. There are alpha, beta, delta, gamma variants and the latest and triggering the third wave is the new Omicron variant. Based on data from covid.go.id, Omicron has been detected in several countries since it was first discovered on the African continent. This variant is said to be one that is very fast in transmitting the virus. The World Health Organization (WHO) stated that variant B.1.1.529 or Omicron was first reported to WHO from South Africa on 24 November 2021. The epidemiological situation in South Africa has been characterized by three distinct peaks in reported cases, the last of which predominated with the Delta variant (WHO, 2021)

In recent weeks, infections have increased markedly, coinciding with the detection of variant B.1.1.529. The first known confirmed B.1.529 infection was from a specimen collected on November 9, 2021. The Omicron variant has a large number of mutations, some of which are concerning. WHO explains that preliminary evidence suggests an increased risk of reinfection with this variant, compared with other Variants of Concern (VOC). Therefore, based on existing evidence, WHO designated the Omicron variant as a VOC. VOC is defined as a variant of the Corona virus that causes an increase in transmission and death and can even affect the effectiveness of vaccines. Prior to Omicron, WHO had designated the Alpha, Beta, Gamma and Delta variants as VOCs (Triono et al., 2019)

In Indonesia positive cases of Covid-19 as of March 2022 have touched 5,860,000 people, with the number of deaths due to Covid-19 reaching 152,000 people. It turns out that the high number of Covid patients has also occurred in Malang. In the Radar Malang report, it was stated that the data from the Malang Regency Covid-19 Task Force noted that the highest active cases were found in Pakis District, active cases recorded in the area reached 200 cases per the latest data on February 17, 2022. Pakis Sub-District Head Agus Harianto said the findings of the case Most of the people do antigen and PCR swabs independently. Even though most of these patients were asymptomatic or mildly symptomatic, tracing efforts continued to be carried out by the sub-district along with the ranks of the sub-district leadership deliberations (muspika). Especially for those who have a history of close contact with positive patients with Covid-19 (Mahmudan, 2022).

The high number of covid cases in Pakis District is certainly a worrying phenomenon. Weak prokes, increased vaccination achievements, actually make people complacent and tend to take this virus lightly. This is in line with what was conveyed by the Head of the Pakis District regarding vaccination achievements in the Pakis District. In the Radar Malang news it was stated that Agus did not deny that the level of public awareness to comply with health protocols had relatively decreased. According to him, it is quite difficult to make the public aware of the threat of Covid, because vaccination in Pakis District is 100 percent complete. So the assumption that happened was that covid was no longer dangerous so that according to the sub-district head, the residents were ignorant (Mahmudan, 2022).

Based on these problems, the FISIP UMM internal community service team then tried to provide assistance to the Pakis District community, especially in terms of digital literacy related to pandemic information or what is known as an infodemic. Digital literacy according to UNESCO is "the ability to use information and communication technology (ICT) to find, evaluate, utilize, create and communicate content or information with cognitive, ethical, social-emotional skills and technical or technological aspects" (Restianty, 2018)

Allan Martin stated that "Digital Literacy is the awareness, attitude and ability of individuals to appropriately use digital tools and facilities to identify, access, manage, integrate, evaluate, analyze and synthesize digital resources, construct new knowledge, create media expressions, and communicate with others, in the context of specific life situations, in order to enable constructive social action; and to reflect upon this process." (Martin, 2005). Martin explained that digital literacy is the awareness, attitude and ability of individuals to use digital tools and facilities appropriately to identify, access, manage, integrate, evaluate. Media literacy comes from English, namely Media Literacy, consisting of two syllables, Media means the media where messages are exchanged and Literacy means literacy, then it is known in terms of Media Literacy. In this case media literacy refers to the ability of audiences to be literate about the media and mass media messages in the context of mass communication. The equivalent of the term media literacy is also known as media literacy, which basically has the same meaning. Basically, we use the term literacy because we see the nature of the ability to read and write is the ability to convey and receive messages.

Currently we are in the digital era where we can easily communicate and get information. Television, films, newspapers, books, radio, internet and videos have become part of everyday life. This highly developed information and communication technology often makes it difficult for us to distinguish between illusion and reality, fiction and fact, or pseudo-truth and true truth. The ease in obtaining information about anything from the media around us makes us learn to be able to interpret messages that provide benefits, entertain, or even try to persuade. For this reason, we should be critical of this information, one of which is media literacy.

Media literacy focuses more on process than content, because the goal of media literacy is to explore the questions that arise when someone engages critically with media messages, both print and electronic media. It can be said that media literacy involves skills for higher-order thinking and learning to identify key concepts or make connections between several ideas and ask important questions, as well as formulate a response. Besides that, media literacy is also synonymous with the principle of inquiry, namely learning to ask important questions about whatever we see, watch or read.

Digital literacy is very important during a pandemic

The results of research from I Putu Gede Sutisna stated that the digital literacy movement that could be carried out during the Covid-19 pandemic was the family digital literacy movement and the community digital literacy movement. The literacy movement aims to improve critical, creative and positive thinking skills in using digital media in everyday life (Sutisna, 2020). Based on the results of this research, we, the service team, want to realize how efforts can be made to increase digital

literacy in society, especially among families through TP PKK, Pakis District. The Pakis District PKK Mobilization Team was chosen because it represents representatives of mothers/families in Pakis District, which incidentally was recorded as the district with the highest number of active cases of Covid-19 in Malang Regency as of February 2022. As stated in the previous Radar Malang report, optimal vaccination results actually make people complacent. That's why the service team is here to strengthen the understanding of partner communities, especially in the context of digital literacy related to pandemic information. The dedication team consists of three persons who have different scientific backgrounds, namely from the field of communication science which will contribute to strengthening digital literacy, the field of international relations which will contribute to strengthening the understanding of Covid-19 as a global pandemic, and the field of medical science which will will strengthen people's understanding of pandemic issues from a medical perspective. It is hoped that through this service that collaborates these three disciplines, it will produce comprehensive outputs to create a community of people who have high literacy on issues related to infodemic. The community, which is referred to as the COVID-19 digital infodemic guide, is in line with the government program initiated by the Ministry of Communication and Informatics. Digital guides are the general public who have digital literacy competence and are able to serve as pioneers, guides, leaders, supporters or active actors in achieving the vision and mission of digital guides, namely spreading the spirit of media literacy.

MATERIALS AND METHODS OF IMPLEMENTATION

The solution offered is digital literacy assistance, including:

1. Helping the initial screening regarding the public's understanding of the infodemic.
2. Improving digital literacy abilities and skills to partners, namely the ability to use information and communication technology (ICT) to find, evaluate, utilize, create and communicate content or information with cognitive, ethical, social emotional skills and technical or technological aspects
3. Increase knowledge about the impacts and dangers of myths and facts that develop in the infodemic related to Covid-19 so that partner communities have awareness and the ability to identify issues of myths and facts related to the infodemic.
4. Raising awareness among the public about the importance of protecting against the flood of infodemics in the media
5. Conducting group assistance to partners so that a digital guide community is formed which will help increase digital literacy related to the COVID-19 infodemic at the smallest level in society, starting with the family.

About our partner contribution is TP PKK, Pakis District, Malang Regency contributed in the form of providing locations and places for the implementation of Community Service activities, as well as coordinating participants to gather at the activity location. The output targets of this programs are divided into two, namely the main and additional output targets. The main output to be achieved in this community service activity is Scientific Publication in the form of a nationally accredited community service journal. Apart from that, there will also be the making of a digital guide booklet/pocket book for the COVID-19 infodemic.

The method used in this program is group training and mentoring. The training is in the form of delivering material to partners related to digital literacy, including: (1) Digital literacy in order to counteract the covid-19 infodemic issue (2) Skills in accessing, researching and responding to information related to a pandemic (3) Growing public awareness regarding covid -19 as a global pandemic issue (4) Growing public awareness to become agents of warding off the hoaxes of Covid-19.

The second method is in the form of mentoring. This assistance is carried out through the small group method to provide practical skills regarding digital literacy steps for prospective digital guides.

Activity Implementation Steps:

1. Training

The implementation of this service activity will be carried out with training in the form of knowledge transfer in the form of lectures and questions and answers which will be held 3 sessions with the following material:

- a. First session: Discuss how digital literacy is in dealing with issues related to the COVID-19 infodemic, what steps should be taken to strengthen digital literacy skills in society.
- b. Second session: Strengthening awareness in society regarding Covid 19 as a global pandemic, between facts vs conspiracies, between hoaxes and reality.
- c. Third session: Advocacy for health promotion related to the importance of procedures to prevent the transmission of Covid-19 even though vaccination has been carried out and screening of hoax films and relevant public service advertisements

2. Formation of Community

The community formation step is carried out by forming peer groups who will be trained to become agents/actors of digital literacy change/digital guides.

Some of the steps taken to realize the COVID-19 infodemic digital guide are:

1. Collaborate with the Indonesian Ministry of Communication and Informatics Digital Guidance to provide reinforcement for the formation of the COVID-19 infodemic digital guide in Pakis District, Malang Regency
2. Form participants in small groups and conduct training in the form of role play related to digital literacy skills

To measure the achievement of activity objectives, it is necessary to carry out several evaluations as a parameter indicator of success. The method is as follows:

1. Pre and Post Test

This method is carried out in each mentoring session by asking questions. The pre-test was carried out at the beginning of the training to find out some of the problems that might arise. After the material is given, at the end of the session a post-test is given with the same questions. Through this, it can be seen how far the partner's understanding of the mentoring material is

2. Questionnaire/questionnaire

While the questionnaire is given after the partner carries out the assistance. Questionnaires were given to partners who received assistance, and then it was

measured by how many participants felt benefits or changes in behavior, and attitudes from participating in this activity.

RESULTS AND DISCUSSION

This Community Service activity was held on November 12 2022 and took place at the Pakis District Office, Malang Regency. The resource person is a team member who is a doctor, namely dr. Rubayat and one presenter from the East Java Province Ministry of Communication and Informatics. The speakers from the East Java Communication and Information Service are Eko Setiawan, S.Ikom, M.Med. Kom, Head of Public Communication Resources Section. Following are the details of the activities to be carried out.

Activity Preparation

This activity started with the preparation of the service team by establishing intensive communication with partners, namely TP PKK Pakis District. From the initial assessment until the proposal was prepared, UMM and the partners agreed that according to the partners' needs and situation analysis, digital literacy training was conducted for infodemic topics. However, over time, because the pandemic in 2022 has been sloping, digital literacy training will no longer be held for infodemics or pandemic info, but will instead focus on hoax issues related to health. Moreover, the moment fits with the many hoax news in the health sector that are troubling the public. Even data from research states that the most hoax issues are health hoaxes. Research conducted by Wina Armada Sukardi, Secretary of the Honorary Council of the Indonesian Journalists Association (PWI), said that the most widespread hoaxes were about health information. According to Vienna's research, the number one hoax is in the health sector and this news tends to be passed on because the public lacks information about it. He said 27 percent of the around a thousand hoax news sampled from February 2016 to February 2017 were health news.

According to Wina, the spreaders of health hoax news usually do this unintentionally because they feel the information is useful and must be shared with others immediately. Spreaders usually feel the news they receive is true according to their logic, they have no bad intentions to spread the news. There are several characteristics of the news that is spread as fake news, including using sensational headlines, using provocative words such as "Fight" or "Spread". Sources published in hoax news are usually also unclear. For example, in the news it was written that research was carried out by doctors from America, but they did not know which doctor had researched the drug.

The rise of hoax issues in the health sector has become our concern by adjusting the right assistance solutions for the community. For this reason, in the service that will be carried out on November 12, 2022, we will collaborate with the East Java Communication and Information Service, as one of the government entities responsible for controlling hoax issues in this community. We synergize with Kominfo by means that Kominfo is willing to provide competent sources to provide assistance in accordance with partner problems.

The East Java Kominfo Service has a mainstay program related to tackling this hoax issue. They have a program, namely the Hoax Clinic which can be accessed via <https://klinikhoaks.jatimprov.go.id/>. Hoax Clinic is a website that provides information

clarification services as well as a means of disseminating classified information in order to control information circulating in the community. There are four types of services provided through this hoax clinic, the public can complain and check the veracity of information in the form of hoaxes, disinformation, hate speech or facts. To find out if the information is correct, you can't look for it through a clarification check.

In preparation for this activity, it was planned to invite 35 residents of Pakis District, consisting of youth elements from youth organizations and PKK members of Pakis District, who were the smallest representatives of the family element. Family is the best entity that effectively counteracts hoaxes. Septiaji Eko Nugroho as Initiator of the Indonesian Anti-Defamation Society (MAFINDO) and Chair of the anti-hoax Indonesian Society explained that Indonesians often believe in health hoaxes. This incident occurred because Indonesians lacked digital literacy education. So that public campaigns can be encouraged to ward off hoaxes. According to Septiaji, the family is the front line in preventing hoaxes. Parents must be active when children access social media. On the other hand, all parties are also actively involved in counteracting hoaxes, including religious leaders.

The importance of the role of the family in warding off this hoax is what underlies us, the UMM service team, Pakis sub-district partners and government elements from the East Java Communication and Informatics Agency to work together to socialize this hoax clinic to the public.

Activity Implementation Process

The community service program with the theme "Training and Assistance for Community Digital Literacy in the Context of Realizing Covid-19 Infodemic Digital Guidance" has been successfully implemented. But because of the theme Covid-19 is no longer very relevant, because at the end of last year Indonesia had transitioned to post-pandemic, so the digital literacy training and mentoring activities carried out were adjusted to the theme that is more needed by the community, namely "Community Digital Literacy Assistance to Create Smart Communities to Counter Health Hoax Issues".

The reason for our team to adjust the mentoring theme is to be smart about dealing with health hoax issues, apart from being based on the needs of partner communities, data from the 2017 and 2019 Telematics Society Survey (Mastel) for health hoaxes are still in the 40s percent position. The number is the fourth highest after hoaxes in the socio-political field, hoaxes related to SARA and government hoaxes. Hoaxes in the health sector are suspected to have bad consequences for society and can also damage the image of the medical/medical/other health professions.

Health hoaxes can have a serious negative impact on society. Health hoaxes can spread false and unverified information that can influence people's views and actions. In addition, health hoaxes can make people take actions that are detrimental to their own health, for example taking counterfeit medicines or taking medical actions that are not recommended. Health hoaxes can also confuse the public and prevent the dissemination of true and reliable information. What's more, the circulation of health hoaxes can exacerbate the epidemic situation by preventing people from taking the right actions and can help control the spread of disease, especially after a pandemic like today. One of the hoaxes that is quite troubling to the public is related to the

bad effects of vaccines on the heart and a number of health hoaxes related to kidney disease in children. Health hoaxes that arise can eventually cause anxiety and fear in society and affect stress levels and mental health.



Fig. 1. Implementation of Program Assistance

Based on this background, our team, represented by dr. Rubayat Indradi, MOH is collaborating with the East Java Kominfo Service to provide assistance to the community in dealing with this health hoax issue. We partnered with the East Java Diskominfo after learning that Diskominfo actually has a Hoax Clinic which can be a solution for people who want to clarify whether the currently developing issue is factual news or fake news. The Diskominfo Hoax Clinic is a form of service for the public to find out the truth of the information received. The public can check information whether it is fact, hoax, disinformation, or hate speech. The aim is to increase public awareness in responding to hoax information.



Fig 2. Submission of material by Eko Setiawan, Head of Public Communication Resources for the East Java Diskominfo

Eko Setiawan, M.Ikom, Head of the East Java Diskominfo Public Communication Resources Section representing the Kadiskominfo as a speaker in this community assistance. To get hoax checking services, the public can access an interactive website with the link <https://klinikhoaks.jatimprov.go.id>. When accessing the website, the public will follow the reporting flow so that they will get results for verified information. The East Java Diskominfo Hoax Clinic also involves KIM (Community Information Group) and KKD (Digital Communication Committee) in an effort to increase public understanding and awareness in dealing with information and hoaxes circulating in society. If the community verifies by reporting to KIM, then KIM will contact the Hoaks Clinic Admin to then conduct a search and then get the results. The verification results will be communicated by the admin to KIM to be notified to the complainant/community. KIM itself can also carry out verification with the same flow as the flow above where the results can be published through various media owned by KIM. Through the Diskominfo hoax clinic, the public can find out whether the information reported is true information or facts, or is information that contains misinformation, disinformation, hoaxes or hate speech. Checking the classification of information is carried out by the Hoaks Clinic admin.



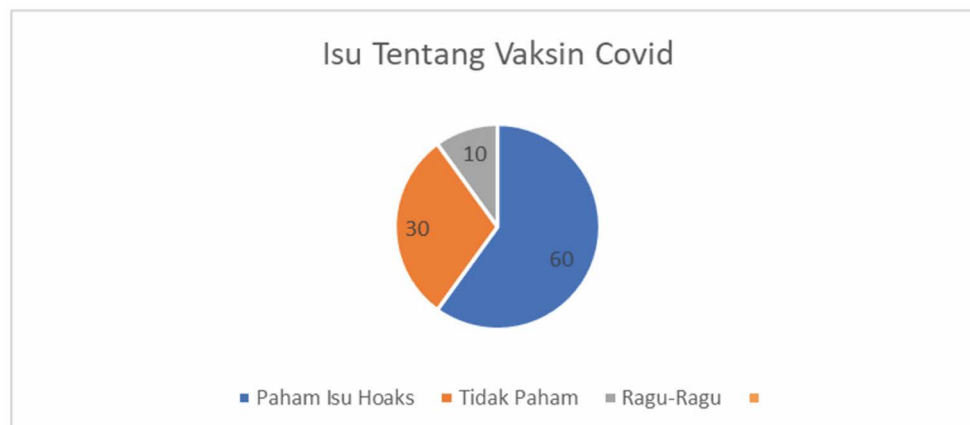
Fig 3. Presentation of material from dr. Rubayat Indradi, MOH

dr, Rubayat Indradi, MOH as the accompanying speaker from the health sector said that one's motivation for spreading hoaxes is many things. Among them are wanting to get attention, be emotional, have political, economic intentions, or cause anxiety, maybe even to cover up true facts. There are also those that aim to disseminate with good intentions, namely to provide useful information for those around them. However, he did not realize that this information was not true. Health hoaxes have increased sharply to 53.5% since the pandemic in 2020, and the proportion ranks first in society. So that still wrong / HOAX. Apart from that, he also hopes that KIM can be formed in all villages in 33 Districts of Malang Regency (Kominfo, 2021).



Fig 4. The participants took pictures after the mentoring

This mentoring activity was attended by 32 combinations of PKK's crews in Pakis District and Karang Taruna youth in Pakis sub-district who represented the key opinion leaders in Pakis District. The participants who attended were community leaders who had a "mass" and were cadres whose directions were followed by people at lower levels. In the first survey before the team's activities, it was discovered that as many as 30% of the total participants who attended did not know if the information circulating related to health that the team determined was hoax news.



These findings illustrate that indeed many of our people at the grassroots are consumed by issues related to health hoaxes. Dr. Rubayat Indradi then explained what issues in the medical field are often victims of hoaxes. He mentioned, for example, the issue of not having food fall on the floor because it hasn't been five minutes, then issues related to brown sugar being better than white sugar, the COVID-19 vaccine containing a magnetic microchip, playing cellphones in the dark can cause eye tumors. There are also a number of other health issues that are considered true by society. For example MSG is dangerous for the brain, cold showers cause strokes, instant noodles cause cancer, the HPV vaccine causes early menopause, and the issue of heart disease caused by not urinating at night.

Activity Evaluation

Selection of speakers in mentoring is a team consideration for the success of the mentoring process in the community. The first speaker, namely Doctor Rubayat who works as a doctor and lecturer at the Faculty of Medicine, made the process of delivering material related to health hoaxes receiving high enthusiasm from all participants. The question and answer session, which should have lasted 30 minutes, was stretched for up to an hour because the participants enthusiastically asked questions and consulted with the presenters.

One of the questioners, Ana Fauziah, felt happy and lucky to take part in the mentoring because she came to know how the issue of health hoaxes is quite troubling in society. Based on the results of the Ipsos survey, doctors are the most trusted profession in the world, as stated by 59% of respondents in 2022. Despite being the highest, the level of trust in doctors has shrunk compared to last year which was 64%. Scientists are in second place because they are trusted by 57% of respondents. Then, there were 52% of respondents who said they believed in the teaching profession. The level of trust in the army is 41%. Meanwhile, ordinary citizens and police have a confidence level of 38% and 37%, respectively. The seventh position is occupied by judges with a confidence level of 35%. Then, lawyers get a value of up to 29% as a trusted profession. Meanwhile, politicians are the profession with the lowest level of trust, namely 12%. His position is below government ministers and advertising officials with a successive percentage of 16% and 17%. For information, Ipsos conducted this survey of 21,515 respondents aged 16-74 years in 28 countries. The survey was conducted online from 27 May to 10 June 2022 (Widi, 2022)



Fig. 5. The participants' enthusiasm for trying the Hoax Clinic

In addition, the second speaker from government elements who are partners in this mentoring program is a good synergy because public anxiety regarding the issue of health hoaxes is well received by the government through the East Java Diskominfo Hoaks Clinic. Through this mentoring program, the participants will know what steps to take when they get doubtful issues, especially in issues related to health. Hoax Clinic can be a community solution to find the best place to confirm the truth of an issue.

Then for the formation of a community that is smart in responding to health hoax information, participants from these two large groups, namely the group of women

who are members of the PKK and young people from youth youth organizations, agreed to form a KIM or community information group which will start at the village level. In Pakis District there are 12 villages, and all of them still do not have KIM. Even though the Regency Communication and Informatics Service carried out an outreach regarding the Revitalization of the Malang Regency Community Information Group (KIM) in March 2021 in the Malang Regent's Office Anusapati meeting room. This meeting was attended by representatives from 33 sub-districts in Malang Regency, Plt. Head of the Malang Regency Communication and Information Service at that time, Drs.M.Nur Fuad Fauzi, M.T when opening the event said that KIM was a group that could assist the government in conveying accurate information to the community so that our society is not exposed to wrong information / HOAX. Apart from that, he also hopes that KIM can be formed in all villages in 33 Districts of Malang Regency (Kominfo, 2021).



Fig 6. Formation of a Small Group for Assistance in the Formation of an anti-hoax KIM

After the material and question-and-answer session, the team explored the possibility of following up each village representative for the formation of KIM in their respective villages. The companion team then grouped members according to the proximity of where they lived so that further coordination on the initial steps of forming a community information group to ward off hoaxes could be carried out. There were several initial stages directed by the service team to the small groups that were formed, including socializing this mentoring activity to village PKK cadres through the village PKK WhatsApp group regarding what is a health hoax. Then each village representative will convey information regarding the East Java Kominfo hoax clinic. . The participants also learned in practice how to access the East Java Kominfo Hoax Clinic so they could convey it to cadres in their respective villages. In the next step, a tutorial will be made to anticipate hoax issues through media that are easily understood by the public.

CONCLUSIONS AND RECOMMENDATIONS

Community service activities with the topic of Community Digital Literacy Assistance to Create Smart Communities to Prevent Health Hoax Issues have been

carried out successfully. As many as 32 participants representing PKK women representing all villages from Pakis District and youth representatives from village youth organizations enthusiastically attended this mentoring activity. Assistance is carried out by presenting a speaker, namely a doctor who discusses the types of hoaxes in the health sector and government official presenters who socialize legal and valid ways of how to ensure information is hoax information or not. After the assistance, two discussion groups were formed which were the forerunners of KIM in their respective villages. These two discussion groups were representatives of PKK women and youth youth organizations.

Suggestions for further service activities, this activity needs to be followed up by providing assistance in the formation of a more organized Community Information Group (KIM). However, to form this KIM, there is a need for legal support from the government, both the village government and the local sub-district government. For the next community service program, the team from UMM or other teams could follow up by creating a KIM mentoring program.

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PACKAGING ASSISTANCE FOR PASTEURIZED MILK PRODUCTS AT SITI AISYIAH ISLAMIC COLLEGE MALANG

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Abstract

Packaging development techniques is one of the marketing tactics that may be used in a business to help raise sales volume is product packaging development plan. Pasteurized milk products have been produced by Siti Aisyah Islamic College students using plastic cups packaging. The former package's problem is that it is unappealing, and there is no product design on the packaging. This activity aims to improve pasteurized product packaging abilities and the decline of milk that can occur if the packaging procedure is not done properly. This workshop was attended by 20 female students aged 18 to 23, who were overseen by the Regional Leadership of Aisyah Malang City. For four months, service activities in the form of socialization, training, and aid in packing pasteurized milk were carried out. The data collected was evaluated using descriptive quantitative methods. This exercise constructed milk product packaging using plastic bottles with product labels. The activities completed increased 75.25% awareness of pasteurized milk information, packaging procedures, packaging material selection, and pasteurized milk quality.

Keywords: Product packaging; pasteurized milk; packaging type; training

INTRODUCTION

The Islamic College Siti Aisyah Malang Dormitory is a female dormitory aiming to educate a younger generation of Muslims who have a thorough understanding of Islam. Activities in the dormitory include religious activities and programs to support and deliver further abilities to female students. One of the programs available at the Islamic College Siti Aisyah Malang Dormitory is entrepreneurship. The program was designed for preparing female students to become self-sufficient after completing their university education with developing an entrepreneurial attitude.

Entrepreneurship training is also becoming popular among students as a means of lowering the rate of joblessness among university graduates (Sarifudin et al., 2019). Entrepreneurship is important for students for a number of reasons that can benefit their personal development, career, and society as a whole. One goal of Entrepreneurship training is to inspire students to come up with fresh and original

concepts. The process of building new enterprises or finding answers to current problems necessitates creative thinking, which can open up new opportunities and contribute value to society.

This service activity is a continuation of an earlier activity. The first year included entrepreneurship training in livestock product processing. The training resulted in the production of pasteurized milk by the community service partners. The service partners want pasteurized milk products to be more extensively promoted and accepted. The issue our partners are having is that they have never packaged pasteurized milk products before. Only simple cups are used to package the milk products possessed. This is the reason behind the creation of dairy product packaging assistance.

Pasteurized milk is one of the liquid milk products that many people consume. Because pasteurized milk is perishable, its shelf life is limited. Packaging technology is critical in extending the shelf life of a product (Ambarsari et al.,2013; Sarkar, 2015, Supartini et al.,2022). Milk quality diminishes with time due to microbial growth and metabolic activities. Spoilage microorganisms, such as Gram-negative rods (e.g., *Pseudomonas* sp.) that frequently re-contaminate pasteurized milk, or Gram-negative, spore-forming bacteria that survive pasteurization (e.g., *Bacillus* sp.), can alter the sensory profile of fresh chilled pasteurized milk by using milk constituents as substrates in biochemical reactions that produce volatile organic compounds (Chandler & McMeekin, 1989; Fromm & Boor, 2004; Alothman et al.,2018).

Consumers perceive the most immediate decrease in milk quality as a change in flavor caused by calves fed particular additives (Palmquist et al. 1993), as well as chemical, physicochemical, and microbiological changes in the product itself (van Aardt et al. 2001). The raw milk material, heat treatment or processing parameters, contamination after pasteurization, packaging materials utilized, and storage conditions are the key factors impacting the quality of pasteurized milk (Allen and Joseph 1985; Zygoura et al. 2004).

The importance of packaging in pasteurized milk products, such that training activities are centered on packaging milk products made by the community service partners. Other issues in the Islamic College Siti Aisyah Malang Dormitory include the following : (1) Due to varied scientific disciplines, knowledge of pasteurized milk packaging techniques is still limited; and (2) The influence of packaging type on the quality of pasteurized milk is not well understood by female students at Islamic College Siti Aisyah Malang.

MATERIALS AND METHODS OF IMPLEMENTATION

Community service activities were carried out for four months, from June to September 2020. The events were held at the Islamic College Siti Aisyah Malang Dormitory, which is located at Jalan Tlogos Al Kautsar No. 47 Tlogomas, Lowokwaru Subdistrict, Malang City. This program was attended by twenty female students from the Islamic College Siti Aisyah Malang Dormitory. This service activity is a continuation of an earlier activity. The first year included entrepreneurship training in livestock product processing. The training resulted in the production of pasteurized milk by the community service partners. Figure 1 depicts the execution of community service activities during a two-year period.

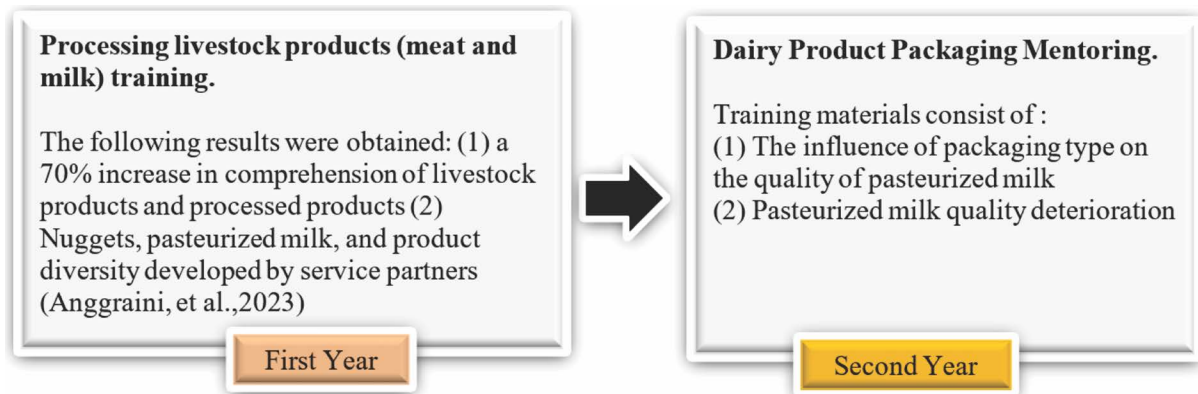


Figure 1. Community Service Activities during a Two-Year Period

Pre-coordination, Socialization, Focus Group Discussion (FGD), Training, Mentoring, and Activity Evaluation were the approaches employed in this activity. The steps of community service activities are presented in Figure 2. A series of pasteurized milk packaging assistance efforts conducted both offline and online. The data was gathered by the completion of questionnaires and analyzed using quantitative descriptive analysis. Training and assistance were carried out in several stages, including:

1. **Pre-coordination** : Earlier dialogue with the administrators of the Islamic College Siti Aisyah Malang Dormitory before performing socialization and assistance
2. **Socialization**. The socialization took place in stages, (A) The participants filling out the first questionnaire. Questionnaire completion attempts to collect information and study respondents' views, behavior, and attributes, particularly before and after service operations. The initial questionnaire has multiple questions, including (1) knowledge of pasteurized milk, (2) knowledge of how to package pasteurized milk, (3) knowledge of pasteurized milk packaging materials, and (4) Pasteurized milk quality deterioration. (B) Socialization of the service program, as well as the presentation of pasteurized milk packaging material and Pasteurized milk quality deterioration.
3. **FGD**. After the socialization activities were done, FGDs were held to engage and discuss with the training participants.
4. **Training and Mentoring**. The training and mentoring took place in stages, (A) Training is provided by providing examples of packaging type on pasteurized milk. Participants in the training immediately performed milk packaging and were creative with packaging and labels on pasteurized milk products. For one month, training and mentorship were provided. This is done so that participants can choose the packaging of dairy products based on the provisions and the level of their preferences. (B) The participants filling out the second questionnaire. The questionnaire issued intends to assess the level of success of the community service team's efforts.
5. **Activity Evaluation**. Monitoring and evaluation of completed service activities is completed at the end of the activity in September.



Figure 2. The steps of community service activities

RESULTS AND DISCUSSION

Several kinds of community service tasks have been completed, including socialization, training, and aid in packaging pasteurized milk. Female students aged 18-20 dominated the participants. The activity participants' descriptions are organized by age to provide an overview of their experience and motivation to participate in packaging assistance activities.

Offline socialization activities were held at the Siti Aisyah Islamic College Dormitory in Malang. Figure 3. depicts socialization activities and the completion of the first stage questionnaire. According to the results of the first questionnaire, which was completed before to the socializing, the service participants were dominated by individuals who did not know how to package pasteurized milk and chose appropriate packaging materials. This is because the service participants' educational backgrounds are in the social sector, and they have not been exposed to the pasteurized milk packaging process. Knowledge increased by 75,25 % as a result of training and mentoring activities. Figure 4. depicts questionnaire data collected before and after the activity.



Figure 3. Series of community service activities (a) filling out questionnaires by participants of service activities (b) Socialization activities for pasteurized milk packaging

Pasteurized milk is one of the products that resulted from the service team's entrepreneurship development training in first year. Because of its ease of processing and large market share, the dormitory management and participants picked pasteurized milk as a marketed commodity. Milk processing is one of the companies that can be created, according to Ramadhani et al. (2022). The method of increasing the value of milk by processing pasteurized milk is commercially viable on a wider scale. Female students in the dormitory wanted to start a pasteurized milk business with different packaging after discussing it following training and help in the first year.

Packaging technology has a significant impact on product shelf life. Pasteurized milk is a perishable product, thus its shelf life is limited. According to Ambarsari et al. (2013), proper pasteurized milk packing procedures can reduce the loss in

pasteurized milk quality. Good packaging can protect the product from microbial contamination and prevent oxidation caused by light and oxygen (Vassila et al. 2002; Zygoura et al. 2004). Glass bottles, cardboard cartons, and plastic packaging are among the materials used to preserve the quality and extend the shelf life of pasteurized milk. According to Ambarsari et al. (2013), each form of packing material has advantages and downsides.

The second socialization took place online using the Zoom program. Training participants were given information about product packaging development techniques during this socializing so that they could maximize the business that the community service partners wished to create. One of the marketing tactics that may be used in a business to help raise sales volume is product packaging development plan. According to Rahmadania et al., (2017), right now, consumers are more interested in a product with a unique and appealing design, which boosts a person's interest in purchasing a product. A business must reinvent existing items to compete with other competitors and provide a quality product that meets the demands and needs of consumers.

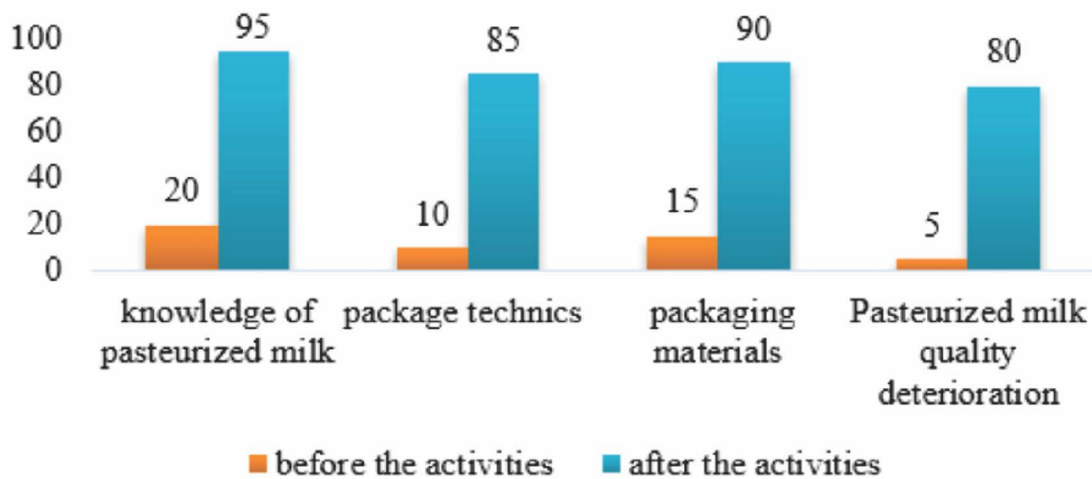


Figure 4. The findings of the pasteurized milk packaging knowledge questionnaire

In August, there was a month of training and coaching on pasteurized milk packing. Demonstration of pasteurized milk production, handling after pasteurization, and the selection of materials that can be utilized as milk packaging were all part of the training and mentoring activities for pasteurized milk packaging. According to Ambarsari et al. (2013), materials commonly utilized as pasteurized milk packaging include glass, coated paperboard, high density polyethylene (HDPE), polycarbonate (PC), and polyethylene terephthalate (PET), as well as flexible packaging in the shape of pouches or others.

The packaging materials chosen are also matched to the trainees' creativity and market share. Participants in the mentorship process are encouraged to be active and innovative in terms of product packaging in order to maximize the selling value of pasteurized milk produced. Figure 5 depicts training and mentoring activities.



Figure 5. Training and mentoring activities. (a) pasteurized milk products manufactured by trainees (b) milk packaging assistance

Students from Siti Aisyah Islamic College used plastic cups to make pasteurized milk. The former package's problem is that it is unappealing, and there is no product design on the packaging. We improve the type of plastic bottle packaging in this packaging training. The service providers' packaging material selection is based on their desired market share.

In the last month of service activities, monitoring and evaluation are carried out. Monitoring activities are critical for reviewing the success, challenges, and improvements acquired through training and mentoring. Monitoring in community service activities, according to Andriana et al., (2020), aims to evaluate the activities that have been carried out as well as the sustainability of community service activities engaging the community and stakeholders.

According to the findings of an evaluation of student satisfaction with pasteurized milk packaging training and mentoring activities at Siti Aisyiyah Islamic College Dormitory Malang, they are very happy and satisfied with the new knowledge and experiences gained through the program we provide. According to the evaluation results, 85% of pasteurized milk packaging training participants are satisfied with the sequence of activities completed.

CONCLUSIONS AND RECOMMENDATIONS

Based on the execution of pasteurized milk product packaging training, it was determined that there was an 75,25% increase in understanding of the effect of the kind of packaging material and the effect of packaging on the quality of milk produced. The result is pasteurized milk packaged in plastic bottles with unique designs, as opposed to cups with no product design.

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THE EMPOWERMENT OF BUMDESA RAHARJO, PANDANREJO VILLAGE, BATU CITY THROUGH THE ENHANCEMENT OF ORGANIZATIONAL PERFORMANCE

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Abstract

The rapid development of BUMDesa Pandanrejo Village, Batu City can be viewed from a quantitative and qualitative side; however, The BUMDesa problem is still weak empowerment of youth activists due to weak organization. In fact, youth potential has not been accommodated properly. In addition, they are very limited in applying their knowledge, so the purpose of this paper is to explain the steps taken by the team to make social change by strengthening BUMDESa to initiate young farmer organizations.

The method used is social assistance which is part of PAR (Participatory Action Research) with the aim of partners of social change using social intervention through a life cycle approach and community based approach. The steps taken as followings: first, institutional assistance to organize the organization of the Strawberry Barn and the approach that the team used was participatory with the intention of building close relationships to achieve common goals.

Second, establish a farmer cadet organization. Funds are a dynamic requirement for an organization, so this service empowers Kampung Lumbung and the Taruna Tani organization. BUMDes can apply for funds from the city government (agricultural service) which requires administration to access funding with government.

Third, Development of the Taruna Tani Organization which includes socialization regarding statutes of the household Budget Anggaran Dasar/Anggaran Rumah Tangga of the Taruna Tani organization, Utilization of the Deed of Establishment of the Taruna Tani Organization and Submission of social assistance.

The results found in this community service include: Strengthening organizational institutions, Channeling Stakeholders, Organizational Management, Strengthening Institutional Human Resources and Publication of BUMDesa potential on social media.

Research limitations/implications – this study facilitates youth organizing that is integrated with BUMdesa performance. The limitation of this PAR is that it is still an unfinished "process". This is only limited to providing institutional changes and formal organizational requirements but has not provided much change in organizational

attitudes. It can be said that the achievement has not been maximized. Evidently, the participation of young people in this study This study needs to be developed until young people are really active in managing BUMDesa.

Keywords: PAR; Bumdesa; organizational changes and organizational changes

INTRODUCTION

Pandanrejo Village is known as the only strawberry center in Batu City, East Java. The management of agricultural products is carried out by BUMDesa (village enterprise) which is an official organization under the village administration. BUMDesa Pandanrejo, Batu City is growing rapidly which can be seen from a quantitative and qualitative side. Quantitatively, it can be seen from the abundant strawberry production that supplies increased income for community-based farming and tourism. August-September 2019, production is up to 200 kg, while the ability to sell is only 100-150 per day.

Meanwhile, the qualitative advantage of the existence of BUMDesa is that organizational activities are quite dynamic. This picture can be seen from the gathering of young people in welcoming the tourists who visit there and every afternoon, they spend a lot of time for discussions and to fill their free time at the Lumbung Strawberry Café.

After this development, the sub-district government appreciated the Festival Tandur Stroberi (Festival of Strawberry Plant) which was attended by both village, sub-district and city officials which stimulated the formation of the Taruna Tani Organization (youth farmer organization) which accommodates young farmers in taking action for the village.

Unfortunately, BUMDesa still has weaknesses in empowering administrators who are mostly young people, one of which is due to weak organization. The potential of youth has not been properly accommodated, so they are still low in applying their knowledge, In addition, organizational issues, Taruna Tani does not yet have a legal entity as an organizational strength that is recognized by the Batu City Government. Thus, in our opinion, the urgent issues are increasing organizational knowledge and supporting organizational completeness.

The three solutions offered in this community service program are:

1. Institutional Assistance.
 - a. Institutional assistance to organize the organization of the Strawberry Barn
 - b. The approach that the team uses is participatory with the intention of building non-distant relationships in order to achieve a common goal.
2. Established a cadet farmer organization.
 - a. Funds are a dynamic requirement for an organization, so this service empowers the Taruna Tani organization.
 - b. Bumdesa can apply for funds from the city government (agricultural service) which requires administration to access funding with.

3. Development of the Farmer Cadets Organization
 - a. Dissemination concerning on basic household budget) Cadets Tani
 - b. Utilization of the Deed of Establishment of Tani Cadets
 - c. Submission of assistance

The methods and solutions offered are in the form of social assistance. This assistance aims to maximize client in empowering of all resources. The four main aspects of mentoring from social assistance are enabling or facilitating, empowering, protecting, and supporting. Besides, this assistance also has three main principles, namely the role of a broker who is able to identify and localize appropriate community resources. In addition he is able to link consumers or clients with sources consistently able to evaluate the effectiveness of sources in relation to client needs. Thus there are three keywords in the implementation of the role as a broker, namely: linking, goods and services and quality control. Suitela, J. J. (2017) states that social assistance is a series of activities and learning processes between researchers, assistants, the community (administrators and members) that fosters a sense of ownership of programs that are planned together. In addition, strengthening the capacity of the group is to increase.

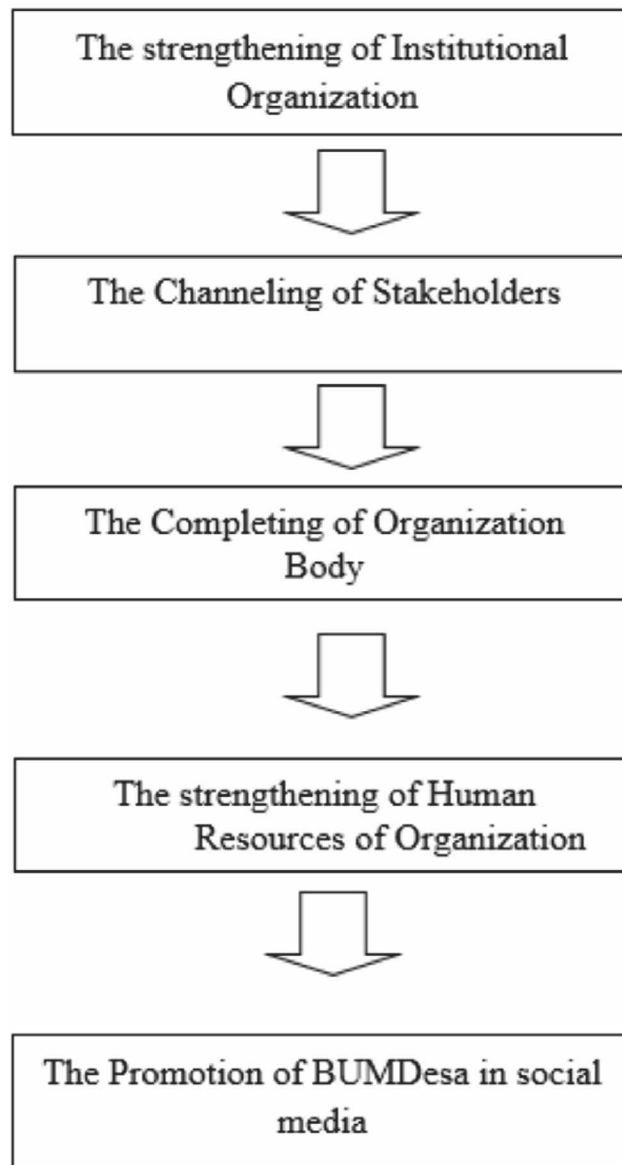
The purpose and benefits of service is that social change occurs in the BUMDESa organization which is carried out through young farmer organizations. The participants' understanding of organization and financial management increased, followed by a final evaluation of the assessment results, although there were several aspects whose changes were not too significant. The output target is increasing the participation of young people in the agricultural sector and managing organizational legal entities.

MATERIAL DAN METHODS OF IMPLEMENTATION

This community service utilizes a participatory action research approach as a qualitative research that aims at social changes experienced by clients with planned and implemented social interventions (Susilo, R. K. D., & Dharmawan, A. S., 2022). Meanwhile, the approach used in social intervention is life cycle which is combined through a community based approach. The life cycle has an intervention objective, which is to improve the level of the organization according to the next stage of development. Like an organization that previously only served as a gathering place for individuals, now it has been upgraded to a group of people who result certain products. Likewise, when an organization is only focused on internal dynamics, it can continue to strengthen external networks.

The keyword for this approach is to involve members in solving problems. The community itself is the spearhead of the field, the team acts as community friends, but not friends who do nothing. Here the service team initiates the synergy between the actors involved in the organization. Such as data collection, mapping each other's roles and encouraging actors to work. Including when roles and interests collide within the organization, alignment is carried out. The problem solving framework is social assistance to partners who provide organizational basis strengthening for activists, awareness raising by law/art and arranging the establishment deed. Meanwhile, the targeted audience are BUMDesa and Taruna Tani activists. The consideration is that

the service team carries out activities for assistance, meanwhile partners facilitate and work together with the team. The activity method used can be described in the chart as follows:



Description of the image above:

1. The strengthening of Institutional Organization
At this stage the service team of community service makes activity agreements with BUMdesa management and Taruna Tani organization.
2. The Channeling Stakeholders
At this stage the team carry out "liaison" with stakeholders who have strengthening resources to add some new resources to BUMDesa.
3. The Completing of Organizational Body
The results of the coordination, evaluation and agreement with partners decided to establish a farmer cadet organization. In this regard, team works to assist stakeholders in managing organizational deeds.

4. The Strengthening human resources of organization

This stage aims to function so that the establishment deed is actually used to strengthen youth participation. Therefore, the training contains strengthening the principles of CBT (community based tourism), the use of social media for promotion and the training of public speaking skills for Taruna Tani actors.

5. The Promotion of BUMDesa in social media.

The purpose of publication on social media is to increase productivity and promote creativity, so the team provides examples of publications which are then followed by BUMdesa management and Taruna Tani.

RESULT AND DISCUSSION

The results of the service carried out in Pandanrejo Village with a focus on strengthening the BUMDes organization are as follows:

1. Management of the Deed of Establishment of Tani Cadets

Arrangement of the deed of establishment for the Taruna Tani Organization related to the establishment of the TarunaTani on January 8 2019. At the meeting attended by the BUMDes Treasurer, the PPL (the field staff) of the Batu City Agricultural Service and the Empowerment Team agreed on how to revive the BUMDesa, Strawberry Barn by establishing the Taruna Tani Organization. The agreed name is Rahardjo with chairman, Agus. The urgent thing to do is complete the administration of Taruna Tani Organization in the form of a deed of establishment of Taruna Tani Organization. The steps taken are:

a. Coordination for the Preparation of Files

Mr. Sulih, the founder of BUMDes has understood the paperwork for the establishment of a farmer's organization. He has experience in farmer group organizations in both Pandanrejo Village and Tulungrejo Village. So he provides good input related to the documents needed and the notary who usually takes care of this matter. Apart from that, he immediately proposed it to the notary AgusSasmito and provided knowledge about the files needed as completeness.



Picture 1. The general discussion concerning on problems

It was from here that finally the young Taruna Tani Organization immediately started working. Files were immediately made and Agus and the team took care of the completeness of these documents at the village office. Files or documents that needed to be signed by the village head were immediately taken care of by these enthusiastic young people. When there are problems they consult with Mr. Sule, so that everything is coordinated and handled properly.

b. Management of the Deed to the Notary

May 8 2019, the files have been prepared and the dedication team is assisting the young farmer cadets to go to the notary's office together. From the Taruna Tani Organization, namely Agus, Novi and Adit, while from the UMM Community Service Team, namely Hayat and Rachmad. It turned out that the notary already knew the Pandanrejo village head, so this social relationship facilitated interaction at the stages. The notary is ready to facilitate the processing of the deed. In this assistance, the team assists young people in explaining to the notary regarding the purpose of arranging the TarunaTani establishment deed. He studied the terms and conditions of submission. Lots of questions and answers were conducted so that each party understood and understood the next steps. In the first mentoring it turned out that many documents were not yet available, so they had not been completed and continued with the next coordination agreement. This time the team didn't have to meet but just contacted via cellphone, so for two weeks there was continuous contact between the young Taruna Tani and the notary until finally there was certainty of completion and costs to be incurred. After determining the amount of costs, the community service team coordinated regarding who and the amount of costs to be borne, then an agreement was made that 50% would be borne by the team and 50% from BUMDes Raharjo.



Picture 2. Discussion to the following plan

c. The deed has been completed

July 17 2019, the Deed of Establishment of the Rahardjo Young Farmers Association can be taken to a notary. The TarunaTani team contacted us and thanked us very much. After working with coordination and revision of completeness, the TarunaTani

Establishment Deed is complete and can be taken by the TarunaTani. Now TarunaTani is a legal entity which has an important role for future development.



Picture 3. Contact to Notary



Picture 4. Contact to Notary 2

2. Service Excellent Training

Devotion that is more initiating to the ability of these farmer cadets tries to identify how ready they are to become young tourism cadres for the development and advancement of tourism in Pandanrejo Village. Strawberry as a plant that specifically thrives in Pandanrejo Village is the main "thing" to be translated into village tourism practices. Therefore, their ability to recognize strawberries is not only limited to plants, but has extraordinary added value, 11 needs to be dialogued and practiced in the tourism base map. We from the Muhammadiyah University of Malang Internal Service Team try to stimulate if behind the strawberry plants, there is an extraordinary "power" stored. Activities that try to grow the "power" we are concluding in a training model about "excellent service" which is expected to be able to foster self-confidence in the end is practiced in tourism based on "strawberry plants". The following are excellent service activities carried out on Wednesday, 31 July 2019:

a. Tourism Park Business Standardization

The first material was delivered by Mr. Rachmad K. DwiSusilo, Ph.D. Taking place at Strawberry Barn, the elaboration on the standards of the tourism park business is conveyed in substance with simple examples that are close to the daily lives of village tourism practitioners.

The training, which was held at night, became an arena for understanding more and more that tourism management does require extraordinary seriousness. Especially for the service aspect with the Standard Operating Procedure (SOP) elements, it already requires that there are 8 sub elements that must be fulfilled. This shows if there is a need for 12 serious measures that must be carried out by the residents of the Pandanrejo community who are pioneering local tourism, namely tourism to the village of Lumbung.

Based on the results of observations, it shows that Kampung Lumbung, from the service side, still needs to fix basic infrastructure matters. As a start, what the residents of Pandanrejo Village are doing shows extraordinary seriousness so that tourism based on tourism potential can be managed properly and professionally. This can be seen from the seriousness of the management (which consists of young people) to dedicate time and energy for tourism development. When the event was almost approaching 9 p.m, it was still visible among them, those who were still active to finish the work for the progress of the village of Lumbung. Some are still watering plants, wrapping orders for strawberries and so on.

Mr. Rachmad, Ph.D also conveyed the importance of standardization-based management. There are 3 important elements in management, namely organization, management and human resources. These three elements summarize 24 sub elements that must be executed properly and efficiently. The important statement is, Standardization is a benchmark that inevitably has to be implemented. Through standardization, tourism potential will be translated into practice in a comprehensive manner.



Picture 5. The training for the improvement of organization

b. Marketing using social media

Dr. Frida became the second speaker in the activity which was attended by all elements of the Kampung Lumbung tourism manager. This shows if there is extraordinary seriousness from them to be able to manage better, especially providing excellent service to visitors.

Social media provides extraordinary convenience for us to market products. I was trying to surf the internet to look for strawberry picking tours with the keyword strawberry tourism. It turned out that it didn't show up as Kampung Lumbung. This shows that social media, especially Instagram, has not been used as a new marketing base. Even though this is very important in the era of internet society like today. The opening sentence from the doctor who graduated from the University of Muhammadiyah Malang is an important point about the importance of being adaptive with social media.

Based on the results of discussions with village administrators, it shows that social media has not been used as a means to promote Kampung Lumbung. Through community work that prioritizes the ability to build networks in a conventional way, it shows that the development of tourism in the village of Lumbung has shown positive enthusiasm. The trend of visitors increasing every month is proof that Kampung Lumbung is starting to be known as a typical tourist base. It is said to be unique because in Batu City, the only strawberry plants that grow well are in Pandanrejo Village. With a supportive land contour that still provides authentic characteristics for tourism based on village potential, it is hoped that this will provide added value for Kampung Lumbung tourism.

An important message from Mrs. Frida's materials is never to be afraid to promote. No matter how small we introduce [our product], in fact we are trying to understand us as strength. In understanding, it actually implies the ability of social groups to intensify their collective production and reproduction. Therein will bring pride of identity. Identity is inscribed as a sign of strong feelings as a "shared value". If that happens, you will have the courage to take a stand without fear of being wrong.

c. Training of Public Speaking

"Public Speaking is the art of speaking. Because this is art, it means how we use what we have to become power." The opening sentence that tries to be dialogued with the "attitude" of public speaking becomes a kind of mantra that invites those present to want to know that in fact they all have the power or ability of public speaking. In managing service-based tourism, humans are an important entry point whose abilities must be maximized. No matter how good the tourist attractions are, if they are not supported by the ability to serve, in the end these tourist attractions cannot compete with other tourist attractions.

The terminology regarding public speaking as power must be understood as a way to appreciate ourselves as something that must be "confident" and "recognized". Confident refers to a person's ability to trust himself that what he has is potential. As a potential, "he" is obliged to be processed and managed so that an image of this potential can be manifested as something capable of being practiced. Confident also refers to the ability to redefine. In this realm, what emerges is a way of self-esteem not only limited to potential, but will be driven as a code of conduct. While the concept of recognizing refers more to the ability to "wisdom" oneself not as a

potential but as contemplation. In contemplation, we are asked to train ourselves about the "less" potential that we have not as a "way to blaspheme ourselves" but "a way to self-correction". In the end, an attitude of peace with oneself will grow. From there, a positive attitude and wanting to do your best will always be "the way we appreciate ourselves".

Public speaking is not just a talent, the most basic, public speaking is a process of practicing to recognize the potential we have. If there is talent, without the desire to continue honing it by practicing regularly, he is just an artifact that is only displayed in the imagination of the owner of the talent. If you don't have talent, but have the discipline to practice, in the process with time, public speaking will be digested as a code of conduct which will eventually become a happy end result.

3. Assistance for Strawberry Granary in Tourism Village Competition, Cultural Tourism Category

On August 7 2019 the Strawberry Barn under the auspices of the Raharjo Village Owned Enterprise (BUMDesa), Pandanrejo Village, Bumiaji District was entered into a competition to represent Batu City as a BUMDes Culture-based Tourism Village in East Java Province. In addition to developing a culture of agriculture and tourism, BUMDesa also pays attention to the patrons of local arts, namely the Kentrung Art which has been passed on by the younger generation. When the judges and officials from the tourism office came to evaluate the competition, the kentrung art was displayed in packaging as a welcome dance to the guests.

The judges who came represented culturalists, environmental activists and academics, accompanied by officials from the Batu City Tourism Office. The UMM FISIP Community Service Team was mentioned by the Director of BUMDesa as one of the companion partners. Several important notes in the judging were regarding infrastructure that needed to be improved and concerning community empowerment through existing communities.



Picture 6. The Practice of Community Based Tourism

4. Encouraging Publication of STROWBERRY LUMBUNG through Social Media (Facebook)

The development of the Strawberry Granary has constraints in terms of human resources both in terms of the number and competence of publications using social

media. Existing human resources focus on marketing and sales of Strawberry Barn business services. Therefore the community service team took the initiative to help and provide examples of publication through social media in the form of light news. The following is an example of the publication. The effectiveness of social media publications has not yet been measured. However, judging from the responses or comments of the followers, it shows that the Strawberry Barn tourist attraction is not widely known by the public. Even by the residents of Batu City themselves. On the other hand, in the Publication training session with the BUMDesRaharjo and Lumbung Stroberi teams, the Director of BUMDesa acknowledged that massive publication had not been planned considering that they were still preparing human resources. BUMDesa have not been able to involve HR who are more concerned with business calculations, and foster a "spirit of militancy" in existing HR with hard work that focuses on on-the-spot service. They feel "overwhelmed" with the rhythm of work, but on the other hand they also have not been able to increase the number of human resources. As is known, Strawberry Barn Services include strawberry picking tours, strawberry cultivation training, and selling strawberry plant seeds, as well as selling and buying strawberries. So far, Strawberry Barn buys directly from the farmers. During the harvest season, farmers' deposits can reach 600 kg/day.

5. Encouraging the Work of Farmer Cadets

After the issuance of the Taruna Tani deed, the service team evaluates the impact of working with partners. The service team then expanded activities to activate this youth organization. As Pak Sulih stated, the aim of the organization was to obtain assistance from the Agriculture Service Office of Batu City. For this reason, the Community Service Team encouraged Taruna Tani to take advantage of the deed to obtain assistance from the government, so consolidation was carried out with young people and administrators to achieve this goal. The consolidation was carried out with the aim of two things: obtaining assistance from the Department of Agriculture and optimizing the organization of young people. To find out opportunities to get help, the team coordinated again by presenting the founders of the TaniTani, the young TarunaTani and the PPL Officers from the Agriculture Service. The completeness of this participant aims to facilitate the steps that will be prepared next. By discussing with young people, the founders and PPL seek assistance so that it can be realized quickly.

In this discussion the Agricultural Extension Officer stated that with the deed the opportunity to obtain assistance would be wide open, alias assistance would be easy to obtain. There is a high probability of getting seed assistance from Balijestro which will provide strawberry seeds, but cannot get direct assistance and must follow the planned budget year, namely April 2010. Thus, it can be said that the application for assistance can be completed by waiting for the opening of the fiscal year. This guarantee of certainty comes directly from the PPL of the Agriculture Service, so now it is the turn to strengthen the TarunaTani institution.

Service actors stated that there was an important agenda that had to be carried out, namely to encourage those who had prepared activities oriented towards the development of young people. A commitment was formed between the service team and partners for the next follow-up to initiate youth empowerment activities for Taruna Tani.

There are quite a lot of changes that have occurred in Rahardjo Young TaniTani Cadets, among others, they are more disciplined. For example, when serving customers, they have started to be able to do it more quickly and nimbly. These young people are now also more punctual.

Social media has begun to be used more optimally. Every event, they don't forget to upload it on social media. This shows awareness that marketing cannot only be done conservatively, only by distributing brochures or word of mouth. Millennial model marketing, namely by giving more space to the digital world is a must. Smiles, greetings, and greetings are increasingly becoming a new habit for tour managers of strawberry barns. This context shows that excellent service awareness is starting to become a habit for them.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Taruna Tani Organization as a new organization under the auspices of BUMDesa Raharjo Pandanrejo Village has shown itself if the organization is able to manage the potential of village youth well. Through Kampung Lumbung they move themselves in creativity that comes from the village's main potential, namely strawberries. Through strawberries they were able to make creative breakthroughs that made KampungLumbung a natural potential-based tourism area that was widely recognized by the public.

The potential that intersects with creativity is not enough to further strengthen the "endurance" of tourism. Moreover, tourism is always associated with "industry" which in many ways always uses the benchmark "professionalism". This size should be measurable and clear. Therein lies a problem that must be resolved immediately. Organizations that have not been well organized become homework which must be found as soon as possible a solution. For example, archival documentation is not yet good or there is no special space to place documentation for administrative purposes. Not to mention the ability to adapt to the "attitude" of tourism, namely willing, knowing, and acting in accordance with excellent service standards. A person or group of tourism activists must at least understand the standard of "smile, greet, greet". This minimum standard shows that in tourism management, the ability and willingness to be "uniform" must be an important part of their daily actions.

Based on this, this service tries to assist these TarunaTani in the field of administrative organization and the ability to maximize excellent service. Two important things are the main homework for Taruna Tani MudaRaharjo. the limitations of The PAR that has been carried out is just providing institutional changes and formal organizational requirements but has not provided much change in organizational attitudes, therefore, the achievement has not been maximized. Evidently, the participation of young people in this study did not show an increasing rate. This study needs to be developed until young people are really active in BUMdesa management.

Recommendations

There are several suggestions that should be made so that Cadets Tani Muda Raharjoare able to manage the organization properly so that excellent service can

be carried out, namely: If the mentoring has been completed, at least once every 6 months there will be retraining, focused on excellent service training. It is important to discipline yourself on service commitments.

Each member is a tourism ambassador for KampungLumbung, therefore excellent service must cover all members, especially the management. This is often overlooked. Even though the tourism that is seen is not only the tourist attractions, but how the performance of the tourism actors themselves is.

There must be an SOP (standard of procedure) on excellent service. This is very important, so that there is uniformity in providing excellent service. Here demanded the will to always be disciplined and obey the rules.

Sentences in the meaning of service should be posted in strategic places, such as cafes, parking lots or entrances. This is to remind tourism actors that serving must be sincere, so that service with a heart can be recorded in the daily actions of tour operators.

Consolidation between management should be carried out once a week, while consolidation of management and members should be carried out once a month. This is important to do, so that we always appreciate ourselves and others. Consolidation gives us space to evaluate what we have done. In addition, consolidation is a space to further strengthen the organization. In consolidation, weak points can be evaluated to find solutions and be practiced in further services.

Smiles, greetings, greetings should be a daily attitude for all administrators and members. These three words are like a mantra that must always be the daily action of tourism business actors. Three words that can clearly describe how tourism business actors are committed to always providing services, not only as an obligation but as part of the code of conduct. In the code of conduct, tourism actors will be able to bring up actions that bring up "roso". This is where excellent service finds space to grow as a desire to always give the best.

Young Tani Cadets Raharjo is a system, therefore every administrator must know clearly about their respective duties. This is important, so that there is a unified system. Tasks that are understood as a consequence of the system will provide enthusiasm to always be responsible for doing good service. The good word is practicing the function according to the wishes of the system. This is where tourism business actors have responsibilities not as individuals but as part of an organizational system slice.

Each sub-management should consist of at least 2 people. This is to anticipate if one of them is unable or unable to do so, another administrator will be able to replace him. The logical consequence is that every administrator, both main and sub, must understand their respective SOPs. In the end, the two people were able to become part of a system driven by a commitment to the system. This is where the SOP is able to run optimally.

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MARKETING TRAINING FOR PROCESSED LIVESTOCK PRODUCTS AS AN EFFORT TO INCREASE ENTREPRENEURIAL KNOWLEDGE AND SKILLS

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Abstract

Processed livestock products are one of the most desirable business sectors. Examples of processed livestock products are meatballs, nuggets, sausages, pasteurized milk. One of the important activities in business and entrepreneurship is marketing. Marketing communication contains elements of communication of products online and publicizing through social media. The training or workshop on marketing aims to ensure that participants not only have the ability to create processed livestock products but also have the ability to master marketing entrepreneurial systems and tools, namely product marketing with the help of information and communication technology. The methods used were lecture method, demonstration method, and evaluation method which included pretest and post test. Participants who took part in the socialization and training activities gave a very positive response to this event, especially during the discussion session. The results of this activity showed that there was an increase in knowledge about marketing after the training was completed. Marketing and digital marketing of products are important skills that creative people must have in the business world.

Keywords: marketing; digital; training; livestock products.

INTRODUCTION

Processed livestock products are one of the most popular business sectors. Apart from being easy to produce, processed livestock products also have a large market due to the large number of enthusiasts. Examples of processed livestock products are meatballs, nuggets, sausages, pasteurized milk and so on. Entrepreneurs take many approaches and innovations to market their products. One of the important activities in business and entrepreneurship is marketing (Kotler & Armstrong, 2012).

The rapid development of technology, digital and the internet will certainly affect the world of marketing. Marketing trends around the world will shift from traditional ways (offline sales) to digital (online) (Afifah et al., 2018). This digital sales strategy is more promising for potential customers because they get all kinds of information about products and make transactions via the internet. Digital marketing is an advertising and market research activity through digital online using various

methods, one of which is social networking (Junita et al., 2020). Communication in cyberspace not only connects domestic communication, but communication with the whole world (Arrigo, 2018).

Digital marketing usually consists of interactive and integrated marketing, facilitating interaction between market intermediary producers and potential consumers. All the needs and desires of potential customers can be conveyed and monitored to facilitate business in digital marketing (Firmansyah et al., 2022). Meanwhile, potential buyers will search and retrieve product information by exploring cyberspace, in this case it will facilitate and facilitate the search for potential buyers. The benefits of digital marketing will be able to reach everyone, wherever and whenever they are (Rachmadi & Kom, 2020), without time or geographic restrictions. According to marketing expert Yuswohadi, for MSMEs to survive in this digital era, they must maximize the benefits of digital development (Sulaksono, 2020). With the development of digital technology, MSMEs can sell their products online.

The entrepreneurial trend has now touched various circles with various products produced, one of which is processed livestock products produced by students majoring in Animal Science University of Muhammadiyah Malang. The processed livestock products they produce are quite good and have advantages in terms of quality compared to competing products. Marketing is one of the weaknesses in their products. These students do not understand the benefits of marketing, the lack of knowledge about marketing, and last but not least, they have not received training or mentoring on technical marketing strategies for business actors.

The training or workshop on marketing aims to ensure that these students not only have the ability to create processed livestock products but also have the ability to master entrepreneurial marketing systems and tools, namely product marketing with the help of information and communication technology.

MATERIALS AND METHODS OF IMPLEMENTATION

Several efforts have been made to improve marketers' skills in digital marketing. Training to improve marketers' skills and knowledge has had a positive effect. Through digital marketing workshops (material delivery, discussion and practice), marketers better understand the importance of using internet media to increase their business competitiveness (Baladraf et al., 2018).

The method used in group service is the extension method. Mashur (2021) explains that the extension method is a basic approach to approach, encourage, and influence the community, farmers, or breeders to learn. Extension is divided into 3, namely:

1. Lecture or discussion method: This method is considered more effective in providing basic knowledge about marketing. The materials presented include: a.) The role and benefits of marketing in a business; b.) Marketing strategy which includes 4P (product, price, promotion, place); c.) STP (Segmenting, targeting, positioning); d.) Marketing Strategy.

2. Demonstration Method: Aims to demonstrate the various activities that will be carried out in the marketing process. The demonstration is the selection of names, taglines, signs, symbols, colors and combining them to become an identity of the product produced.

3. Monitoring and Evaluation Method: This method is carried out before and after the lecture and demonstration method is completed, where students are given a pretest and posttest on the marketing material.

RESULTS AND DISCUSSION

The Community Service Program was carried out by the Team on Saturday, November 14, 2020 online through the Zoom platform and Youtube live streaming. In this activity there were 107 participants who attended, including students of Siti Aisiyah Islamic College Malang, UMM students, and from the general public.

The "Marketing of Processed Livestock Products as an Effort to Improve Entrepreneurial Knowledge and Skills" training presented a holistic series of activities. Starting with the opening remarks and introduction to the concept of marketing, participants were introduced to the importance of marketing in the processed livestock product business, including in the current digital era. After that, the basic concepts of marketing were explained with an emphasis on market segmentation and identification of target consumers, including how to effectively apply digital marketing in marketing efforts. One form of promotion to support digital marketing is by utilizing social media and content marketing (Naimah et al., 2020). Social Media Marketing is an activity to market products using social media platforms (Arrigo, 2018). Meanwhile, Content Marketing is a marketing process by distributing and creating relevant content to attract consumers in the form of photos, videos, articles and other interesting and relevant products (Seyyedamiri & Tajrobehkar, 2019; Abidin, et al. 2021).

The next session covered marketing strategies specific to processed livestock products, including proper pricing and efficient distribution channels, with an emphasis on digital marketing strategies. Another important part is the application of branding in marketing, where participants understand how to build a strong and consistent brand identity, both on online and offline platforms. Digital marketing or online marketing strategies are currently very important to do and are believed to be more effective and efficient in reaching the desired target market. Pradiani's research (2018) also proves that online marketing can indeed increase product sales results because nowadays people tend to prefer to look for references online and even buy products online. Online marketing can also increase marketing reach that offline marketing cannot or is difficult to reach (Febriyantoro & Arisandi, 2018).

Real-life case studies of successful livestock product businesses are presented to provide practical insights, including how digital marketing strategies have played a role in their success. Workshop sessions gave participants the opportunity to plan digital marketing strategies for their own products. Simulated presentations and feedback provided opportunities for collaboration and constructive feedback from peers and speakers.

Through real-life examples and case studies, webinar participants were given a better understanding of how marketing can influence consumer perception of products. After the presentation of marketing materials, webinar participants were given the opportunity to participate in discussion and Q&A sessions. They were able to ask the speakers questions related to marketing concepts that they had not yet understood or ask for advice on how to apply marketing to processed livestock

products. Speakers answered questions with clear explanations and provided useful guidance to participants.

The final evaluation provided an opportunity for participants to provide feedback on the training, while the closing session provided key takeaways and inspirational messages. The training encouraged participants to follow up by applying the concepts learned, especially in the realm of digital marketing, and stay connected through online platforms to collaborate and learn more. With this series of activities, participants gained a comprehensive understanding of marketing processed livestock products in the digital era, and were able to develop strong entrepreneurial skills in this field.

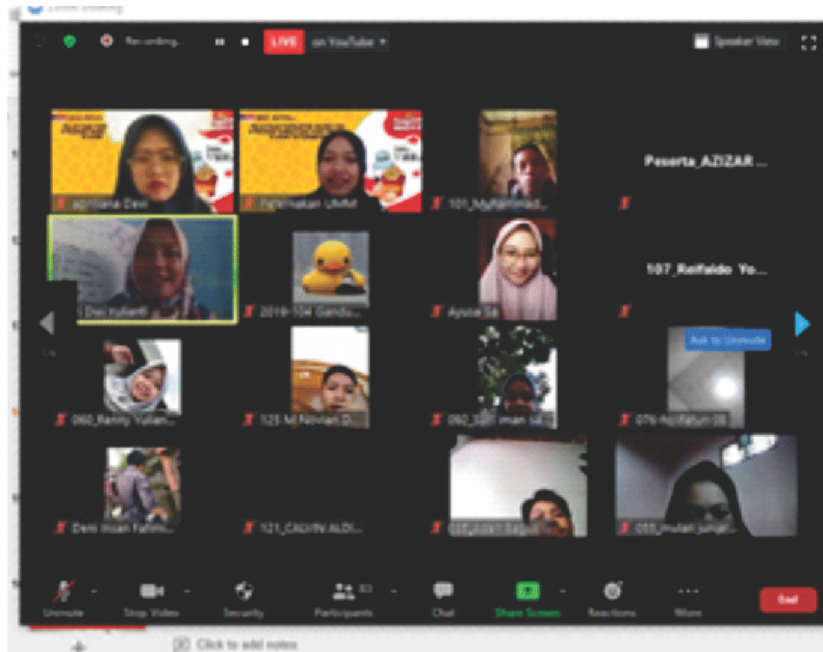


Figure 1: Marketing Training Participants



Figure 2. Material Delivery

Training on the marketing of processed livestock products has great significance in improving the knowledge and skills of entrepreneurs in this ever-evolving era. In an increasingly complex and rapidly changing business world, a strong understanding of marketing strategies is key to success. This training provides participants with in-depth knowledge of basic marketing concepts, including in the context of processed livestock products, and how to implement them effectively. Through an understanding of market segmentation, identification of target consumers, as well as the application of appropriate marketing strategies, participants can optimize their marketing efforts and expand market reach.

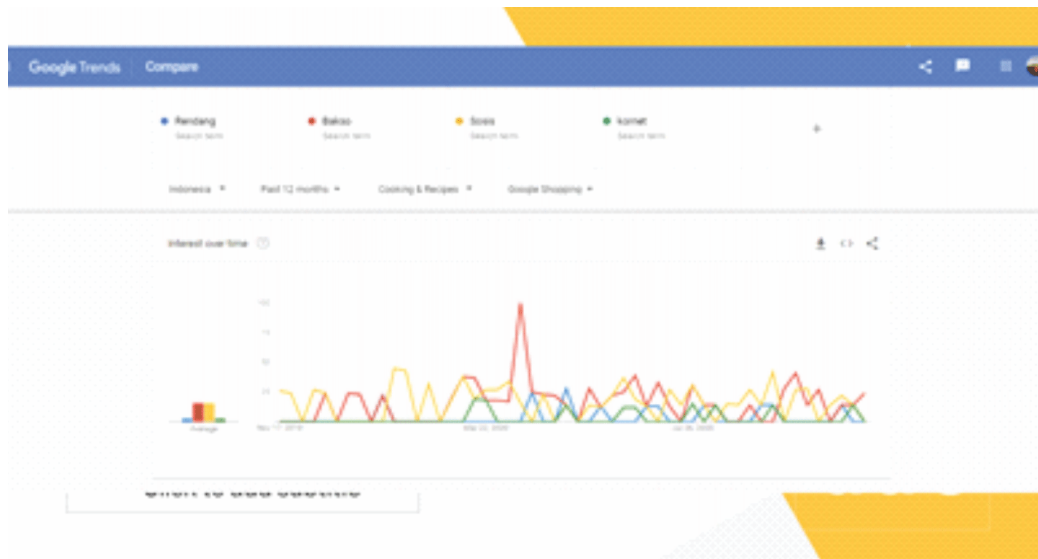
In addition, the training also introduced participants to the importance of digital technology in marketing. The digital age requires quick adaptation, and this training provided guidance on how to utilize digital marketing to reach consumers more widely and efficiently. Knowledge of branding was also emphasized, giving participants the ability to build a strong brand identity and differentiate their livestock products in a competitive market. There are new challenges faced in the business world as it relates to the development of information and communication technology. Marketing patterns in business have changed rapidly. The existence of the internet currently leads to commercial activities where customers can make transactions through various applications. (Kurniawan & Asharudin, 2018).

Digital Marketing is
Teknik marketing pada media digital untuk menyebarkan informasi tentang produk atau jasa, dengan menggunakan teknologi melalui; paid ads (media berbayar), social media, emails, blogging & SEO



Figure 3. Digital Marketing Materials

More than just understanding the concepts, the training also encourages participants to think innovatively in designing creative and relevant marketing strategies. Thus, the training not only enhances participants' entrepreneurial skills, but also minimizes the risk of marketing failure. Success in marketing processed livestock products will contribute to sustainable business growth, build a good reputation, and have a positive impact on the business community. As such, this training is an important step in equipping entrepreneurs with the necessary tools to face challenges and capitalize on opportunities in the dynamic world of marketing.



Digital Marketing Materials: Use of Google Trends

Participants who took part in this socialization and training activity gave a very positive response. This was proven by the stable number of participants during the event. In addition, the discussion was also interesting because there was a lot of interaction between the speaker and the participants, ranging from sharing experiences, problems to questions and answers to deepen the material related to marketing.

Increased Knowledge of Participants

Before the event began, a questionnaire was filled out which was a post test to measure the ability of participants before participating in this training. Webinar participants gained a deeper understanding of processed livestock products, including the production process, advantages, and benefits. The results of the questionnaire showed that participants gave an average score of 7.76 on their knowledge of marketing before attending the webinar. This indicates that participants had sufficient prior knowledge of marketing before attending the webinar. Prior to the training, participants may have had a basic knowledge of marketing, but may not have fully understood the various aspects involved in a successful marketing strategy.

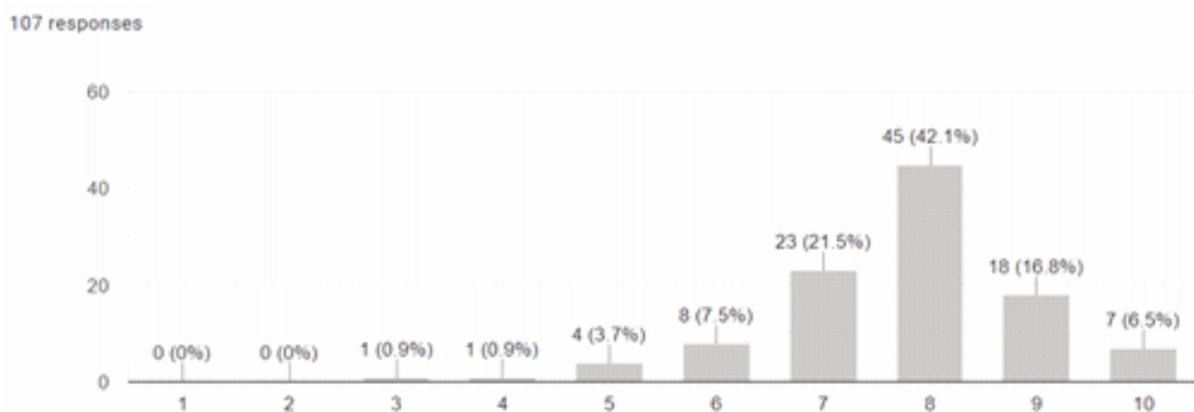


Figure 4. Marketing Knowledge Pretest Results

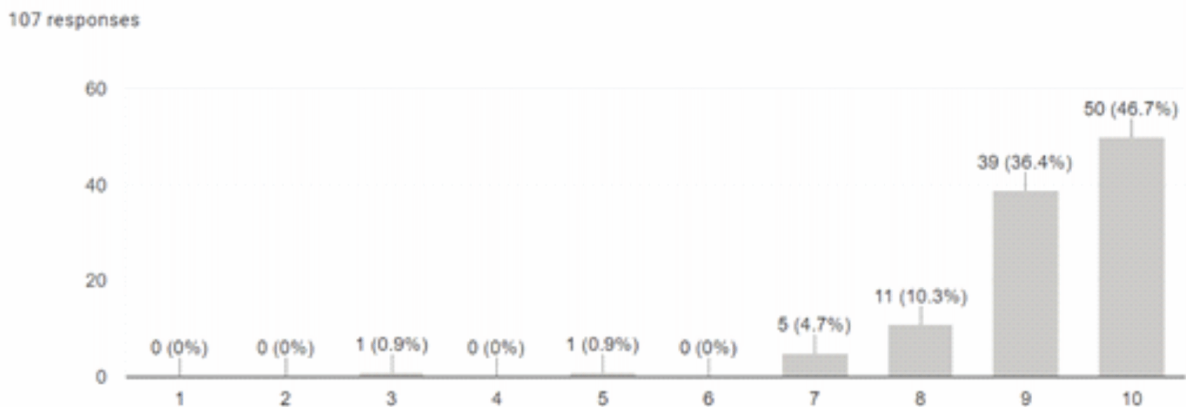


Figure 5. Marketing Knowledge Posttest Results

In the post test, it shows a change and increase in knowledge related to marketing, namely: the value of participants knowing and understanding about marketing is 9.17. Based on this value, it can be seen that there is an increase in knowledge of 17.56%. This increase in knowledge shows the effectiveness of the webinar in providing valuable education to participants.

The increase in participants' knowledge from an average of 7.80 to 9.17 in Marketing and Digital Marketing is a significant achievement in the context of this training. This 17.56% increase indicates that participants have experienced a noticeable change in the way they understand and apply modern marketing concepts. In addition, the significant increase in digital marketing knowledge shows that participants have successfully overcome the challenges of the digital age. In an increasingly connected world, the ability to utilize online platforms, create relevant content, and interact with consumers through various digital channels are critical skills. This increase shows that participants have successfully adapted to fast-changing technology trends. Efforts are required to achieve results from digital marketing. Marketers must have a business strategy in digital marketing (Yasmin, et.al, 2015).

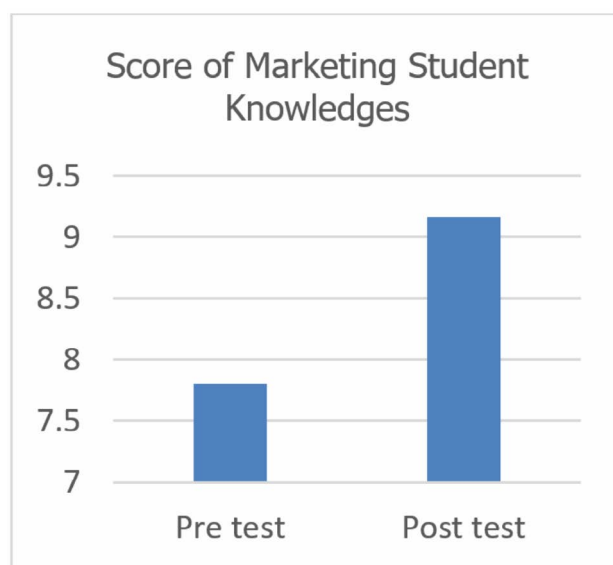


Figure 6: Graph of Knowledge Improvement of Trainees

This 17.56% increase in knowledge reflects participants' commitment to learn and grow in an effort to improve the quality of their business. With a better understanding of marketing and digital marketing, participants will be able to make smarter decisions, plan more effective marketing strategies, and face business challenges with confidence. These results also confirm the effectiveness of the training in providing substantial added value to participants, which will ultimately have a positive impact on the growth and success of their processed livestock product businesses.

With an enhanced understanding of processed livestock products, students can optimize business potential, meet consumer needs, produce value-added products, develop creativity and innovation, capitalize on market opportunities, and contribute to environmental sustainability. This understanding provides long-term benefits in the development of students' entrepreneurial careers and advancing the processed livestock products industry as a whole.

CONCLUSIONS AND RECOMMENDATIONS

Based on the activities that have been carried out, it can be concluded that this activity has a good impact on the participants. Knowledge about marketing increased after the materials and training were implemented. Increased understanding of processed livestock products, development of branding and marketing skills, increased creativity and innovation, and introduction of entrepreneurial attitudes are some of the results and impacts that can be achieved through this activity. It is expected that webinar participants will be able to utilize the knowledge and skills gained to plan, launch and manage a successful livestock processed product business in the future.

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INDONESIAN LANGUAGE LEARNING VIDEOS AND COVID19

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Abstract

Based on research conducted by Saraswati (2018) there are three major sections of material contained in the 2013 Indonesian language and literature curriculum, namely, text genres, linguistics and literature. Concerning these three sections, 30 videos were found on Youtube that could be used as supporting materials: 12 on text genres, 8 on linguistics and 10 on literature. As for material that is not yet available on Youtube, there are at least 8 materials relating to text genre, 8 linguistic materials, and 12 materials relating to literature. Of the 30 videos analyzed in terms of communicative and contextual curriculum demands, 10 were found to be theoretical, 13 communicative, 4 contextual, and 6 sample videos. So, there are 4 communicative and contextual ones. In conclusion, videos available on YouTube still have deficiencies both in terms of quality and quantity; but at the same time it also shows that there are wide opportunities for practitioners and observers to upload the videos needed. From the results of the above research, there is still a lot of Indonesian language learning materials that has not been accommodated on YouTube. For this reason, this community service activity is conducted. There are two schools that are of concern in this service, namely SMP Muhammadiyah 06 Dau and SMP Muhammadiyah 04 Malang. The method of implementing the program is the training of making learning videos with the following steps: 1) Preparatory Stage; 2) Assessment Stage; 3) Alternative Program or Activity Planning Stage; 4) Action Plan Formulation Stage; 5) Program or Activity Implementation Stage; 6) Evaluation Stage; and 7) Termination Stage.

After completing the service by conducting training and mentoring teachers get new knowledge that has not been accepted so far. Training on making learning videos strengthens teachers' abilities in making learning videos that are used online which are highly required because of covid19. In addition, the existence of covid19 inspired YouTubers to make learning videos and this proves that there has been an increase in Indonesian learning videos on YouTube. From the results of observations, it can be seen that individual and institutional channels that upload learning videos can be said to almost fulfill the teaching material recommended by the curriculum.

Keywords: learning videos, YouTube, training

INTRODUCTION

Based on research conducted by Saraswati (2018) there are three major sections of material contained in the 2013 Indonesian language and literature curriculum, namely, text genres, linguistics and literature. Concerning these three sections, 30 videos were found that could be used as supporting materials: 12 on text genres, 8 on linguistics and 10 pm literatire. As for material that is not yet available on Youtube, there are at least 8 materials relating to text genre, 8 linguistic materials, and 12 materials relating to literature. Of the 30 videos analyzed in terms of communicative and contextual curriculum demands, 10 were found to be theoretical, 13 communicative, 4 contextual, and 6 sample videos. So, there are 4 communicative and contextual ones. In conclusion, videos available on YouTube still have deficiencies both in terms of quality and quantity; but at the same time it also shows that there are wide opportunities for practitioners and observers to upload the videos needed. From the results of this research, there is still a lot of Indonesian language learning material that has not been accommodated on YouTube. For this reason, this community service activity needs to be carried out.

YouTube is a video sharing service for its users to load, watch and share video clips for free. Youtube is a manifestation of the shift in internet technology (world wide web) from "read only web" to "read write web." (Wilson, 2015: 10), namely from a situation when the internet only provides reading resources for its users to a situation when the internet provides a means for users to create and share reading resources for other users. Presumably that's what causes YouTube to become one of the social media that is practical and easy to access so that currently YouTube is the most popular site and is watched by millions of people every day. The tendency of people to watch increases 60% annually and 40% daily. In addition, the number of YouTube viewers triples every year. (Faiqah) The number of videos watched every day is 100,000 videos and there are 65,000 videos uploaded every hour. About 20 million viewers visit YouTube every month with an age range of 12-17 years. (Sustain, 609). YouTube's popularity and favorites among social media users shows that there are certain things beneficial for them.

As for the benefits of YouTube for learning as stated by Wahono (2010) who thinks that most people, especially teenagers nowadays, don't like traditional learning media because they are considered boring and difficult to understand, among others. According to Luhsasi (2017) Video tutorials presented are very useful for learning and improving one's interest in learning. Learning interest can be seen, among others, from the increasing viewership of learning videos, such as learning foreign languages through videos so that foreign language skills increase. Vlogs, which are examples of learning media on YouTube, can be said to be appropriate for use as learning media and can increase learning enthusiasm (Darmawan, 2016). This vlogging can build self-confidence in expressing students' opinions. Oral performance ability can also increase significantly as the use of video blogging increases. It can also improve everyone's learning performance.

Research conducted by Ramadhani (2016) shows that learning using media broadcasts sourced from the Youtube site fulfills the teacher's expectations in presenting good media for students.

MATERIALS AND METHODS OF IMPLEMENTATION

The 2013 curriculum was designed to increase student activity in thinking as well as demanding teacher independence and creativity in preparing teaching materials. According to Sulistyowati (2015) the direction of learning Indonesian in the 2013 Indonesian curriculum emphasizes the involvement of children in learning, making children actively involved in the learning process. According to Sulistyowati, the 2013 Curriculum Approach is closer to what John Dewey put forward with the concept of learning by doing. This is in accordance with the educational paradigm which must shift from learning that focuses on mastery of knowledge to realistic holistic learning that is more meaningful. Learning Indonesian language and literature places more emphasis on the process rather than learning outcomes alone.

Furthermore, Sulistyowati stated that language and literature learning in accordance with the 2013 curriculum is communicative and the Carrier of Knowledge as a communication tool and the lead of other subjects. This means that learning Indonesian in its implementation must place more emphasis on communicative and functional aspects. What must be taught is language as a means of communication. Students are invited to learn language communicatively to provide them with life skills, so that language is something that is functional for students' lives. In addition, through learning Indonesian, students can learn other subject matter, because the topics discussed in communication are integrated with core competencies that are integrated with other subjects, so that Indonesian language subjects are more of a driving force for other subjects, both in knowledge, attitude, and skills.

Complementing Sulistyowati's opinion above, Mundofir (2015) argues that learning Indonesian language and literature in schools requires students to think critically with problem-based learning Problem Based Learning, contextual, scientific. Also assessments that not only test cognitive aspects, but also affective and psychomotor aspects. In Problem Based Learning learning, students are faced with a problem and students will solve or describe the problem in various ways, such as discussing with friends. The teacher only acts as an 'anger' so that students can solve the problem. Contextual means that students learn and understand existing materials and relate them to surrounding matters that are directly related to society. Scientific-based learning shows several activities, namely observing, asking, reasoning, trying, and communicating. Students are encouraged to observe the environment and circumstances, find out what is happening and try to communicate it. This not only encourages students to think critically, but also encourages students to be proactive.

SMP Muhammadiyah 06 Dau is a school located in Malang Regency, precisely on Jl. Margobasuki 48 Jetis, Mulyoagung, Kec. Dau, Kab. Poor. This SMP has 9 classrooms, 2 laboratories, 1 library and 2 student sanitation. The number of teachers is 23 people and students are around 267 people. The curriculum used is K13, 6 days/week afternoon school, school-based management.

SMP Muhammadiyah 04 Malang is a school located in the center of Malang city, precisely on Jl. Gajayana Gg 3 No 570-d Malang. This SMP has 3 classrooms, 3 laboratories, 1 library and 2 student sanitation. The number of teachers is 11 people and students are around 57 people. The curriculum used is K13, 5 day/week afternoon school, school-based management.

Through this PPMI activity, solutions will be offered for the problems that have been formulated above. The approach offered for the realization of this PPMI program is an empowerment model with the following steps: 1) Preparatory Stage; 2) Assessment Stage; 3) Alternative Program or Activity Planning Stage; 4) Action Plan Formulation Stage; 5) Program or Activity Implementation Stage; 6) Evaluation Stage; and 7) Termination Stage.

a. Preparation phase

Preparations made in this service activity include.

- 1) Initial observations at partner schools
- 2) preparation of proposals
- 3) Preparation of training and mentoring manuals

b. Assessment Stage

This stage includes determining the implementation time and the possibility of implementing the program that has been prepared. The implementation time is determined according to the teacher's academic calendar so that it does not interfere with their teaching activities. The program has been prepared according to the teacher's ability level.

c. Alternative Program or Activity Planning Stage

This stage is prepared based on the results of the previous assessment so that an activity program that is suitable for teachers and can be implemented can be developed. Alternative program activities to be taken are discussed in advance with teachers and school principals.

d. Action Plan Formulation Stage

At this stage training material for making learning videos will be made in the form of softcopy which contains videos for making learning videos. The material for making Ppt consists of 1) background, 2) animated examples, 3) examples of learning videos and 4) copyright-free musical accompaniment.

e. Implementation Stage

The implementation phase of the activities is adjusted to the schedule agreed with partners which includes training and mentoring.

f. Evaluation Stage

At this stage researchers and members evaluate activities to determine achievement of service targets and deficiencies that occur for improvement and suggestions for subsequent community service activities.

g. Termination Stage

At this stage the researchers and members compiled reports and poetry collection books that had been compiled by teachers and students as well as duplication.

The implementation of the PPMI program was carried out as an effort to empower a group of literature teachers in an effort to study literature at school. The program implementation method that will be carried out is training in making learning videos

Description of Activity Stages

The stages of activities that are expected to be carried out with partners consist of two stages, namely the training and mentoring stages.

Evaluation Design

1. To find out the success of this training activity, monitoring and evaluation is carried out.
2. Evaluation activities are carried out in terms of process and results. In terms of process, the activities focused on seriousness and enthusiasm when the training was carried out, starting from the activities of providing conceptual (theoretical) insights to the products produced.
3. Participants are declared enthusiastic in participating in the training if they show regular attendance, are active in asking questions and are serious in doing assignments.
4. In terms of results, participants were stated to be able to make learning videos that could generate student interest. In accordance with the aspects assessed, the assessment is carried out qualitatively.

Science Description

The science and technology that will be provided is in the form of learning videos that can be uploaded to YouTube.

1. The teachers prepare the material to be made into learning videos
2. The teachers listen to how to make Ppt with various variations.
3. The teachers apply the theory by making learning PPT.
4. The ppt that has been made is then made into a video accompanied by music.

Example Videos

RESULTS AND DISCUSSION

This service activity was carried out before and during Covid 19. At the time of submitting the proposal there was no news about Covid 19 so when it was discussed with the school principal the training activities for making learning videos received such a good response and it was hoped that teachers of other subjects would also participate. When the Covid 19 training was to be carried out, it began to spread, so the proposer distributed video material for making learning videos via the school principal's email. In a few days the participants are given time to study the material and it will be discussed during the mentoring.

PPMI Activity Steps

To carry out this PPMI it takes 3 months from the signing of the work contract to the submission of the final activity report. The various forms of activities carried out by PPMI are as follows:

- a. Preparation of activities carried out by the service team to plan activities which include time, material and technical implementation of activities.
- b. Confirmation with the Principal of SMP Muhammadiyah 6 Dau Malang and the Principal of SMP Muhammadiyah 4 Malang on May 21 2020. The event discussed implementation time, place, infrastructure and financing as well as participants.
- c. The implementation was attended by all members of the service team from UMM, senior teachers at SMP Muhammadiyah 06 Dau and SMP Muhammadiyah 4

Malang who have experience teaching literature subjects. It was held on 6 October 2020. from 8.00 to 12.00 at Training material for making learning videos..

Implementation of Training and Assistance

The material for making learning videos arranged through videos consists of: 1) the basics of making pictures, 2) animation, and 3) making videos equipped with additional material for background images, fonts, 10 examples of learning videos, and photography. It is hoped that this material can be examined properly by teachers and can be applied. The mentoring activity was carried out on October 6 2020. The assistance was carried out to implement the making of learning videos in accordance with the chosen subject matter. At SMP Muhammadiyah 06 Dau with teacher Reni Oktaviani, S.Pd and at SMP Muhammadiyah 4 Malang with Maskun, S.Pd. The two teachers have carried out making Indonesian language learning videos. In addition to lecturers, students as assistants in the implementation of community service make similar learning videos. For that there are about five videos made and uploaded on YouTube.

Here are some examples of the results of the learning videos that have been implemented



The 2013 curriculum was designed to increase student activity in thinking as well as demanding teacher independence and creativity in preparing teaching materials. The training activities carried out are expected to inspire teachers to be able to make interesting learning videos. Before the Covid 19, Indonesian language learning videos that were uploaded on YouTube were still of concern because they did not accommodate all the material recommended by the curriculum. This situation reversed when there was Covid 19 because teaching and learning activities were online so that each teacher was required to be able to make learning videos.

Likewise on the YouTube page there are more and more Indonesian learning videos and relatively almost represent each teaching material. There are several links that upload Indonesian learning videos which include personal and institutional channels. Personal channels include Vivit Fitra Nadya <https://www.youtube.com/channel/UCE2aqdySka4mLiWdZdokafA> which uploaded 10 videos, Jenny Wenas <https://www.youtube.com/channel/UCbJk9qhwyoL714VQVRuZYIg/videos> which uploaded around 60 videos and Arisa Nur Aini https://www.youtube.com/channel/UCzcACMJJaLaijk_pVU3A6g-w/videos which uploaded around 33 videos. Of the three channels, Jenny Wenas uploaded the videos which were quite interesting, with the arrangement of the videos, both in terms of material, the images and colors that

were displayed were well organized. The presentation begins with various problems encountered in society which are then discussed in a coherent manner. As for Arisa and Vivit, they present learning videos more intimately. Greet and deliver material more relaxed and colorful.

Apart from individual channels, there are also channels from educational institutions. There are five channels that the proposer takes as an example, namely I Love Indonesian <https://www.youtube.com/channel/UCcXg3RMNOcJb8-10v8eRXuA/> videos which uploads 3 videos, Learning to Achieve <https://www.youtube.com/channel/UCqx4l3Ghq2dGfXJi8nSDNrw/videos> uploaded 34 educational Saung videos https://www.youtube.com/watch?v=_cLskKGndYg uploaded 2 videos, Ruangguru <https://www.youtube.com/watch?v=P6S9NofllGs> uploaded 2 videos and Directorate <https://www.youtube.com/watch?v=Dq689Jm8iMY> 1 video. Like most videos from an institution, the presentation is usually relatively formal with a rigid display arrangement, also the teacher gives material in a formal style with clothes and an orderly way of speaking.

CONCLUSIONS AND RECOMMENDATIONS

After doing service with training and mentoring teachers get new knowledge that has not been accepted so far. Training on making learning videos strengthens teachers' abilities in making learning videos that are used online which are being prosecuted because of Covid19. In addition, the existence of covid19 inspired YouTubers to make learning videos and this proves that there has been an increase in Indonesian learning videos on YouTube. From the results of observations, it can be seen that individual and institutional channels that upload learning videos can be said to almost fulfill the teaching material recommended by the curriculum.

Even though the Covid-19 outbreak has passed, the teacher still needs to make learning videos to improve the quality of learning so that when the teacher is unable to attend, learning videos can be given instead. Likewise, the learning videos can be used by every teacher who teaches the same subject.

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TRAINING AND ASSISTING IN DESIGNING INNOVATIVE PROBLEM-SOLVING-BASED TEACHING PLANS FOR ENGLISH TEACHERS

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Abstract

The teacher's lack of understanding in preparing innovative 21st-century Lesson Plans related to 4C (critical thinking, creative, collaborative and communicative), empowering high-level thinking skills (HOTS), applying TPACK and applying inquiry-based activities (IBA) independently, needs to get special attention therefore, there is a need for assistance for subject teachers in designing innovative 21st-century lesson plans that enable students to learn more independently according to their abilities and potential. The purpose of this mentoring activity is to provide provisions for teachers to design interactive and fun 21st-century innovative learning that can foster joy and active participation of students as part of independent learning and to create collaborative problem-solving-based learning offline and online by paying attention to students' character going to achieve. This mentoring activity is carried out the implementation method through several stages, namely: (1) Workshop: Dissemination of 21st-century lesson plan components (2) Assistance: Collaborative online and offline-based innovative development and implementation of lesson plans (3) Implementation of innovative learning designs in learning which is an offline and online learning model, (4) Monitoring and Evaluation. The results of the activity show an increase in the ability of teachers to arrange interactive activities to foster critical and creative thinking, collaborative skills and communicative skills (83.3%), be able to integrate TPACK and HOTS in learning designs (83.3%) and be able to design teaching plans based on problem-solving (100%).

Keywords: training and assisting; innovative learning, PBL

INTRODUCTION

Learning is a core activity in the educational process, because through this learning activity it is hoped that educational goals can be achieved in the form of changes in behavior in students, it is also the hope of all parties so that each student achieves the best possible learning outcomes in accordance with their respective abilities. The learning process occurs because there is a goal to be achieved. However, the facts show that many students do not achieve the expected goals. A good teacher will try as much as possible so that his learning is successful. One of the factors that can

bring success, is the existence of a lesson plan made by the teacher (Kurniawati, 2021).

Learning design is a direction tool for teachers in the implementation of learning. Many factors are considered and must be prepared by the teacher so that the learning process can be effective and efficient. Teaching without a good design can be fatal in the formation of understanding in students. A design is like building a sturdy building, so the design must be mature if not, then the building will collapse, and in teaching without good preparation, the learning process will not make students enjoy and be ready to move on. In other words, careful planning can make learning take place systematically. The learning process does not make as it is but takes place in a directed and organized manner. Thus, the teacher can use time effectively to achieve learning objectives and success. It can take place through a good teaching plan.. This can take place through good teaching plan (Rashad Ali Bin-Hady & Abdulsafi, 2019).

Therefore, teaching plan is very crucial to prepare because it can avoid learning failures or successes that are chancy. Through optimal planning, a teacher can determine what strategies are suitable to make a learning objective can be achieved. As a tool for solving problems, a teaching plan can anticipate or minimize difficulties that will later arise and can make learning take place in a systematically directed and organized manner. Thus, the teacher can use time effectively to achieve learning objectives and success. A good teaching plan should be arranged concisely (Rashad Ali Bin-Hady & Abdulsafi, 2019; Sehweil et al., 2022).

The assumption that a teaching plan is not crucial is appeared by many teachers who do not make them. Such an assumption is wrong because to achieve the goal must be carefully planned. Even those who own a teaching plan may fail during learning, especially those who do not have it. Therefore, a teaching plan is a badly needed component in the teaching-learning process (Sehweil et al., 2022; Xaydarova, 2022)

Technological developments provide choices for teachers to be creative teachers or counter-productive teachers. Even technology makes it easier for teachers to become creative and productive teachers. Adjustment of the teacher's role needs to be done mainly because of changes in the characteristics of students from the millennial generation to the z-generation that represents the 21st century generation. The changes in 21st-century learning include learning patterns, the orientation of needs, and changes in students' learning habits 21st century. 21st-century learning design has components including 4C; critical thinking, creative thinking, collaborative skills and communicative skills, empowering high-level thinking skills (HOTS), the ability to design learning by applying the principle of integrating knowledge of teaching materials, pedagogic, and Information and Communication Technology (ICT) or known as TPACK, the implementation of the PBL model includes: problem orientation, organizing student work, guiding student assignments, providing opportunities for student work presentations, and conducting evaluations, reflection on processes and results (Freddy Widya Ariesta, 2018; Harris & Hofer, 2011; Hill, 2019; Koehler et al., 2013).

The learning process depends on the approach/model/method chosen and used by educators in designing learning. Therefore, educators need to be able to select learning approaches/models/methods so that students can learn as a whole. The orientation of learning models towards 21st-century innovative skills is group discussions, simulations, case studies, collaborative learning, cooperative learning, project-based learning, problem-based learning, or other learning that can effectively facilitate the fulfilment of learning outcomes (Permendikbud, 2013; Suryaman, 2020).

Problem-based learning is one of the innovative learning models that utilize ICT. Problem-based learning is a learning approach that seeks to apply problems that occur in the real world. This model drills students to think critically and find solutions. The lack of understanding of teachers in understanding 21st-century learning skills to develop independent learning plans at MA Muhammadiyah 1 Malang needs attention. Therefore, there is a need for efforts to equip teachers' knowledge and skills in learning designs that enable students to learn more independently according to their abilities and potential in the form of training and mentoring English teachers in creating problem solving-based innovative teaching plans. Integrated technology, pedagogical knowledge and content in learning can improve students' problem-solving abilities. Through problem-solving, students must be able to think systematically, critically, and logically and have an unyielding attitude to get solutions to the problems they face.

The purpose of this training activity is to provide teachers with skills in preparing PBL-based learning designs by integrating technology that can foster interactive and fun critical thinking, creative, communicative and collaborative skills in learning designs and their implementation that can expose excitement and active participation of students as part of independent learning both offline and online collaboratively by paying attention to the character of the students to be achieved. Because the concept of 21st-century learning with an innovative PBL-based learning design integrated with TPACK and HOTS-oriented is a new term for teachers, especially at MA Muhammadiyah I Malang, it is necessary to have a strategic step to socialize the concept of 21st-century learning to teachers.

This activity is a series of service activities about "Training and Assistance in Designing Innovative Problem Solving-Based Teaching Plan" to improve the skills of teachers in designing problem-based teaching models offline and online following the objectives of the IBM program.

MATERIALS AND METHODS OF IMPLEMENTATION

Related to the problems encountered by teachers that cannot to link technology with adequate pedagogical abilities and knowledge of content/material that causes learning objectives can be achieved as expected, the methods applied in this activity are in the form of training and mentoring. In general, the main flow of the training and mentoring is as follows.

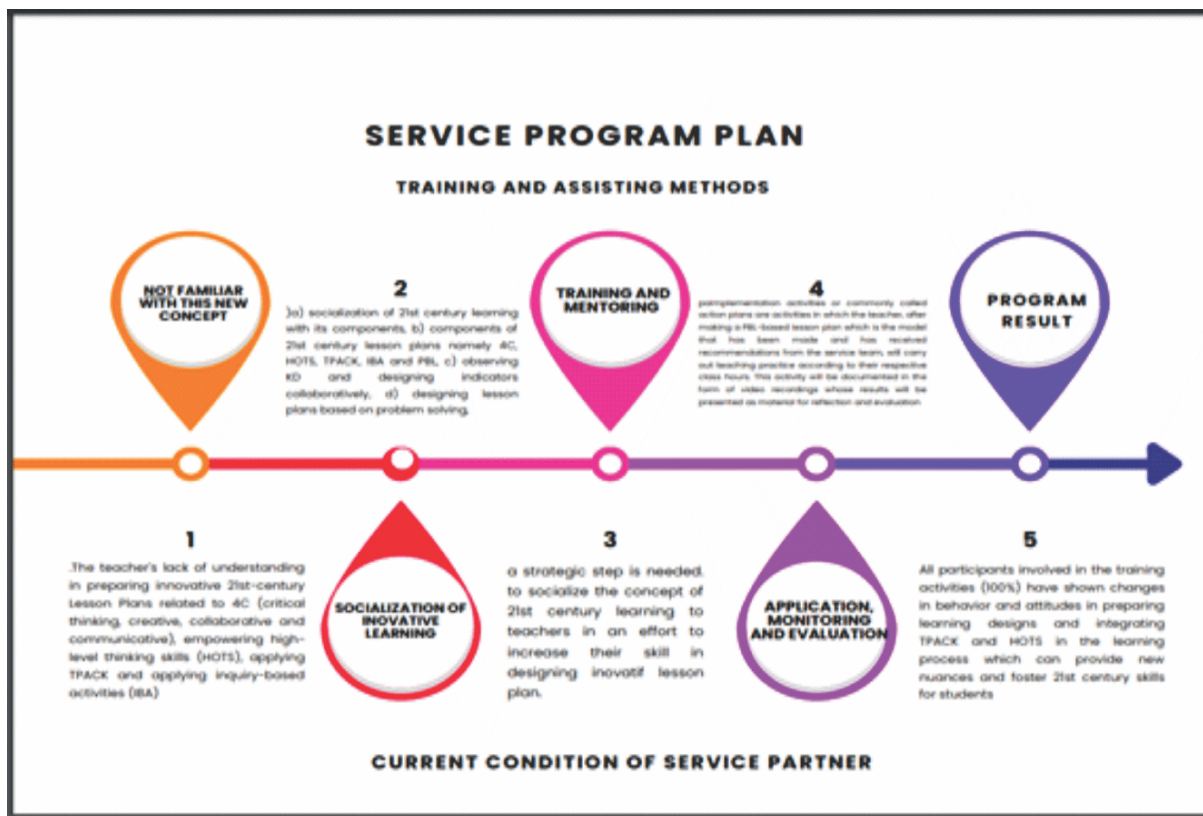


Figure 1. Flowchart of the implementation of community service activities

Service community activities begin with socialization: an explanation of the skills that teachers must have in 21st-century learning, namely 4C, TPACK, HOTS and PBL/PjBL, training and assistance in constructing innovative PBL-based learning lesson plan, monitoring and evaluation, and lesson plan based on innovative-problem solving learning, mentoring in designing teaching plans that will be implemented in learning activities, to determine the effectiveness of training activities, monitoring and evaluation are conducted by giving questionnaires to participants after finishing the activities as an effort to find out the strength and weaknesses of the implementation by making improvements in the subsequent activities.

Training and mentoring activities took place at MA Muhammadiyah 1 Malang as the partner schools that needed special attention related to the problems they got. The program lasted two weeks and began on 10-28 September 2021, attended by 6 English subject teachers. One teacher has already been certified, and five teachers are still in the process. The material and schedule for the implementation of program activities are as follows.

Table 1. Schedule and Materials of Implementation

No.	Time and Date	Materials	Executor	Moda
1	10 October'20	Opening	School principle (Arif Syaiful, S Ag. and	offline
2	13 October'20	Socialization : of curriculum 2021 and new policy		offline
3	13 October'20	Introducing Learning Model PBL or PJBL	Community service Team	offline
4	15 Oct'20 17 Oct'20	Training of constructing inovative PBL-based teaching plan	Community service Team	Luring and online
5	18 Oct'20 22 Oct'20	Mentoring of designing PBL- based teaching plan	Community service Team	offline and online
6	24 Oct'20 25 Oct'20	Implementation in the class	Community service Team	offline
7	27 Oct'20 28 Oct'20	Monitoring dan evaluation	Community service Team, shool principle, students, and teachers	offline and online

RESULTS AND DISCUSSION

a) Opening activity

Community service activities at partner schools are conducted based on their needs, especially the English teachers at MA Muhammadiyah 1 Malang, who are still experiencing difficulties in constructing innovative problem-based teaching plans because of a lack of information on the components. Training and mentoring activities held for two weeks starting on October 10-28, 2020, offline and online after the pandemic, attended by 6 English teachers at partner schools, namely MA Muhammadiyah 1 Malang, in the form of training and mentoring which aims to provide teacher skills in constructing innovative teaching tool or document offline-online and to improve students' critical thinking skills. The training and mentoring activities for English teachers at MA Muhammadiyah 1 were done for virtual classes using the Gmeet platform at 10.00-12.00 with internet and computer facilities conducted at school or home according to partners' needs. The implementation of activities was seen as follows. Training and assisting opening.

Training activities was started on October 10, 2020. The training activity was opened by the school principal, attended by MA Muhammadiyah 1 teachers, and the community service team acted as trainers.

b) Defrosting the atmosphere in the form of questions and answers or need assessment.

Conduct exploration or identification of teachers' problems, needs and potential. Participants were asked to carry out a needs analysis, including an analysis of student characteristics, curriculum analysis, material analysis, and availability of materials. In conducting the assessment, the trainer and service team used Focus Group Discussion (FGD) by asking questions and opening discussions that began with

21st-century learning, then entered into the core discussion about teachers' problems in understanding and implementing the independent curriculum. After carrying out the assessment phase, the most frequent difficulties that arise are teachers having difficulty developing innovative learning by integrating 4C, HOTS, TPACK and PBL.

The training delivered by the team began with a question-and-answer session about the learning design that has done so far. Has the teacher made an innovative learning design by applying technology to improve the 4Cs?, or Are they familiar with TPACK (technological pedagogical and content knowledge)? Have they integrated HOTS in designing teaching plans? The point is to find out the needs and initial abilities of the teacher in general. Out of 6 English teachers, 3 (50%) have already understood the components of innovative learning. 1 (16,36%) made the lesson plans independently because she had attended training and had received allowances as a professional teacher. Four (4) teachers still copied and pasted from the MGMP. Referring to the implementation of 4C, TPACK and HOTS, the three (3) teachers are familiar but do not fully know how to compile and apply them. 3 (50%) teachers have used technology in learning and only adapted it to their needs, while 3 (50%) teachers have used video as a learning medium, but sometimes they still apply it as ice-breaking. Only one (1) teacher has already known the use of Problem-Based Learning in the teaching-learning process, while five (5) teachers have not. Furthermore, teachers must understand the application of TPACK in the learning process. Because TPACK not only applies technology in learning but must be able to understand the substance of the material or the content so that with the integration of technology, the participants understand better, emerge critical thinking, be able to solve problems, be creative and be able to work together (Ajizah & Huda, 2020; Handi Suganda, 2020; Polly, 2014; Prahani & Cheng, 2020; Rahmadi, 2019

c) Socialization Activities

In this activity, the teachers understand material related to a) 21st-century learning, b) the characteristics of 21st-century learning that are used as a learning design model (4C: communication, collaboration, critical thinking and creativity), c) teaching modules and their components, d) integration of TPACK and HOTS in designing teaching modules e) PBL/PJBL-based learning models and examples. The socialization of the program was delivered by the trainer, as shown in Figure 2



Figure 2. Socialization activities

The materials was delivered on September 13, 2020 by the trainer. All participants attended the socialization activity that aims to provide understanding knowledge in preparing teaching modules. Furthermore, the teachers were introduced how to develop a teaching plan that began by looking at the syllabus and curriculum that had been designed to adapt to the changing times following the 21st century era, which were marked by very rapid developments in the field of technology which had an impact on the world of education, thus making teachers obliged to have the ability to meet the current 21st century. As is known, the low competence of educators in teaching has an impact on the learning outcomes of their students.

d) Assistance in the Constructing of the Teaching Plan

The mentoring activity was carried out for four (4) days, in which the participants began to design teaching plans that were guided and accompanied by assistance, starting from filling in the general information identity of teaching devices, determining learning objectives from determining Phases and Elements according to the class to be taught, and describing Indicators of Achievement of Learning Objectives, and outlining the steps learning from initial activities, core and closing activities with integrating PBL with TPACK and HOTS to accommodate students' critical thinking, creativity, communication and collaboration. The teacher holds discussions with fellow English teachers, reviews the activities, and then edits them together as an innovative learning model. Innovative 21st-century learning designs based on PBL integrated with technology as models produced by participants in draft form then developed into learning model products. During the development process, teachers will receive intensive assistance from the service team. Assistance also carried out a form of collaboration between the trainer and teachers in planning offline and online learning activities that developed. Training and Mentoring activities carried out by the trainer in providing teachers with designing problem-based teaching plans, as shown in Figure 3.



Figure 3. Mentoring activities create teaching plans

Mentoring activities are carried out intensively to draft teaching modules which are then consulted and discussed collaboratively to produce teaching module products that comply with learning achievement standards in secondary level education in the independent curriculum. Furthermore, the results of this activity are in the form of teaching modules. Each participant has completed the teaching module product in

accordance with the English material that will be applied in each class accompanied by the accessories, namely LKPD, media, teaching materials and questions.

e) Implementation

Implementation activities, commonly called action plans, are activities in which the teacher, after understanding the component of 21st-century learning, they are going to make an innovative problem-based teaching plan integrated with HOTS and TPACK, which become models that have been made and have received recommendations from the service team, will carry out teaching practice according to their respective class hours. The teaching practice is documented in video recording and is presented as material for reflection. Teachers were allowed to practice teaching more than once, but only 1 video activity was sufficient. The activity of implementing the teaching plan of one of the participants in the class, as shown in Fig.4



Figure 4. Implementation of PB-based learning in class

Each participant was required to apply the teaching plan in class according to the teaching hours. In this activity, the service team participated in the class to find out the effectiveness of implementing innovative learning based on PBL and observing students' responses when teachers applied HOTS in the learning process whether they could foster critical, communicative, collaborative and creative thinking skills. And this is also part of monitoring.

f) Monitoring dan Evaluation

Teachers and service teams conducted monitoring activities based on the teacher's teaching performance and the suitability of teaching module products implemented in each class, then described the strengths and weaknesses narrated as a form of reflection. Furthermore, the service team evaluates starting from mentoring activities, implementing and making teaching modules through scrutiny, question and answer and discussion with teachers as material for consideration or recommendations for further programs. Evaluation activities are carried out both offline and online, as shown in Figure 5



Figure 5. Monitoring and evaluation activities

The results of the evaluation of the offline observation of the teaching plan products made by the participants are shown in Table 2

Table 2. Evaluation of the results of making PBL-based teaching plan integrated with HOTS and TPACK

Participants	PBL-Based Teaching Plan Construction and the Implementation				
	Material	Indicator and its purpose	PBL	4C and HOTS Integration	TPACK
Teacher 1	relevant	relevant	relevant	relevant	relevant
Teacher 2	relevant	Need more practice	relevant	relevant	relevant
Teacher 3	relevant	Need more practice	relevant	relevant	relevant
Teacher 4	relevant	relevant	relevant	Need more practice	Need more practice
Teacher 5	relevant	relevant	relevant	relevant	Need more practice
Teacher 6	relevant	relevant	relevant	relevant	relevant
Achievement percentage	100%	66.67%	100%	83.3%	83.3%

Based on the results of the training that already been carried out, the data obtained that 6 participants (100%) were able to understand the selection of online and offline learning materials and were able to apply them, 4 participants (66,67%) were able to understand the preparation of indicators of learning objectives, 2 participants (66,67 %) still needs a lot of practice to describe indicators, in implementing TPACK, 4C and HOTS of 5 participants (83.3%) are capable of integrating them, and 1 participant (16,67%) still needs a lot of practice. Furthermore, the teachers all understand the steps of implementing PBL (Problem-Based Learning). It shows the increased percentage of the participant's skills before and after attending the training and mentoring, as shown in Figure 6.

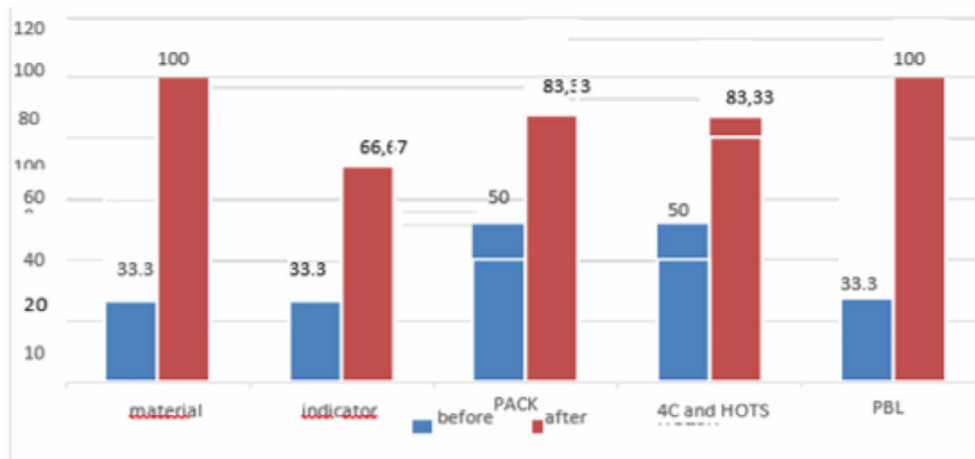


Figure 6. Teachers' skill before and after joining the program

Increasing teachers' abilities have affected teacher performance in solving problems in the learning process in class.

g) Closing

The end of the community service activity at MA Muhammadiyah 1 Malang was closed by all participants and the service team. The principal ended the program with the hope that there would be continuity based on evaluation results following the needs of partner schools.

CONCLUSIONS AND RECOMMENDATIONS

Before participating in the training of 5 English teachers in MA Muhammadiyah 1 Malang related to understanding the components of innovative learning such as PBL, TPACK, and HOTS, are still below 50% and did not understand how to compile and implement them. But after attending training and mentoring for two (2) weeks, 6 English teachers have increased their ability. Four (4) of them are already complete (100%) able to understand and apply TPACK and HOTS both in the design of teaching modules and in implementing them in learning in class, and two (2) teachers (33.3%) still need a lot of practice in making indicators of learning objectives and implementing 4C and HOTS in class. However, the teachers' performance in applying PBL has increased by 67.67 % from the previous 33.3% to 100%. The ability obtained by teachers and schools to implement innovative problem-based teaching plans integrated with TPACK and HOTS in the context of teaching online and offline is suitable for the objective of this training and mentoring program. Equipping teachers with 21st-century competence and skills can be done by conducting training and mentoring. Further, based on the result suggested that teachers have to practice TPACK and HOTS because they still got difficulties implementing them.

ACKNOWLEDGMENTS

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COMMUNITY EMPOWERMENT OF KEMBANG KUNING VILLAGE THROUGH TOURISM VILLAGE DEVELOPMENT

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Abstract

Kembang Kuning Village is a part of Cepogo District, Boyolali, Central Java which has the potential as a tourist village with an altitude of 1,000 - 1,300 MASL. Currently there are several tourist destinations that began to be developed such as Sitinggil Garden Park, Education Village, Watu Lumpang etc. However, the management of these destinations is still not integrated and promotional activities are still minimal. This has an impact on the still low level of visits. Public facilities available are also lacking, such as toilets for visitors, livestock waste discharged into public water sanitation, utilization of agricultural products and plantations have not been developed. The purpose of this community service activity is to help partners to solve the problems faced. First, the economic aspect, team compile and implement a hygienic food production process; improvement of food product packaging. Second, the field of Tourism. Team conduct an integrated tourism arrangement that supports the development of tourist villages; the construction of several supporting facilities such as selfie spots, toilets for tourist. The methods used in this activity are focus group discussions, training and facility construction. The result of this service is the creation of integrated tourism management; meeting the needs of toilets used by visitors; improving the economy of citizens through the processing of hygienic food products. For the sustainability of the program, the implementer conducts monitoring and evaluation every two months to determine the progress and obstacles faced. This is done in order to ensure the empowerment program continues to run.

Keywords: Empowerment, Edutourism, Industrial tourism, Hygienic.

INTRODUCTION

Development is essentially a planned change for the better in improving the quality of life and human well-being. Empowerment carried out by renewal agents is a planned change effort in accordance with the potential and needs of the intended target. Changing required careful planning efforts on target (Anwas, 2014). Community empowerment aims to transform individuals or groups of people towards independence (Mustaffa & Asyiek, 2015).

Community empowerment is a form of human-centered development. Community empowerment is also a form of planned development, in accordance with the potential, problems, and needs of the community. Empowerment is intended so that people are able to be empowered, have competitiveness, towards independence. Therefore, in the development process in the era of globalization, empowerment is a very important form of development (Anwas, 2014). Empowerment is an ongoing effort made by creating a process that can help the poor towards an independent society (Nengsih, Dwina, Sari, Maulida, & Nazirun, 2015).

Empowerment is achieved by developing or changing its structures and institutions to realize more equitable access to resources or through various services and opportunities to participate in people's lives. Various affirmative action or positive discrimination policies acknowledge the existence of disadvantaged groups and attempt to remedy this situation by 'changing the rules' to benefit disadvantaged groups (Ife & Tesoriero, 2014).

According to the ecological framework, empowerment can lead to an understanding of the importance of empowerment on organizational settings, that is, the creation of organizational structures that allow community members to play different and meaningful roles in the process of community development. It is important to give and receive social support, build social capital and take social action (Christens, 2012). The empowerment program is expected to bring changes to conventional society which is expected to turn into a more dynamic society and actively involved in empowerment programs, becoming independent in finding the potential that exists in the community itself (Mustaffa & Asyiek, 2015).

The challenge in empowerment is to form partnerships between governments at all levels, civil society organisations, the private sector, indigenous institutions, women's and youth groups to ensure that plans from development programmes and policies have targeted sensitive, inclusive, endogenous and participatory rural people (Imoh, 2013). Community participation makes them aware of their existence and provides opportunities to gain skills that can be used on an ongoing basis. Empowerment is aimed at changing people's behavior to be able to be empowered so as to improve the quality of life and welfare. However, its success not only emphasizes the results, but also the process through a high level of participation, based on the needs and potential of the community (Anwas, 2014).

After the enactment of the rules on the allocation of village funds in 2014, each village is given financial management autonomy. The purpose of the fund is to fund the implementation of village government, infrastructure improvements and also the empowerment of rural communities. The allocation of funds plays an important role for the development of villages, one of which is in order to develop tourist villages. The development of development activities in the village through tourism village activities has experienced significant development. Until 2018, there were at least 1,734 tourist villages, the majority of which were in Java, Sumatra and Bali (Sudibya, 2022).

The activities of the tourist village are very influential for the life of the village community. This is because tourism villages as tourism activities become one of the factors that affect economic life (Ratwianingsih, Mulyaningsi, & Johadi, 2021). It is important to understand that the development strategy developed is no longer top down from the government to the community, but rather the community

independently develop and build their respective regions. For this reason, the development of tourist villages is very important in order to improve the independence and welfare of the community.

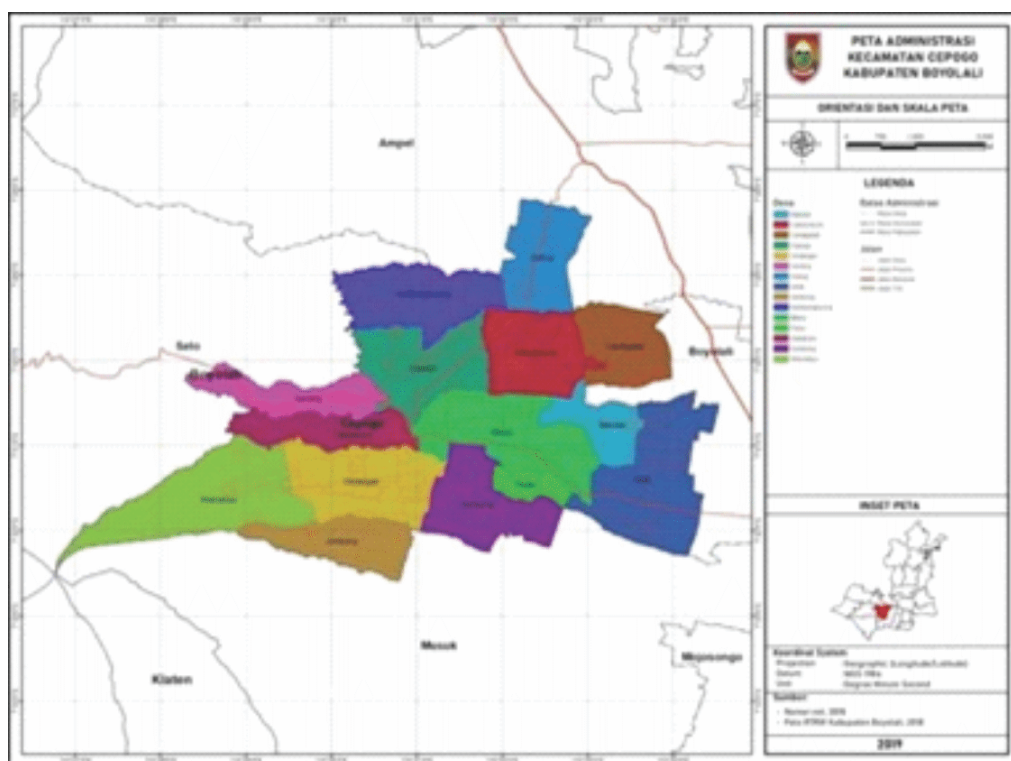


Figure 1. Map of Village location in Cepogo District

One area that is full of natural and cultural tourist destinations is Boyolali regency. Geographically, Boyolali regency is located at an altitude of 75-1500 above sea level bordering Grobogan and Semarang on the North; Karanganyar and Sukoharjo on the East Side; Klaten and Yogya on the south side; and on the west side bordering Magelang and Semarang. With an area of 1,015 km², Boyolali is divided into 19 sub-districts; 263 villages and 7 villages (Pemerintah Daerah, 2020).

Boyolali regency holds a lot of potential that can be developed, especially in the field of Tourism. As an area located on the slopes of Mount Merapi and Mount Merbabu, Boyolali is known as a district that has the charm of natural tourism and agritourism promises beauty and comfort. An alternative road that connects to the Magelang region through Cepogo and Selo, is an attractive tourist destination that can be developed. Cepogo district itself is known as a producer of quality vegetables and plantation products at affordable prices. In addition, Cepogo with a cold climate is very suitable for the development of dairy farms that become leading agro (Hendra Titisari, 2009).

Based on Bupati Boyolali Decree No. 556/315 of 2022, Kembangkuning village was designated as a tourist village by the Boyolali regency government. As a tourist village, Kembangkuning has a very important role in improving the welfare of the community, optimizing economic potential, lifting and protecting cultural values, religion, customs and nature preservation (Faizah, 2022).

As a village located at an altitude of 900 MASL, the environmental conditions in Kembang Kuning Tourism Village are very cool and comfortable, away from air

pollution both factories and motor vehicles. In terms of Agriculture, Kembangkuning Village is one of the areas that are very productive vegetable producers and potential Dairy Milk Producers. From the economic aspect, there are at least 300 aluminum craftsmen who either produce themselves, or become daily workers in other villages. The agriculture and plantation sector is also a superior unit developed in Kembangkuning Village, both in the form of rice and fruit plantation products. The economic life of the community is also supported by processed snacks produced by the community in the form of market snacks such as jadah, wajik, sagon, serabi etc. Culture is also an important aspect that exists in society. The Art of Reog and Rodet dance is characteristic of every art performance.



Figure 2. Visitor activities in Kembangkuning Tourism Village

However, based on the results of discussions with partners, all the existing potential has not been managed and developed properly. If mapped, then there are at least two main problems in this service activity, namely: economic problems and Tourism. The economic problems are in the not optimal production of superior food products produced by citizens; product packaging that is not attractive; the product also does not have PIRT so that marketing is still limited in the markets (not to the center of souvenirs that require Pirt products); diversification of agricultural and plantation processed products is still not there, so that the produce is only sold raw with a short service life and low prices; product promotion is still conventional.



Figure 3. Educational village destination Flyer; local food products; aluminum craftsman activities

The main tourism problem lies in the lack of integration of tourist destinations in Kembangkuning Village. In fact, if you see the potential, both cultural and natural tourism, can be integrated into a complete tour package. Another problem is the lack of promotion. So far, the promotion is only through offline in the form of flyers which are less attractive in terms of design. Limited facilities such as toilets or selfie spots are also a major problem that has an impact on the low level of visits. This is because, during this time the toilet facilities for visitors are still using the homes of residents who often cause inconvenience to visitors.

Based on the analysis of the existing situation and the potential and problems faced by partners, the purpose of this service is to help partners to solve problems in the economic and tourism aspects. In more detail, the purpose of the service carried out is as follows:

1. Develop and implement the design of the arrangement and development of integrated tourist destinations.
2. Increasing the number of visitors to Kembangkuning Tourism Village with promotional activities through website creation, promotional content creation, and tourist village profile.
3. Developing diversification of agricultural and plantation products to improve the community's economy and support the strengthening of tourism villages.
4. Increase sales of local products through improved packaging, increased promotion and marketing activities.
5. Complete public facilities in the form of a degree room for works and products, as well as selfie spots at several destination points.

METHODS

The method used in this service activity uses the community empowerment method which is a form of planned development, in accordance with the potential, problems, and needs of the community. Empowerment is intended so that people are able to be empowered, have competitiveness, towards independence. In this approach, the community is not just an object of development, but also a subject. This is different from the old paradigm of development that only considers society as an object

The methods of implementation of the activities carried out include discussions (FGD), comparative studies, training, construction of public facilities. This FGD includes efforts to inventory the potential, problems and solution plans of problems involving village heads and Tourism Awareness groups (POKDARWIS) and several community managers. The purpose of this activity is to get an understanding of the concept of integrated tourism that will be developed in Kembang Kuning Village. In order to broaden their horizons and open their mindsets, the stakeholders were involved in comparative study activities to other regions that have successfully developed community-based tourism villages.

Training and assistance will be given to business actors or potential tourism business actors, such as small entrepreneurs of food processors, aluminum craft makers, and managers of Sitinggil Park and Education Village. The training also concerned how to produce hygienic food so that it is healthy and safe for consumption and

efforts to diversify processed agricultural and plantation products. Training will also be conducted in relation to excellent service activities. So that the managers will be trained related to how to provide the best service for visitors. The construction of public facilities is intended in particular to support tourist villages that are comfortable and interesting to visit.

RESULTS AND DISCUSSION

Community empowerment is an activity that at least sees the community as a subject rather than just as an object of activity. For this reason, the participatory approach is designed to involve the community in every activity process, from Situation Analysis, implementation to evaluation and preparation of follow-up plans. The role of the executor is as a facilitator who helps the community to identify problems along with solutions to every problem faced.

FOCUS GROUP DISCUSSION

Kembang Kuning Village is basically an area that has a lot of potential that can be developed to become a tourist destination. In order to map the tourism potential, the implementers and partners held an FGD on 6 July, 2023 at the Griya Kawruh Hall. On the occasion, there were several related stakeholders such as the Village Head Manager, Chairman of the Tourism Awareness Group, and Chairman of the Association of Metalworkers. The discussion began with a presentation from the executor about the shift in development activities that have been the community as an object and now act as a subject that can determine the future and its own quality. The concept of village tourism is also changing, if it used to be dominated by things that are scenery, modern games and others are now turning to the culture of the village community as its main capital. So, to become a tourist village, you don't have to have beautiful scenery or various interesting selfie spots. The power of culture and people's livelihoods can be packaged into a tourist destination.



Figure 4. Participant on FGD activities

The exposure delivered by the facilitator was welcomed by the participants by providing responses in the form of questions and ideas. One of the participants

named Uun Sismiyardi revealed that Kembang Kuning village has a diverse potential, both from social and economic aspects. The social aspect can be seen from the still strong local culture in everyday life. This culture can be something that looks like a house building, dance and others, as well as that does not look like upload and Tepo seliro. The economic potential can be seen from the emergence of metalworkers and food producers who have played an important role in the progress of the village. The explanation of one of the participants received approval from those present. The discussion then continues on mapping the existing potential.

The results of the FGD led to the conclusion that there are at least 2 main aspects that will be developed from Kembang Kuning Tourism Village, namely Edutorism and Industrial Tourism. Edutorism is education-based tourism. What is meant by education here is everything that is able to provide knowledge for visitors, in the form of culture, tradition, cerit people etc. To that end, implementers and partners will develop three kinds of destinations, namely: Griya Unggah-ungguh, Griya Kawruh and Griya Srawung. Industrial tourism is a tourism concept that prioritizes industrial activities managed by residents, in this case the production of metal crafts and also the production of regional specialties. From the mapping carried out, the next stage is to develop a framework for the development of these two aspects of tourism.

HYGIENIC FOOD PRODUCTION TRAINING

This training activity was held on July 14, 2023, berat Griya Palerenan Duren Sari Hamlet. The activity was attended by residents who are members of the prosperous family income improvement business (UPPKS). During this time, those who are members of UPPKS produce snacks that are distributed in several pasartraditional markets in Boyolali. The goddess, m. Nutrition as a resource person explained that this activity was held in order to increase insight and knowledge about food processing hygiene. Through this training activity, people can understand that the products produced will be makanangood, healthy and safe food. With hygienic food processing, it is hoped that it can improve the quality and sales of products.



Figure 5. Training hygienic and observation the production process

A hygiene step in production starts from the process of material selection, preparation, processing to product packaging. It is an integrated process and cannot be separated. If this process is carried out, it can reduce the potential for food contamination or food poisoning. A very supportive aspect, of course, is the

existence of an ideal kitchen for food production. In addition to counseling, the team also observed one of the kitchens used to produce food. The results of these observations are used as data to evaluate and determine the follow-up plan for the implementation of the service. By looking at the kitchen, it can be seen the materials and cooking equipment used for the production process so that it can be used as a picture for the PKM team to evaluate and follow up for the next activity so that the food production is really hygienic.

BUILDING FACILITY

In addition to improving the superstructure aspect in the form of humans, the provision of Public Facility Services is also important to note. The identification results show that the location of educational village tourism village lacks adequate and proper toilet facilities. In addition, in order to increase product promotion, especially when there are guests visiting, partners and implementers agree that a room should be created that is intended to display products produced by the community, whether in the form of food or handicrafts. The location used for the construction is the land of citizens who voluntarily make their land used for public facilities.

The construction of toilet facilities was carried out in July 2023 by involving community participation in the process. The place chosen is behind the hall called Griya Palerenan and also the House of one of the residents who became a vehicle to learn about wayang. The reason for choosing this place is based on the strategic Hall as a means to gather and the implementation of activities of residents or visitors. The Toilet in Griya Palerenan consists of 2 rooms, each measuring 2.5 m X 2.5 m. As for those who are in the House upload a bathroom that is repaired measuring 3m X 3m with the main construction using brick.



Figure 6. Before-after Toilet facilities

The existence of these supporting facilities is felt by residents to be very beneficial. If so far the Education Village Manager asked for permission to use the residents' homes related to toilet facilities, then now the manager is independently able to provide the best service for visitors. This is because the existence of Griya Palerenan is also often used by activities both from citizens, government agencies, and the private sector, the toilet as a support, can really be felt.

Overall, in the process of service activities, partners actively participate in the stages of planning, implementation and follow-up. At the planning stage, the partners together with the implementers identify and map the problems and solutions to be carried out. At implementation, partners are actively involved in the process of activity. The contribution is manifested in the sending of delegates at each training/ socialization that will be carried out, the provision of places for activities, land for selfie spots and also the construction of toilet facilities. At the follow-up stage, partners are committed to implementing the results of the service carried out by the implementer after the mentoring program is completed.

The evaluation of the assisted village development program is carried out by coordinating periodically every month between partners and implementers. In this coordination, the implementation of the program that has been carried out will be discussed. In addition, a follow-up plan will also be discussed regarding the program to be implemented.

CONCLUSIONS

The most important thing about community service activities is the sustainability of the program. This is because basically devotion activities are not just philanthropic activities that do not continue. Since 2021, the University of Muhammadiyah Surakarta through the Communication Studies Program has established cooperation related to the development of fostered villages. Based on this cooperation, we regularly carry out guidance, monitoring and evaluation of the sustainability of Kembang Kuning Tourism Village. The activities that have been carried out by the implementers have a great impact on partners, both from social, economic and infrastructure aspects. It is seen that there are already endings that make Duren Sari Hamlet a tourist destination, both with the student segment, students, or the general public. The tourist visits also have an impact on economic life, especially on food producers.

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COMMUNICATION AND GENDER-BASED MINDFULNESS PARENTING AS A FAMILY RESILIENCE STRATEGY IN THE TIME OF COVID-19

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Abstract

A survey conducted by the Online Information System for the Protection of Women and Children (Simfoni PPA) found that from January 1 to September 23, 2020, there were 5,697 cases of violence against children, with 6,315 victims. This is a result of the Large-Scale Social Restrictions (PSBB), which increased the amount of contact between children and parents as a new routine at home. This led to confrontations between family members because they weren't able to adapt to the new situation during a pandemic. The UMM Service Team and the Regional Leaders of Nasyiatul Aisiyah (PDNA) Malang Regency worked together on Mindful Parenting programs as a result of this. PDNA cadres' knowledge of parenting is limited to showing children how to worship and do good things for them, but relationships and how to treat children based on their gender have not been given much attention. This task was done in two different ways. First, seminars and talk shows on how to talk to children and partners in a good way, as well as parenting based on Islamic gender justice (mubdalah) for boys and girls in how they do their jobs at home to reduce conflict. Second, help to raise awareness of mindfulness parenting as a way to manage self-emotions in a way that makes parenting easier, such as by being fully present and not judging children's behavior, so that parents and children can focus on reciprocal relationships.

Keywords: covid-19, family resilience, mindfulness parenting, mubādalah, positive communication

INTRODUCTION

The Covid-19 pandemic forced leaders of nations to enact specific measures aimed at safeguarding their populations, including social distance, border restrictions, also lockdowns. Having a profound influence on various dimensions of individuals' lives. The World Health Organization (WHO) has issued a recommendation to engage in remote work and study activities, commonly referred to as Work from Home (WFH), due to the extensive transmission of the coronavirus to individuals. The

management of the Covid-19 pandemic in Indonesia is carried out in accordance with the guidelines outlined in Circular No. 199 of 2020 issued by the Minister of Health. These guidelines emphasize the importance of adhering to measures such as preserving social and physical distancing, promoting the 3M movement (mask-wearing, hand hygiene, and maintaining a safe distance), and implementing numerous other health protocols (Kemenkes RI 2020). The central government has strictly enforced the practice of working from home (WFH) since March 16, 2020. In addition, they have implemented Large-Scale Social Restrictions (PSBB) in April 2020, followed by the Implementation of Java-Bali Emergency Restrictions on Community Activities (PPKM) from July 3 to July 20, 2021. Furthermore, the PPKM Level 1-4 has been extended from July 21 to August 23, 2021 (Permatasari 2021).

The WFH policy, which has been implemented for a year, has had a greater impact on all facets of society. The economic sector has seen significant adverse effects, as evidenced by numerous instances of salary reductions, staff layoffs, and business bankruptcies. These measures have been implemented by offices and organizations seeking to enhance operational efficiency or cope with the financial challenges posed by the pandemic (Vercollone 2020).

In the field of education, the learning system has been pushed to implement Distance Learning (PJJ) or online schools as an innovative adaptation in response to the global pandemic, in order to facilitate continued learning. This phenomenon is new for the majority of parents across Indonesia. A significant number of parents lack sufficient expertise and resources to effectively implement PJJ, including the utilization of electronic devices, meeting internet quota requirements, navigating learning programs, dealing with unstable signals, and other related challenges. Parents face greater challenges while their children are in primary school, as they must be present to supervise their children during online schooling and cultivate their children's motivation to engage in online classes. Nevertheless, the inability of children to engage in PJJ, in conjunction with parental constraints and financial stress, poses a significant challenge for parents in regulating their emotions, hence fostering circumstances conducive to perpetrating acts of violence against their children (Wahyuni 2020).

The primary responsibility for a child's education frequently falls on the mother under the context of gender norms, resulting in an enormous burden for her in the case of PJJ. Working mothers experience the phenomenon known as the double burden, which they have the challenge of balancing their professional responsibilities with their childcare duties. Prior to the pandemic, these mothers were able to rely on daycare facilities to care for their children while they worked. However, as a result of the implementation of the large-scale social restrictions (PSBB), all daycare centers were forced to close, exacerbating the challenges faced by working mothers. Undoubtedly, working mothers encounter weariness due to the necessity of allocating their time between professional responsibilities, escorting their children to school, and engaging in domestic tasks as a means of achieving a work-life balance (Ramadhani and Nurwati 2021).

The sense of physical and mental exhaustion, commonly referred to as burnout, generates adverse emotional responses in individuals. This emotional state has the potential to manifest as the psychological condition known as cabin fever. Cabin fever is characterized by a range of negative emotions including melancholy, loneliness,

fear, boredom, bewilderment, and lethargy that arise from being confined to a single location for an extended period of time. As a consequence, individuals may experience weariness, difficulties with concentration, or other disruptions that impede their ability to engage in daily tasks and routines (Gloria 2020). The phenomenon of cabin fever has been seen to have an impact on the manifestation of aggressive parenting behaviors, hence potentially contributing to the formation of unfavorable opinions towards mothers. Furthermore, the prevalence of mothers who exhibit a lack of attachment to their children, colloquially referred to as "motherless," has shown an increase during the ongoing pandemic, perhaps attributable to the heightened workload experienced by mothers. The maternal figure is compelled to engage in employment within a public setting in order to meet her daily necessities. Subsequently, she undertakes additional home responsibilities, resulting in a limited availability of time for familial interactions.

In contrast to the husband who typically engages in leisure activities or refrains from assisting with household chores or childcare responsibilities after work. Many husbands hold the belief that the responsibility of parenting mostly falls upon their wives, so absolving themselves of the obligation to actively participate in child-rearing, especially in situations where they are working from home. Indeed, on certain occasions, the husband may fail to see the worth of the wife's labor due to its perception as an expression of 'compliance' or 'dedication' to the husband, as is commonly accepted within societal norms. Many married women encounter challenges while seeking assistance from their husbands with domestic tasks, since they often face a societal stigma suggesting their inability to manage home responsibilities. Consequently, these situations can escalate into arguments or instances of domestic violence. Consequently, a significant number of married women encounter burnout as a result of both physical and emotional fatigue stemming from the dual responsibilities they bear, coupled with a dearth of acknowledgment from their spouses (Gani and Kumalasari 2019). his observation highlights the potential role of inadequate communication as a contributing factor to instances of domestic violence.

In today's world, the increasing number of online resources has facilitated the acquisition of knowledge among moms, enabling them to become well-versed in the latest parenting literacy. This stands in contrast to the parenting approach prevalent throughout the baby boomer era. The prevailing parenting trend among the millennial generation is mindfulness parenting, which involves the practice of conscious parenting, also known as 'éling' in Javanese. Mindfulness parenting is a psychological concept that has been derived from both eastern and western philosophical traditions (Sofyan 2019).

Numerous women acknowledge the necessity of involving both parents in parenting initiatives. Nevertheless, a significant number of husbands exhibit reduced responsiveness in engaging in shared parenting responsibilities due to the influence of conventional ideologies that assign primary parenting duties to their spouses. Hence, irrespective of personal preferences, it is incumbent upon the mother to assume a dual responsibility in child-rearing and facilitating the active engagement of the partner in the parenting process.

The aforementioned phenomenon represents a social issue encountered by the women of Nasyiatul Aisyiah Malang Regency in their capacity as members of this community outreach team. Partners acknowledge that their parenting potential is

suboptimal, thus necessitating a support system from multiple entities, including a group of educators affiliated with the University of Muhammadiyah Malang who actively engage in community service initiatives. The individuals involved in this partnership possess goals to cultivate a harmonious and affectionate family environment, characterized by tranquility and compassion, within the context of their relationships with their respective partners and children. The implementation of relational matters involves establishing equitable relationships between couples in the allocation of domestic and parenting responsibilities. Additionally, it plays a role in shaping the character of children, fostering qualities such as politeness, respect for parents, and kindness towards others.

In the realm of spirituality, it is desired by partners that all members of the family possess a heightened level of consciousness when engaging in religious rites, without being subjected to any form of pressure or directives from their parents. In the realm of education, parents desire a means to effectively allocate their time in order to support their children's academic endeavors without compromising their own understanding of the subject matter. This is done with the intention of staying up-to-date and ensuring that their children achieve at least the minimal proficiency level required by their educational institution. Furthermore, it is imperative to emphasize the importance of training in order to cultivate effective communication strategies with families, hence mitigating conflicts. Additionally, fostering a mindset centered around mindful parenting is crucial in addressing the issue of toxic family dynamics, which can pose significant challenges for individuals in committed relationships.

The provision of intangible assistance by the Community Service team is anticipated to serve as a catalyst for the operations of PDNA Malang Regency, thereby enabling the activation and rejuvenation of organizational endeavors, in alignment with the partners' lofty goals. This aligns with the goal and mission of PDNA Malang Regency, which aims to educate Nasiyatul Aisiyah cadres as exemplary individuals who embody the values of the nation and act as influential leaders in their communities, contributing to the betterment of society, state, and religion. In order to cultivate a generation of exceptional individuals, it is imperative to prioritize education (*tarbiyah*) inside families, employing parenting approaches that are rooted in Islamic principles while remaining adaptable to contemporary circumstances. The partners expressed a need for this solution, while the Community Service Team supplied resources pertaining to Islamic parenting. The Community Service Team provides a solution by offering Islamic Parenting aid that is grounded in human nature education, effective communication, and psychological principles, with the aim of helping individuals reach their desired outcomes.

Based on the aforementioned situation analysis and interviews conducted with partners, the Service Group has identified potential solutions. These solutions encompass assisting with the initial screening process pertaining to the conditions and issues faced by parents. This assistance involves categorizing parents who exhibit incomplete inner-child development, which subsequently affects family communication dynamics and parenting approaches. The phenomenon of repetition is observed in the context of tiny families. (2) Enhancing understanding of mutual relationships (*mubādalāh*) among partners involved in service provision through the utilization of effective communication strategies to elicit favorable responses from one another. This approach aims to ensure that the intended message is received

positively, thereby facilitating the attainment of gender equality objectives within the context of household dynamics, including the equitable distribution of domestic responsibilities and parenting approaches. (3) The cultivation of parental qualities in alignment with advancements in information, technology, and contemporary scientific understanding, with the aim of fostering a harmonious family unit that possesses expertise not solely limited to religious knowledge, but also encompasses several other fields of knowledge, thereby enabling them to contribute to the betterment of society. (4) Enhancing the capacity and competencies of mindfulness parenting include cultivating an awareness within the family that its formation is a deliberate choice, necessitating active involvement of both partners in navigating the various challenges and joys associated with parenting. The significance of incorporating mindfulness into parenting practices can serve as a preventive measure against the emergence of negative emotions that may contribute to toxic parenting behaviors. Additionally, organizing group interventions targeted to certain age groups and addressing various challenges faced by children, such as those with challenging personalities or frequent tantrums, can be beneficial.

MATERIALS AND METHODS OF IMPLEMENTATION

The team engages in community service initiatives through two separate formats. Initially, it is proposed to organize seminars and talk shows focusing on positive communication strategies, including addressing effective communication techniques with spouses and children. This session aims to analyze the characteristics of both the child and the relationship, and thereafter explore strategies for effectively filling their emotional needs, referred to as the 'love tank', in order to optimize communication outcomes. The subsequent subject matter pertains to gender-based parenting in nature from an Islamic standpoint, with the objective of comprehending the participation of both parents in shaping the character of their offspring, so facilitating their development in accordance with societal and religious conventions. Additionally, mentoring in mindfulness parenting involves a fundamental shift of viewpoint for parents, as the focus transitions from being primarily parent-oriented to becoming more child-oriented. During this session, an additional component is included in the form of a mini-treatment session aimed at exploring the underlying issues related to the inner-child experiences of parents, which serve as the foundational causes of toxic parenting behaviors.

RESULTS AND DISCUSSION

The Mindfulness Parenting program comprises a series of events over three days, featuring two distinct formats: seminars and talk shows focused on constructive communication, scheduled to take place on August 5, 2021. Additionally, a session on gender-based parenting in accordance with Islamic principles is planned for August 6, 2021. On August 8, 2021, a series of Mindfulness Parenting assistance activities are scheduled to take place. This activity has been custom-tailored to meet the specific needs and preferences of partners who have children within the age range of 0-5 years old, as well as elementary schools catering to boys and girls aged 7-12 years old. The provision of services is conducted via the Zoom Meetings platform in response to partners' requests, serving as a means to comply with health protocols

and mitigate the transmission of the Delta variant of the coronavirus. This measure is particularly crucial as Indonesia experienced a surge in Covid-19 cases during that period, accomplishing its peak with the highest infection rate.

1. Promoting Constructive Communication with Children and Spouses to Foster Family Resilience

The first day of the meeting contained a seminar and talk show session centered around the topic of "Positive Communication: Challenges of Families in the Outbreak Period." This session spanned a duration of 60 minutes, and was afterwards followed by a 60-minute period dedicated to discussion and question and answer interactions. The session commences by presenting data on the prevalence of violence towards children and spouses during the epidemic in China, leading to a significant rise in divorce rates. Consequently, this has contributed to heightened levels of anxiety and despair among individuals. In Indonesia, there has been a notable increase in divorce registrations between the period of April-May 2020 to June-July 2020. The number of cases initially stood at 20,000, but rose to 57,000 during the latter period. It is worth mentioning that Central Java Province accounted for a significant portion of this statistic. The majority of the plaintiffs in this case are married women who frequently encounter conflicts or financial strain due to the implementation of the Large-Scale Social Restrictions (PSBB). Consequently, they find themselves in relationships with partners who hold divergent expectations or possess inflated egos, leading to a reluctance to compromise and exacerbating the occurrence of conflicts (Ramadhani and Nurwati 2021).

In addition to economic considerations, the phenomenon of cabin fever may cause alterations in familial communication dynamics, hence instigating disputes stemming from disparities in activity and prolonged periods of isolation within the household. The prevalence of communication issues arising from the increased reliance on technology during the work-from-home (WFH) period has been observed. These issues manifest in various ways, including the loss of cherished times with family or partners, the tendency to prioritize electronic devices over familial relationships, frequent displays of anger towards children or spouses, and, in extreme cases, instances of domestic violence perpetrated against children or couples (Hasudungan and Al Husna 2020). Perhaps the act of staying at home should be regarded as an opportune moment to engage in familial communication, serving as a viable alternative to the time formerly allocated to external commitments. Nevertheless, the act of remaining within the confines of one's residence lacks significance in the absence of constructive interpersonal exchanges among familial units. Consequently, it becomes imperative to engage in the cultivation of effective communication strategies with one's spouse or children, thereby mitigating the occurrence of discord.

The primary objective of positive communication is to enhance interpersonal relationships by prioritizing the mutual happiness of individuals engaged in the communication process. The establishment of interpersonal connections has the potential to mitigate the occurrence of disputes (Cangara 2019). Furthermore, Altman and Taylor shown that interpersonal relationships progress from superficial communication to a more intimate kind of communication, characterized by intellectual and emotional connection rather than physical intimacy. Positive communication solutions encompass various elements such as self-disclosure, empathy, attention, support, positive emotions, and understanding, which are deemed essential (Wulandari

2013). One potential strategy for achieving this objective is employing the concept of love language, wherein individuals utilize specific forms of communication that resonate with the emotional needs of children or partners. By employing love language, individuals can effectively convey their affection and appreciation, so fostering a sense of value and fulfillment in the recipient. Hence, it is imperative to ensure that each individual's emotional needs are consistently met on a daily basis in order to mitigate conflicts and prevent deviations from the norm. The reason behind this phenomenon is that the act of satisfying one's emotional needs, often referred to as "filling the love tank," is positively correlated with the attainment of feelings of security and comfort for each person involved (Shalahuddin 2021).

Chapman suggests that one method of replenishing the emotional needs associated with love is through the utilization of Word of Affirmation. This entails the act of expressing words of appreciation, seeking assistance, and offering apologies. This practice involves the validation of an individual's emotions, so acknowledging and demonstrating concern for their well-being. Physical touch is commonly believed to enhance the process of bonding or attachment among family members. The act of physical touch within a family setting serves to instill a sense of safety and protection among its members, while concurrently diminishing emotions of inferiority or insecurity. Moreover, this tactile interaction fosters an augmentation of trust between family members. One aspect of fostering trust in interpersonal relationships is the concept of Quality Time, which refers to the practice of engaging in uninterrupted communication without the distraction of electronic devices. Engaging in casual conversation at shared meals, following collective prayers, or prior to retiring for the night (referred to as "pillow talk"), while maintaining eye contact, has the potential to create lasting impressions within the minds of family members. This stands in contrast to situations where individuals are physically present in the same room but preoccupied with other tasks. (4) The act of receiving gifts in the form of goods serves as a means of expressing appreciation within the context of familial relationships. The nature of gifts does not necessarily require a high monetary value, but can instead utilize readily available items such as cakes, fruit, pencils, and similar goods. These items are typically presented as a token of appreciation when a child or spouse demonstrates commendable behavior and has a positive attitude. (5) The act of service, specifically the provision of assistance or engaging in benevolent actions towards a kid or partner (Hughes and Camden 2020).

The primary focus of this session is to highlight the need of daily efforts to satisfy the emotional needs of one's family, often referred to as the 'love tank'. In a marital relationship, it is imperative for spouses to engage in the practice of ego reduction, thereby placing greater emphasis on completing their obligations towards nurturing their child or partner's emotional well-being, rather than asserting their individual rights. When successfully implemented, this approach mitigates trust-related concerns among family members, prevents the emergence of distrust and negative emotions, enhances trust in familial relationships, and consequently diminishes the prevalence of dysfunctional family dynamics that contribute to acts of violence inside the family unit.

Hence, it is essential for each couple to possess a comprehensive understanding and adeptness in recognizing the distinctive attributes pertaining to the emotional well-being and fulfillment of both their partner and child, commonly referred to as

the 'love tank'. The initial action to be undertaken involves expressing commendation when the spouse or child demonstrates appropriate behavior, so fostering a perception of being esteemed and nurtured. In addition, families may enhance the sense of security by engaging in physical gestures such as embracing and kissing hands. Subsequently, individuals have the opportunity to engage in meaningful activities such as embarking on a joint vacation, dining together at a restaurant, or participating in communal prayer and recitation of the Koran inside the confines of their residence. This conduct may also be seen as offering enjoyable services to the family, along with the act of surprising them or presenting modest gifts, such as preparing their preferred meals, bringing home their family members' favorite snacks from work, purchasing products that their partner finds appealing, and so forth. During the conclusion of the session, it was elucidated that the attainment of satisfaction in one's 'love tank' necessitated the consistent implementation of the five prescribed actions in order to see the corresponding reaction. The partner's response to the "love tank" typically becomes apparent during a period of 2-4 weeks, however this timeframe may vary for each individual. Once we have gained an understanding of the preferred emotional needs of our spouse or child, it is imperative to prioritize communication that aligns with their specific emotional needs. This approach serves to reduce conflicts and foster the development of effective and healthy communication patterns.

2. Exploring the Role of Gender in Children's Development to Optimize Leadership Potential on Earth (Khalifah fil 'Ardh)

A seminar and talkshow session titled 'Gender and Sexual Nature in Children in Accordance with Islamic Teachings' took place on the second day. The content was presented for a duration of 60 minutes, after which a QnA session of equal length was conducted. The introductory segment of the content commences by providing an overview of instances involving acts of aggression and deviant sexual behavior exhibited by individuals in their adult years. The prevalence of sexual violence perpetrated by male adolescents against underage women, the blurring of traditional gender boundaries evidenced by the emergence of non-binary and other gender constructs, and the increasing number of younger individuals openly identifying as advocates of inclusive relationships with all individuals. The topic of gender has attracted significant attention and generated much discourse in the past decade (Hamdi and Ulumiddin 2020). This phenomenon can be attributed to the degradation of religious beliefs, particularly the diminishing understanding of gender and sexuality, leading to a subsequent decline in one's self-perception. The lack of parental figures, specifically fathers and mothers, has been found to have a significant influence on the manifestation of sexual violence, domestic violence, sexual orientation dysfunctions, and LGBTQ+ issues during the transition into adolescence and adulthood. The primary determinant in shaping children's self-concept in alignment with authentic religion and societal norms is the essential function taken by parents (Wahyuni 2018).

The concept of fitrah refers to a state that has been predetermined by Allah for human beings, enabling them to fulfill their responsibilities as stewards of the Earth (khalifah fil 'ardh). This innate disposition equips humans with diverse capabilities, facilitating the establishment and advancement of civilizations on Earth. This concept challenges John Locke's notion of a state of nature, which posits that individuals

are born as blank slates (*tabula rasa*), and that people are inherently inclined towards malevolence, engaging in predatory behavior towards one another (*homo homini lupus*). Moreover, formal institutions such as educational establishments play a significant role in shaping individuals to become rational thinkers and active participants in society, rather than simply existing as passive beings. This process may lead to a gradual detachment from innate human characteristics and tendencies. Human beings, who possess an inherent inclination to establish and develop societies, have increasingly adopted a perspective that prioritizes the fulfillment of economic requirements over the pursuit of creating an optimal living environment on Earth. The capacity to effectuate modifications (*change-maker*) for the *ummah* is indeed a criterion of religion, thus necessitating the implementation of nature-based education to optimize an individual's potential as an exemplary human being. There exist eight fundamental aspects that encompass the purpose of human existence, namely: (1) Faith, (2) Talent, (3) Learning and Reasoning, (4) Development and Language, (5) Sexuality and Love, (6) Individuality and Sociality, (7) Aesthetics and Language, and (8) Physicality. In order to mitigate violence and sexual deviance, it is imperative to optimize the understanding and exploration of sexuality and love, sometimes referred to as the nature of gender (Santosa 2017).

In the fields of empirical science, the concept of gender nature can be comprehended as pertaining to sexual education. Indeed, sexual education encompasses more than only imparting knowledge regarding genitalia, methods, or postures of engaging in sexual intercourse, as it is commonly perceived. Incorporating age-appropriate sexual knowledge, addressing inclinations and responsibilities pertaining to genitalia, imparting moral, ethical, and religious values, and preventing the misuse of reproductive organs are integral components of sexual education. In order to prevent potential abuse by others, children are educated about their anatomical structures and empowered with agency over their own bodies (Mukti 2018). Imam Al-Ghazali believes that the initiation of sexual education may begin during the period in which the fetus is nourished with permissible sustenance by the father. Moreover, the level of supervision is heightened in accordance with age, encompassing aspects such as the education on private body parts, the cultivation of feelings of shame, the establishment of social connections, and other related factors that vary depending on the developmental stage (Camelia and Nirmala 2017).

Prior to developing gender identity in children, it is essential for parents to first cultivate their own gender identity. This can be achieved through fostering a sense of awareness (*tazkiyatun nafs*) that parenthood is a divine obligation bestowed by Allah SWT. The importance of parental leadership within families lies in their ability to serve as positive role models (*mu'ahadah*), maintain a sense of accountability to Allah, thereby promoting virtuous behavior towards their children (*muraqabah*), engage in self-reflection when engaging in actions that may be detrimental to their children (*muhasabah*), and demonstrate sincere and patient dedication in caring for their children (*mujahadah*) (Santosa 2017). The explanation of parental characteristics requires a collaborative effort between spouses, since the act of parenting includes a shared responsibility that is guided by both inherent inclinations and mutually agreed-upon arrangements. In addition, it is worth noting that there are guidelines and principles for effective parenting that are inherently intertwined with Islamic teachings and aligned with empirical scientific findings.

According to the principles of Islamic Psychology, the developmental stages of children are categorized into five distinct phases. The initial phase, known as the baby phase, spans from birth to two years of age. This particular stage is also referred to as the oral phase in the framework of Sigmund Freud's psychoanalytic theory. During this developmental stage, sustenance holds paramount significance, thus necessitating the establishment of a maternal bond to facilitate direct breastfeeding, accompanied by eye contact between the infant and the mother, without the use of any external devices. This phase specifically pertains to the time known as *Thufullah*, which encompasses children aged 2 to 7 years. The development of children's cognitive abilities necessitates the use of concrete methods to instill concepts such as monotheism, morals, and knowledge. It is crucial to provide tangible examples that can be perceived through the five senses in order to effectively impart these principles. Freud classifies this developmental stage into two distinct phases, specifically the anal phase, which occurs between the ages of 1 and 3. During this period, the child's emotional focus revolves on the anal region, hence emphasizing the significance of toilet training at this particular age. During this developmental stage, the primary focus of attachment remains centered on the mother for the purpose of breastfeeding. However, when it comes to toilet training, the responsibility is altered based on the kid's gender. Specifically, if the child is male, the father assumes the role of facilitating the toilet training process. The subsequent developmental stage is known as the phallic period, occurring between the ages of 3 and 6 years. During this time, children exhibit curiosity towards their own genitals, leading to an increased awareness of gender distinctions. Consequently, children develop attachments to both parents, gaining a thorough understanding of the concepts of masculinity and femininity, as well as the societal and Islamic guidelines regarding permissible and impermissible behaviors (Habibie 2017).

Moreover, the *tamyiz* phase often occurs between the ages of 7 and 10, during which youngsters develop the cognitive ability to discern between right and wrong based on their thinking skills. According to Freud, the latent phase refers to a developmental stage during which a child's sexual desires become less overtly apparent. The individuals prioritize the fulfillment of their physical and intellectual requirements, which are channeled through participation in sports and educational institutions. Children possess the ability to effectively differentiate their gender identity as either male or female, and subsequently engage in play activities with peers of the same gender. To foster the development of resilience in a male child, it is advisable to facilitate a closer relationship between the child and his father. Conversely, for the emotional growth of a female child, it is recommended to cultivate a closer bond between the child and her mother. During the transitional period known as *amrad*, which typically occurs between the ages of 10 and 15, children reach the stage of *aqil baligh*, signifying their intellectual maturity. Consequently, it becomes imperative for parents to guide their children's needs, aspirations, and the process of transitioning into adulthood. According to Freud, this particular developmental stage is referred to as the genital phase, wherein youngsters begin to exhibit a preference for individuals of the opposite sex and have a heightened need for affection and romantic attachment towards them. The optimal approach to parenting involves the reciprocal interchange of parental responsibilities, whereby the boy develops a compassionate and empathetic disposition by being closer to the mother, while the daughter cultivates independence and a discerning awareness of potential malevolent

intentions by being closer to the father. Ultimately, The period of taklif, which typically occurs between the ages of 15 and 18, marks the culmination of parental responsibility. The child, as a person, assumes the burden of all transgressions, thereby fulfilling the parental responsibilities. It is imperative for children to cultivate a sense of individual responsibility in various domains, including but not limited to the environment, religion, society, and their nation (Habibie 2017).

The father figure plays a crucial role in achieving optimal parenting outcomes, therefore reducing the prevalence of fatherlessness or missing fathers within the family unit. There is concern regarding the potential effects of father absence on daughters, which may lead to a decrease in traditionally feminine traits, such as nurturing, patience, and maternal instincts. Additionally, it is postulated that fatherlessness has the ability to elevate levels of masculine hormones, perhaps resulting in heightened aggression and impulsivity among girls. Moreover, it enhances the degree of femininity in guys (Boothroyd and Cross 2017). In contemporary society, it has become increasingly prevalent to encounter individuals who adopt the attire and behaviors traditionally associated with the female gender. The aforementioned phenomenon poses a significant risk to the development of children, potentially leading to the manifestation of violent tendencies, engagement in juvenile delinquency and criminal activities, as well as the potential for sexual disorientation. The child's conduct is shaped by impressions that arise from the presence of the father figure, which become integrated into the child's consciousness. The process of perception is internalized and subsequently exerts impact on various aspects of a child's development, including their personality, behavior, and identity. The presence of a father figure can play a significant role in the development of children's gender identity. Specifically, for boys, a father figure can serve as a crucial influence in their understanding and adoption of appropriate male roles and identities. On the other hand, for girls, a father figure can serve as a valuable source of guidance in their search for a positive male role model, which can greatly impact their future relationships and interactions with men. (Marsuq and Kristiana 2018). The sharing of household and parenting responsibilities between mothers and fathers can help foster equitable mutual relations (mubilah).

3. Mindfulness Parenting

A seminar and talkshow session titled "Mindfulness in Parenting" was conducted on the third day. This session focused on the concept of parenting that prioritizes awareness as a secure approach for both parents and children. It is anticipated that parents would engage in childcare responsibilities with undivided attention, abstaining from the use of electronic devices or other distractions. Furthermore, parents are encouraged to refrain from passing judgment on their child's emotions and behaviors during communication. Mindful parenting is a parenting approach that integrates principles and concepts from both Eastern and Western literature, enabling its application by diverse parents across different cultural contexts. Mindful parenting offers several advantages in comparison to conventional parenting approaches. These benefits encompass the reduction of stress levels, mitigation of child aggression, enhancement of both verbal and non-verbal communication dynamics between parents and children, fostering a sense of satisfaction in the parenting role, as well as demonstrating efficacy in the care of children with a background of autism or ADHD. (Sofyan 2019).

During the introductory session, participants are encouraged to contemplate the parenting styles that have been employed thus far. These styles may encompass the extent to which parents exert control over their children, including the use of labeling and judgment, as well as the spectrum ranging from authoritarian to permissive approaches. Currently, it is seen that partners commonly engage in parenting practices that are centered around the parent's perspective. This approach involves parents exerting control over their children's behavior, based on the belief that parents possess superior knowledge regarding what is most beneficial for their children. At the commencement of the session, the resource individuals extended invitations to the partners with the aim of altering the paradigm of parenting to one that is centered on the kid. This entails parents actively engaging in listening and prioritizing the fulfillment of their children's needs.

A study by Kiong shown the implementation of mindful parenting necessitates adherence to five fundamental principles: (1) These notions encompass actively engaging in attentive listening to children and providing verbal and non-verbal responses, as opposed to casual or gadget-dependent interactions. Furthermore, it is imperative for parents to attentively monitor their child's facial expressions in order to effectively engage in reciprocal relationships. This entails actively responding to the child's narratives, modulating vocal intonation, and exhibiting appropriate facial expressions in accordance with the child's reactions. (2) Not judging children. This phenomenon occurs when parents' expectations and emotional investments in their children are not met, leading to the activation of automatic responses and the manifestation of emotional reactions against their offspring. Parents have certain expectations regarding the harmonious and successful nature of their relationship with their children. However, when the contrary occurs, it might elicit emotional responses from parents. Currently, it is imperative for parents to exhibit greater patience and prioritize establishing "connections" with their children before focusing on making adjustments. It is imperative for parents to prioritize the observation and management of behavior rather than attributing specific characteristics, such as stubbornness or naughtiness, to particular children. The primary difficulty in this stage is in the necessity for parents to impart and reinforce speech and conduct that are consistently appropriate for the child's age and motor skills (Kiong 2015).

Moreover, (3) it is imperative to exercise patience, particularly when it comes to acknowledging and embracing the unpleasant emotions of the youngster. It is imperative for parents to possess the necessary emotional management skills and exhibit patience in order to facilitate the emulation of patient conduct by their children. Through the practice of patience, parents have the ability to acknowledge and embrace the range of emotions experienced by their children. This fosters an environment where children perceive their parents as being emotionally available and unconditionally loving, regardless of the circumstances. (4) Subsequently, attending to emotions through actions such as embracing, extending assistance, or inquiring about the child's emotional state following a tantrum might present a favorable circumstance for youngsters to acquire knowledge pertaining to challenging situations. The focus of this study is on self-regulation in parenting, specifically self-regulation in the context of interactions with children. The need of parental emotional regulation in effectively managing a child's tantrum serves as a valuable illustration for fostering the emotional development of children. In situations where

parents experience emotional distress in their interactions with their children, it is important to engage in a process of rupture and repair. This involves acknowledging any mistakes made and promptly apologizing to the child. Additionally, providing emotional warmth and physical touch can help provide a sense of comfort for the child. It is imperative for parents to demonstrate responsiveness towards their children's emotions, as it is plausible that behaviors perceived as 'bad' by parents may serve as covert attempts by the child to elicit attention from their parents. Nevertheless, in cases where parents exhibit little self-regulation, it becomes imperative to engage in frequent introspection to identify any unresolved inner child issues that may potentially impact their approach to parenting. (5) Demonstrating compassion and expressing care towards parents might foster their recognition of their own humanity, prompting them to engage in self-forgiveness and mitigate the occurrence of self-blame. It is not necessary for parents to exert undue pressure upon themselves in the realm of parenting. In fact, it is acceptable for parents to adjust their expectations and standards in order to mitigate the occurrence of stress and anxiety disorders in both parents and children. It is imperative for parents to recognize that the completion of all tasks, both independently and flawlessly, is an unattainable objective. Consequently, parents must allocate priority to their parental responsibilities and engage in the performance of household duties. Furthermore, acknowledging one's efforts in providing care for children is crucial for promoting mental stability and mitigating negative feelings (Kiong 2015).

CONCLUSIONS AND RECOMMENDATIONS

The Covid-19 epidemic may have many advantages when considered through an optimistic standpoint. The implementation of work-from-home (WFH) activities has resulted in increased physical proximity among family members compared to the pre-pandemic period. The enhancement of family resilience within a pandemic can be facilitated through the implementation of a well-developed communication plan, the allocation of age-appropriate tasks and parental responsibilities, as well as the practice of mindful parenting techniques. Efficient collaboration between both parents in the realm of parenting can effectively mitigate the occurrence of future generations that deviate from established social and religious conventions. The foundation for achieving success in child-rearing is in the cultivation of parents' inherent parenting instincts, which are then imparted to their children. Hence, it is imperative that parents, serving as influential figures, possess sound mental well-being as a valuable asset in nurturing their children. This is essential for cultivating future generations of morally upright individuals who can effectively assume the responsibilities of being virtuous leaders in society, especially for the PDNA's cadres.

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INTRODUCING MUBĀDALAH CONCEPT IN ORDER TO PROMOTING FAMILY-EQUALITY FOR CADRES OF AISYIAH JETAK LOR, KECAMATAN DAU

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Abstract

Mubādalāh promotes Islamic men-women tolerance and awareness. The strong misogyny that dominates women, which often causes conflict in households, and the power of the textual interpretation of the Qur'an and Hadith, as well as the intangible reading of the dalil naqli relating to men and women, led to this notion. Thus, current information must be supplied to establish a fair connection for both parties, including public service. The programme taught over-30 moms of Aisyiah Ranting Jetak Lor, Kecamatan Dau, Kabupaten Malang about mubādalāh and gender justice at home. This idea of Mubādalāh would unlock the concept of superior-inferior in the husband-wife relationship by internalising the division of roles in the family that does not violate one gender without neglecting the harmony with Islam in constructing a home. Socialisation and group and personal support from March to August 2020 attempt to instill family values. 16 program-lovers attended each socialisation session. Socialisation entails understanding the mubādalāh's values and modelling the performer's behaviour, especially in home horizontal and vertical duties. Family mutuality ignorance restricts spouse support. Particularly, husbands must actively study mubādalāh to create harmony and Sakinah in the family.

Keywords: Gender justice, Mubādalāh, Sakinah family

INTRODUCTION

The Prophet Muhammad SAW promoted mubādalāh, which promotes gender equality in the home. These principles are implemented by mubādalāh, which comes from the Arabic words mufa'alah and musyarakah. Dr. Rohi Baalbaki defines mubādalāh as reciprocity, repayment, requital, paying back, and returning in kind or degree based on Kodir's thesis. According to the above explanation, mubādalāh may mean a reciprocal family relationship. Power dynamics can arise in numerous familial situations, such as spouses, parents and children, and siblings, where legal

frameworks apply. Mubādalah establishes a fair relationship between people in worshipping Allah and interacting with others (Kodir, 2019).

Mubādalah comprises a variety of marital beliefs and concepts, such as partnership, cooperation, reciprocity, and reciprocal ideals. The Quran supports this viewpoint, particularly in Al-Maidah verse 2 and An-Nisaa' verse 1 form the basis for familial marital partnerships. These passages emphasize the mutual cooperation and ethical conduct required of men and women in their quest of righteousness. Allah views men and women as equal in the Al-Quran. All aspects—righteousness and transgression—are equal. Allah SWT's view of gender equality contrasts with changing cultural attitudes and roles since the Industrial Revolution and now. Islam emphasizes cooperation, fairness, and mutual benefit in these two verses to resist discrimination and show respect for all people, regardless of gender (Handayani & Nur Hadi, 2020).

Human equality strengthens mubādalah, one of Islam's four fundamental pillars of fiqh. Equality, justice, compassion, and humanity are these pillars. Three principles define mubādalah. First, Islam is a universal faith that benefits men and women, so its interpretation must be universal. Second, men and women cooperate rather than dominate. Finally, Islamic literature can be reinterpreted to ensure that the above principles are always applied. Thus, mubādalah in marital relationships promotes humanity and rahmatan lil'alam in the building of an Islamic family rather than female supremacy over men .

Mubādalah is a relatively new scientific concept, yet the Al-Quran dates it to the 7th century. This idea may have arisen through misinterpretation of Islamic doctrines, which have historically disadvantaged women, inspired by pre-Islamic patriarchal society. It's also worth noting that religious leaders are mostly men, who may be less knowledgeable about gender issues, which could skew religious text reading. Different religious scriptures interpret women's responsibilities and expectations. These readings include the idea that wives must submit to their husbands, women as sources of worldly defamation, polygamy as a way to show commitment to spouses, and the promise of heaven via devotion to Allah SWT. This perspective is tied to patriarchy, especially in traditional Indonesian societies, and not Islamic beliefs (Wagiato, 2021).

Family disagreement stems from the ambiguity surrounding cultural and Islamic norms. Thus, family disagreements and violence hinder children's development. Thus, understanding and applying mubādalah in conjugal relations within the family setting is crucial to creating pleasant spousal interactions and a peaceful, loving home. Community Service activities, like the women's cadres of Aisyiyah in Dusun Jetak Lor, Kecamatan Dau, Kabupaten Malang, can spread this understanding. These mothers, aged 30-65, reach young and older married families with children. High school and undergraduate graduates work at mall counters, operate home shops, shop online, and are mostly full-time housewives. Economically, they vary, but none are poor. The kinship structure in Dusun Jetak Lor is still strong, and young moms regularly socialize while waiting for their children or grandkids to attend kindergarten or while feeding them outside the home in the afternoon. These mothers focus on parenting and housework, leaving their husbands to work.

During interviewed with Ibu Asofah, the head of Aisyiyah cadre of Jetak Lor, many of them remain with their parents/in-laws for economic reasons or filial

devotion, which occasionally interferes with the care of their grandkids and passes on outdated, non-renewable parenting habits. Some parents-in-law are overbearing, but others take over child care when both parents work. This does not destroy the existing chain of care because toxic families can effect children's behaviour and development, affecting their religious and moral development. Even though their parents/in-laws never refuse, young families frequently don't consider their feelings. However, several young families have given up on their parents/in-laws who intrude in marriage problems, which should be private. From here, many young mothers feel worried because their parents/in-laws do not value their mothering. Parents/in-laws' involvement in parenting can cause post-partum depression.

The husband's poor family role makes young mothers even more susceptible. The guy simply cares about living and is reluctant to take care of children. When at home, the wife's workload doubles, causing tiredness. Lack of connections and household tasks, lack of understanding of husband and wife rights and obligations, and poor stress and emotion management lead to poor communication and conflicts and verbal aggression. This affects the wife's mental health when caring for her children, causing her to be furious with them and develop post-partum depression. In this phase, the husband acts indifferently and blames the wife, saying she's changed and the partnership isn't harmonious.

Senior mothers over 45 face communication issues. Boredom, demanding rights, and family responsibility replace love after 15 years of marriage. In addition, several mothers experienced physical and verbal abuse from their husbands, which had a traumatic effect, but they could not be independent and had to depend on their husbands for economic reasons, children's rights, and social status, so they had to obey everything their husbands said. This causes bad, disagreeable, and formal communication practises. However, senior moms employ *legowo*, or big chest, to justify their husbands' dominance and seek God's favour by obeying them.

Economic factors cause household tensions. Monthly income and expense fluctuations lead to conflict. This is due to a lack of awareness of *mubādalah* and husband-wife rights and duties. To sustain household peace and accomplish Islamic goals of a gender-equal, *sakinah* family, *qona'ah* is also needed.

We offered solutions include: (1) Education about *mubādalah* as a marriage provision to develop cooperative and mutually respectful marriages in line with religious law. (2) Encouraging changes in society's mindset and perspective to humanise humans by treating others according to Al-Qur'an and Hadith, which are *thayyib* concept. Family and society aim to prevent spouse dominance and foster discussion through excellent communication. (3) Educating about married life based on family *fiqh*, which includes husband and wife's psychological, economic, social, cultural, and health obligations and rights to build a strong, resilient, and productive Muslim family, and (4) Group and individual assistance for participants who need special assistance, especially in psychological issues and religious teachings related to family building.

MATERIALS AND METHODS OF IMPLEMENTATION

We used communication and mentoring to assist the cadres of Aisiyah Jetak Lor. The socialisation method was carried out in three stages over three months due to

the COVID-19 pandemic: (1) Identification Stage, which provided an understanding of *mubādalah* from a socio-cultural and religious perspective, how texts work, and how to incorporate it into family life. Participants also saw women as *khalifah fil ardh* as the legal basis for *mubādalah* to be equal to males. (2) Training Stage, teaching Aisiyah's cadres family communication. At this point, mothers fill out Hippocrates-based personality types to learn how to communicate with partners at home. (3) Interactive Stage: The Service Team and Aisiyah's cadres discuss marital, family, and home concerns like conflict management and the "Mother as the Main Educator (Madrasah)" myth.

For special needs participants, mentorship is provided in groups or individually. Understanding *mubādalah* concepts and values through socialization leads to assistance. This support is for individuals with family issues include communication issues with spouses or in-laws, *nusyuz* actions, domestic abuse, and childcare. If participants prefer one-on-one mentoring, they do it. Whatsapp was used for epidemic mentorship. During the situation analysis, five problem clusters were identified:

- a. *Mubādalah* relationship with partner: discusses the proportion of husband and wife in doing household chores, dealing with overly dominant partners, and growing confidence to face superior partners
- b. Impaired communication with partners: includes learning how to communicate with partners, reading situations when you want to talk about problems, how to ask for help, and managing emotions.
- c. Problems with parents/in-laws: how to deal with domination and interference by parents/in-laws in child rearing, as well as toxic and overly conservative parents/in-laws
- d. Acts of *nusyuz* and domestic violence in the family: how to deal with husbands who violate God's commands, defending the wife when her husband commits verbal and physical violence, and further assistance for extreme cases to Komnas HAM and KPAI
- e. Childcare: comprises gender and age-based parenting duties, couple me-time and our-time, and family domestic work division.

RESULTS AND DISCUSSION

This Community Service program was well accepted by the cadres of Aisiyah Ranting Jetak Lor, proven by 17–23 persons aged 35–70 participated. Due to the COVID-19 epidemic, which necessitated social restriction and social distancing (PSBB) in Malang, this activity was postponed two months. This service follows spouses' requests for justice in household relations and Islamic household rights and obligations. This service has three parts, as follows:

1. Understanding The Practice of *Mubādalah* in Family

At the first meeting, hosted by Hamdan Nafiatur Rosyida on March 14, 2020, he explained the rise of *mubādalah* as a term for gender justice in Islam due to social values that uphold men or patriarchy and a raw understanding of the proposition *naqli* without understanding *asbabul wurud*, which stigmatizes women. This stigma will lead to gender injustices like discredit and subjugation that reinforce women's dominance and make domestic violence seem normal. In practise, husbands are the

main source of income and can exploit women who operate online stores or become housewives whose income is below the husband's under the guise of "compliance". The wife must obey her husband to "carry out religious orders," making women breadwinners and domestic helpers. Meanwhile, husbands don't do domestic work because they're tired of work that brings in money and because it's "pamali" concept for men to do housework, so they don't appreciate the wife's work and even scold her if the house is messy. Women with higher incomes can treat their spouses arbitrarily. Oppression makes this unjustified. Economic factors are used to subjugate the weaker spouse.

Mubādalah enhances women and men's potential to not oppress the vulnerable but to praise Allah SWT by treating the weak. This is monotheism that solely worships Allah SWT and not His creatures, such as humans, angels, jinn, and others. Humanising men and women can be interpreted as monotheism, which teaches that: (1) Women were not created from men, but formed out of earth and are in the same position as men, (2) Men and women were created to complement each other physically and spiritually, and (3) Women live not for the benefit of men, but as individuals who must benefit all people, both men and women. (4) Women are not subject to men, but made to worship and fear Allah SWT as the sole genuine essence, and (5) Piety is not gender-based, but how seriously worshipping Allah SWT. Mubādalah is anti-patriarchal monotheism in the family and between men and women (QS 4:1).

Mubādalah means working together to perform home duties according to an agreement, not nature, pre-existing social conventions, or unilateral decisions. Prioritizing discussion and deliberation between spouses about making a living, allocating family tasks, and satisfying children's rights, independent of gender or traditional culture. This division must consider the partner's potential, physical, financial, and mental abilities to ensure justice for both parties without unfairly burdening one.



Figure 1. The Aisyiyah Cadres was discussed about Mubādalah practice in their family

This seminar also discussed *mubādalah*, which brought modernism to Islam by protecting and empowering women. Islam saves women's dignity by giving them equal rights in religion (QS. 4:124) and *muamalah* (QS. 9: 71) and giving them opportunities to contribute in education, social, and politics. Women and men must cover their genitals and reduce their sight (QS. 24:30-31) to locate a decent and equal mate (QS. 2:221). The Muhammadiyah Tarjih Council also allows women to work if it's within their capabilities and follows Islamic decorum, but they can't neglect their household duties. Women must preach socially, educationally, economically, and otherwise in accordance with Islam.

Random questions and replies to partners evaluated the session at the end. Most couples never heard of this word, but two participants reported hearing *mubādalah* explanations. Since a wife must serve her husband, most participants said *mubādalah* was not implemented in her family life. Most partners comprehend the rights and obligations of husband and wife in Islamic teachings, but they don't grasp household concerns like domestic violence (KDRT), polygamy, and divorce because they're still taboo, therefore more sessions are needed to discuss these (Yunianto, 2020).

2. Effective Communication Strategies for Couples to Enhance Delivering Services

On April 12, 2020, Winda Hardyanti hosted this session. This meeting is about understanding oneself to improve relationship communication. The partner fills out a questionnaire about the dominating character and himself at the start of the session, then the service team helps him discover his character. Galen's idea of choleric, sanguinis, melancholy, and phlegmatic personalities is used in this exam. After learning their character, partners are placed into four groups and mentored on how to speak without hurting their partners (Nazarullah, 2018).



Figure 2. Winda Hardyanti as speaker deliver information about effective communication to spouse

In Samsinar (2019), Enjang and Encep emphasize the importance of face-to-face interpersonal communication in husband-wife interactions. Dialogue to gain partner feedback promptly, whether positive or unpleasant. Verbal and nonverbal communication exist. Verbal communication emphasize openness between partners, carried out in close proximity so they can pay attention to the partner's expressions

and responses, and uses good language to not hide anything, even if it's negative, and chooses diction that emphasizes individual-center to avoid conflict, which people have often done. Generally speaking, indirectly blaming the partner. Text messages use straightforward, non-offensive wording to reduce disagreement. When one partner is upset, emotional management is necessary so the other doesn't get emotional (S. Samsinar, 2019).

Communication helps maintain household integrity. To prevent hurting each other, husbands and wives must use pleasant words or remain silent in Islam. If wrongdoing occurs, one spouse may act decisively, in a subtle and not arrogant or subversive manner, and even conduct violence against the other (QS. 66-3-4), as it Islam's mission to bring peace to the world.

At the end of the session, questions confirm the service team's material and often consult on partners' situations. Participants discussed this consultation question because they wanted to share their experience and aid other Aisyiyah cadres. The service staff delivers material via lectures, surveys, and flash cards. Participants liked these three strategies and learned about *mubādalāh* and partner communication.

3. Mubādalāh is Promote to Resolve Spouse Conflicts and Strengthen Family Resilience

The last session, hosted by Dian Caesaria Widyasari on July 12, 2020, helped partners with domestic issues. This session included mothers aged 25–70. All participants in this service programme are married, with the most typical family structure being husband, wife, and two children. Service programme participants' children are mostly 15–22 years old. The relatively mature age of children is characterized by typical complaints about the parenting style of adult children who are becoming more independent from parental supervision and already have decisions and desires for themselves, but often turn out to be inconsistent with parents' understanding or expectations. In this scenario, the service team advises partners on clashing families.

This session also reviewed and evaluated the two prior *mubādalāh* meetings. In the first session, the service team did not arrange activities or tasks for participants. They may try to implement the service team, but they didn't create activities or tasks for participants to try *mubādalāh* in their family connections. Thus, this community service program has a greater impact on participants' comprehension. In the second meeting, the assignment was to apply positive communication to partners, but 80% of the communication between mothers and husbands did not improve due to the husband's strong patriarchal values that the husband's figure must be upheld without objections. His demeanour was imperfect. The husband uses the argument that the husband is the leader and the woman must obey his instructions (QS. 4:34), the power of local values, especially concept of “*ning swargo nunut, ning neroko katut*” (If the husband goes to heaven, then the wife rides on her husband. But if the husband goes to hell, the woman goes with him), as well as the stigma that men who help with home tasks are labelled “husbands are afraid of their wives.” For reasons of self-esteem and obedience, husbands do not offer space for discussion with their spouses, leaving wives with a double burden physically and psychologically and prone to verbal and physical domestic violence. Many spouses only see domestic violence as physical violence and other illegal activities, but they don't realise that harsh words can be hurtful and cause family strife.



Figure 3. The Aisyiyah Cadres of Jetak Lor were consider discussions of family resiliency

However, many of these couples understand and use religious knowledge, especially when teaching religious principles to children, which must be done in a disciplined, non-negotiable manner. Parenting children in religious terms creates new positive communication, with the father figure as a role model for religious rites like going to mosques, tahlilan, and so on, while the mother figure imparts broader religious knowledge. The majority believed that healthy communication in family relationships was reasonable even when it wasn't.

Psychoeducation helps partners understand the physical, emotional, psychological, and social development of adolescent children and provides learning resources about adolescent parenting that the two mothers can easily access. Some individuals, particularly those with children over 17 and an undergraduate degree, have adjusted their parenting styles to their children's ages and developmental needs. Some argue that adult children still require parental advice in life decisions (Gumiandari & Nafi'a, 2020).

After three sessions, it's clear that sakinah marriage is founded on mutual service (mubādalah) and commitment to Allah SWT. According to the mubādalah triangle, a couple's marriage will improve as their bond with Allah SWT grows. If one or both spouses are far from Allah SWT, the quality of married life is poor, and there are many small to huge disagreements or no blessings in the household. Thus, mubādalah for partners cannot be maximized, so a gender-equitable sakinah family is still far off.

CONCLUSIONS AND RECOMMENDATIONS

This community services program prioritises socialization activities that teach mutuality/ mubādalah concepts and values and demonstrate mubādalah behaviour. Understanding mubādalah encourages interdependence in family interactions, notably in the division of household roles horizontally among humans and vertically with

Allah SWT without abandoning Islamic norms. So that it can be said that mubādalah is social capital to improve human quality as khalifah fil ardh in order to realize piety to Allah SWT.

Throughout socialization and group and individual assistance, the main obstacle was the imbalance of information and understanding that husbands and wives have about mubādalah in family relationships and parenting patterns, which hinders the implementation of mubādalah or mutuality in husband-wife relationships. Thus, to engage and get husband support, socialization and assistance programmes on mubādalah principles and values must be developed.

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FACEBOOK ADS TRAINING FOR MSME'S ENTREPRENEURS OF SNACK SOUVENIRS IN MALANG RAYA

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Abstract

The COVID-19 pandemic in Indonesia has compelled the society to exhibit different behavior, both socially and economically. This pandemic has led to a transformation in the shopping behavior of Indonesians; online shopping and cashless transactions have shown a rapid increase. Micro, Small, and Medium Enterprises (MSME's) in Indonesia have adapted to these changing consumer behaviors. The State-Owned Enterprise Creative House (Rumah Kreatif BUMN or RKB) is a government initiative whose main goal is enhancing the quality of MSME's in terms of products, marketing, and funding. Routinely, RKB Telkom Indonesia, which manages an RKB in Malang Regency, provides its members with training and workshops. However, such actions are limited and hardly able to give new insights. This community service is presented in the form of training and mentoring for MSME's that become a part of RKB. The training takes two weeks with progressively structured topics covering Product Advertising Through Facebook, followed by four weeks of mentoring. The outcomes of this 2021 training are as follows: (1) MSME's are enthusiastic about learning product photography and are capable of creating product images suitable for online marketplaces; (2) Snack MSME's who participated in the training are yet to venture into independent advertising through Facebook Ads; out of 15 participants, only 3 MSME's have taken the initiative to advertise, and even then, they required full assistance from the mentoring team.

Keywords:UMKM; content marketing; product photo; facebook ads

INTRODUCTION

Micro, Small, and Medium Enterprises (MSME's) are household-scale industries that employ between 1 and 19 workers for Small Enterprises, or between 20 and 99 workers for Medium Enterprises. They are a crucial business sector in Indonesia (Riveong & Rachmad, 2018) as they dominate 99.99% of the business sector in the country. Currently, MSME's account for 97% of the total workforce in the Indonesian industry, while the remaining workforce is employed in large enterprises (LPPI & BI, 2015). Even, during the 1998 economic crisis, MSME's managed to withstand as they only need small capital and they tend to rely on personal and limited funds

so that they are usually not affected by foreign currency fluctuations. Even better, MSME's have multiplied significantly after the crisis (LPPI & BI, 2015). The increasing number of MSME's generates more revenue for the country. Between 2007 and 2012, the national GDP grew by an annual rate of 18.33%, from 2,107.868 billion to 4,869.568 billion rupiahs. This underscores the importance of MSME's to the national GDP (Kurniawati et al., 2019). The various positive impacts of MSME's make it an exceptionally strategic business sector for development.

However, things changed when the Covid-19 pandemic started as various sectors were impacted. It significantly affected the domestic economy of nations and the existence of MSME's. The Organization for Economic Co-operation and Development (OECD) reported that the pandemic implied a significant threat of economic crisis, marked by the halt of production activities in many countries, a decrease in consumer spending, loss of consumer confidence, a decline in stock markets, and ultimately leading to uncertainty (OECD Secretary General, 2020). According to the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM), around 37,000 MSME's have reported severe impacts from this pandemic. Approximately 56 percent have reported decreased sales, 22 percent have reported financing issues, 15 percent have reported distribution problems, and 4 percent have reported difficulties in obtaining raw materials (Rahman, 2020).

The issues became more complex as the large-scale social restrictions (PSBB) policy was implemented in certain regions in Indonesia. Referring to the Minister of Health Regulation No. 9 of 2020 regarding Guidelines for Large-Scale Social Restrictions to Accelerate Covid-19 Handling, PSBB encompasses specific restrictions on activities of residents in an area suspected to be infected with Covid-19, including limitations on human mobility. These restrictions are applied across various aspects of life, including education, worship, work, and even holidays. The Ministry of Finance analyzed that due to PSBB, economic activities, especially production, distribution, and sales, would face disruptions that subsequently impacted the performance of MSME's and the national economy (Djatkiko & Pudyastiwi, 2020).

The implementation of Large-Scale Social Restrictions (PSBB) requires all daily activities to be conducted online (Ventures, 2021). As the data indicates that internet users in Indonesia make up 64% of the total population (We Are Social & Hootsuite, 2020), the Covid-19 PSBB should not significantly impact Indonesia's economy, as most activities can be carried out online, except for distribution activities. Unfortunately, 99% of internet activities for Indonesians are watching YouTube, and it has not been utilized productively to generate income though the tendency for Indonesian society to engage in online shopping is increasing (Pink, 2021).

Typically, tourists visit the Malang Raya area to explore various natural and man-made attractions, as well as to savor local cuisine. This tourism industry has led many MSME's in the Malang Raya area to heavily rely on sales from tourists. These MSME's owners are hesitant to sell their products in regular stores, as they do not believe their products can compete with larger manufacturers. With the implementation of a national Covid-19 lockdown, this micro-industry lost a significant portion of its sales potential. The good news is that global E-commerce gained substantial transactions during the Covid-19 pandemic (Donthu & Gustafsson, 2020); therefore, it would be advisable for MSME's to position their digital products, as the momentum is present.

In the context of pandemic adjustments and the new normal, this is the right moment for Indonesian MSME's to begin their digital marketing activities. The best platforms for digital marketing for MSME's are WhatsApp and Facebook, due to their exceptionally high popularity, exceeding 80% (Priambada, 2017; We Are Social & Hootsuite, 2020). While YouTube remains the most widely used social media platform in Indonesia, it requires effort and may not align with the characteristics of Indonesian MSME's (Kurniawati et al., 2019).

MATERIALS AND METHODS OF IMPLEMENTATION

The community service for MSME's, members of RKB Telkom Kabupaten Malang, was conducted through three stages and needed a total of six weeks. The chosen methodology had been tailored to the needs of MSME's based on previous assessments and training (Nasvian et al., 2021).

The steps in the implementation of community service are divided into three, namely lecturing, conducting a workshop, and partner mentoring. In the first step, lecturing, the team shared knowledge to broaden MSME's' awareness of digital marketing. The team attempts to give an understanding that content marketing is an effective marketing strategy to use in the current situation, during the Covid-19 pandemic. Additionally, the lecturing step is conducted on the first session of every workshop.

Then, a workshop is conducted as the next step of this community service. Here, the participants engage in hands-on practice which is guided and assisted by the team. During this step, the participants create appealing product photos and captions suitable for Facebook audiences. After that, the participants are guided with training on Facebook Ads.

The last step of this community service is online mentoring which is conducted intensively for four weeks by the team members. This step is conducted through a WhatsApp Group focusing on using captivating product photos and captions for the Facebook audiences which are in line with their target market. Furthermore, it also focuses on coordinating and evaluating the activities carried out by the participants after obtaining knowledge on Facebook Ads training. The complete method of implementation can be shown as follows.

RESULTS AND DISCUSSION

The first workshop of this community service was done on September, 9 2021 focusing on creating captivating product photos. The workshop was divided into two sessions, a lecture by Radityo Widiatjmo and hands-on practice assisted by the team. The product photos workshop was considered important to be carried out as online images are generally used to draw consumers' attention to enhance their perception of the product which will lead to their purchasing decision (Xia et al., 2020).

The workshop was fully supported by RKB Telkom Kabupaten Malang who helped the team to coordinate the participants. The speaker was also competent and the participants were enthusiastic, therefore the material could be delivered well. However, the lecture session was interrupted several times as some participants were late. Moreover, most of the participants were hesitant to practice as they were not confident with their photography ability.



Figure 1. Products Photo Workshop



Figure 2. Participants are Preparing their Products



Figure 3. Result of the Product Photo Workshop

The next step was Facebook Ads training which was conducted on September 29, 2021. The delivered by Adi Saraceno, the founder of Gopack and ukmmalang.com, followed by online mentoring by the community service members. The workshop

ran well as it was fully supported by RKB Telkom Kabupaten Malang and the participants were enthusiastic. However, during the workshop, several participants stated that they objected to advertise their product on Facebook Ads as they needed to spend money on it. Moreover, they stated that the cost of Facebook Ads was too expensive. As a result, the community service members agree to give incentive for the participants who are willing to advertise their product.



Figure 4. Facebook Ads Workshop



Figure 5. The Speaker and a Team Member in the Middle of Facebook Ads Discussion

Lastly, there was online mentoring which was conducted for two months, starting from September 9, 2021, until October 31, 2021. The community service members created a WhatsApp group as a medium to conduct online mentoring. The participants of the group included all participants, the community service team, and the trainers. During the two-month period, participants were invited to discuss more about their progress and obstacles in Facebook Ads. However, some participants were passive and did not get involved in the discussions, so the team had to chat with them personally to obtain information related to their progress and obstacles.

CONCLUSIONS AND RECOMMENDATIONS

The community service for snack souvenirs MSME's, which are members of RKB Telkom Kabupaten Malang, was conducted through three steps and took a total of 6 weeks to be completed. The method implemented in this community service was in line with the needs of MSME's based on pre-activity assessment and previous training by the community service team on 2020. Through this community service, the members of RKB Telkom Kabupaten Malang have had a better understanding of digital marketing. The participants have known tricks to create captivating product photos, yet they were not motivated to try Facebook Ads though an incentive had been given by the community service team.

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TRAINING FOR INCREASING COFFEE DERIVATIVES INTO CASCARA FOR “TANI HARAPAN” GROUP IN AMADANOM VILLAGE

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Abstract

The training in improving coffee derivative products for the Harapan Farmers group, Amadanom Village, Dampit District, Malang Regency has the aim that the Harapan Farmers group can process the waste products of coffee bean husks which have only been used as additional animal feed into a new product variant, namely cascara coffee bean tea. The method used in this service is to use the training method are socialization, workshops and training, then the last is mentoring. The result of this activity is a better understanding of the hopeful farmer groups about processing the coffee bean husks and good skills in processing the coffee bean husks into cascara coffee bean tea which has high economic value.

Keywords: Amadanom Village; Coffee; Training; Cascara

INTRODUCTION

Farmers in third world countries mostly have various constraints and obstacles, as usual, what is often encountered is the limited access to markets owned by small-scale farmers in developing countries who often face difficulties in reaching markets for agricultural products due to their remote agricultural locations and lack of infrastructure. This causes the opportunity to sell products and earn sustainable income to be suboptimal (Meemken & Bellemare, 2019). Then to the constraints of climate change, this makes farmers in developing countries have a fairly high level of vulnerability considering the effect on high humidity levels so that it can have a negative impact on crop yields (Regmi & Weber, 2000). Apart from that, with limited resources, farmers' access to investing in modern agricultural technology, especially in producing derivative products (BASIS, n.d.), there are also challenges to agricultural sustainability which are a significant concern in developing countries. Issues such as population pressure, subsistence farming, land degradation, and reduced productivity pose significant challenges to achieving sustainable agriculture (Emran, 2020).

All of the various obstacles and obstacles faced by farmers who are mostly in third world countries, the main problems faced by the Tani Harapan coffee farmer

group in Amadanom Village, Dampit District, Malang Regency are no exception from the results of the service group interview with Suliyadi who served as one of the administrators of the Harapan Farmers group is the lack of ability to process coffee bean skins from the coffee harvest of Amadanom village coffee farmers into other products so that coffee bean skins in every coffee harvest season only become additional animal feed for local farmers. (Suliyadi, 2020). This is a problem that arises for almost all farmers, especially coffee farmers, as is the case with robusta coffee farmers in Sukorejo Village, Sumber Wringin District, Bondowoso Regency. said the coffee farmers in the village still prioritize the results of coffee processing in the form of waste coffee bean husks as additional animal feed and fertilizer (Wathon, 2019).

In Indonesia there have been several efforts to develop diversified coffee products in increasing value and increasing reputation as a coffee and processed product producing country (Sinaga, 2014) so as to increase the competitiveness of Indonesian coffee products in the international market, by being a tropical country, Indonesia has the potential to develop processed products. coffee with diversification of local coffee products (Amir et al., 2017). Coffee product diversification can be applied to various other types of products, such as cosmetics, medicines, and so on, apart from coffee drinks (Septiawan, 2016). This shows great potential for the development of processed coffee products, processing coffee beans into coffee powder is also one of the most common forms of diversification in coffee product diversification (Supriani, 2018). This allows customers to enjoy coffee in a form that is easier to use, as well as materials that are still not optimal, such as leather as one of the waste products of coffee commodities, skin can be used as a mixture of animal feed and can be used as other materials that have more value. high economy.

The effort to solve these problems, the service team plans to carry out several relevant activities in order to solve these problems, starting from upstream to downstream problems. So, when this service activity has been completed, the coffee farmers from the Harapan Farmer group can process coffee waste products in the form of coffee bean husks into cascara coffee bean tea, while the transfer of knowledge that the service team can give to the Harapan Farmer group is in the form of coffee bean skin sorting techniques as raw materials for cascara production, oven machine grants, blenders and tea bag press machines, coffee bean skin grinding techniques and coffee bean skin powder packaging into cascara coffee bean tea.

MATERIALS AND METHODS OF IMPLEMENTATION

This dedication program took place in the meeting hall of the Amadanom Village Government office, Jl. Panglima Soedirman no.02, Dampit District, Malang Regency, with a duration of 1 month in October 2020 training using the blended learning method. There are 11 participants from member of the younger generation of the farmer group

In this service program, there are several stages of activities that have been carried out, namely consisting of socialization, workshops, and training, then the last is mentoring. First, Socialization at this stage the service team has described in detail the service program that has been carried out and partners respond to the program by providing input related to the content of the service program and

providing places and participants for the service program to be carried out. This is an absolute prerequisite for the service program to demonstrate the role of partners in this service program.

Second, Workshop and Training. The purpose of the workshop that the service team is holding is to increase the understanding and skills of the Tani Harapan coffee farmer group regarding the processing of coffee bean skins into cascara coffee bean tea. The training that the service team held included training on sorting coffee bean skins, techniques for drying coffee bean skins, techniques for packaging coffee skin powder into cascara coffee bean tea. The resource persons for this workshop and training have been brought in by the team from coffee farmers who are experts in carrying out these techniques.

Third, assistance. The service team has provided assistance to the Tani Harapan group in processing the seed coat both in sorting, drying and packing the powder until the farmer group is proficient and able to do it on their own without the help of the service team. The hope is that after this program is independent in carrying out production activities, this will have a positive impact on increasing the income of farmer group members because they are able to process coffee bean skins whose value is not yet optimal into products that have high economic value.

All of these methods, of course, the service team evaluates in its implementation so that there are some adjustments that the service team makes in the service team service method which is dynamic not static.

RESULTS AND DISCUSSION

The community service program in increasing the yield of coffee derivatives for the Tani Harapan group, Amadanom Village resulted in several activities, namely: program socialization in the Tani Harapan group, workshops and training, and finally assistance. The following is an explanation of the results of the activities of this service.

Training Program Socialization

As the beginning of this service activity, the service team first socialized the training program to the members of the Tani Harapan group in Amadanom. This socialization is intended so that the Tani Harapan group understands the aims and objectives of the service team in conducting training. The socialization of the training program of the service team was held at the Amadanom Village Hall by inviting the Tani Harapan group as well as the Village Head and Secretary of Amadanom Village.

All stakeholders of the service team were invited to this socialization in order to create a common perception of the importance of processing coffee bean skin into other products that have high economic value such as coffee bean tea cascara. The hope of the service team is that by inviting all parties, after this service program ends there will be good cooperation between the Harapan Farmer Group and the Village Apparatus.



Figure 1. from left-right: Amadanom Village Secretary, Pitono accompanied by service team member M. Syaprin Zahidi at the socialization program of service activities for the Tani Harapan group at the Amadanom Village Hall.

Figure 1 shows the socialization as an opener from the dedication team University of Muhammadiyah Malang which describes the purpose of dedication activities as a form of implementation of the academic world to the community to improve the welfare of rural communities in this program, the Tani Harapan group which is the dedication partner, and receives information that can be absorbed in implementing concepts and knowledge from universities and becomes a provision for developing the business of group members.

A. Training Workshop

This workshop and training service team carried out several activities, namely training on sorting coffee bean skin, training on drying coffee bean skin, training on packaging techniques for coffee skin powder into coffee bean tea cascara, and making logo designs on cascara packaging. These training activities are important for the service team because they are related to efforts to increase the income of the Tani Harapan coffee farmer group.



Figure 2. from left-right: Havidz Ageng Prakoso accompanying Nurdianto (instructor training)

The figure 2 shows the first socialization which was opened by one of the service team members, Havidz Ageng Prakoso, at the opening of the training then introduced Nurdianto as the speaker who provided training on coffee bean skin sorting techniques, where there are several stages, where in the first stage, starting to dry the coffee skin that has been separated from the coffee beans, Then after being separated, the coffee skin is dried in the hot sun until it dries or can be heated using a manual oven until it dries to a water percentage below 2%, after drying the coffee beans are ground into smaller flakes and packaging the powder / shredded coffee skin into coffee skin tea cascara.



Figure 3. Dry samples of coffee bean peel and red bean coffee peel.

This stage is sorting the ripe coffee skin (red skin) that will be used as cascara tea, starting after sorting, the red skin is dried using 2 methods, namely; First by using an oven with a temperature of 120 degrees for up to 45 minutes using low heat with the aim of drying the coffee skin after soaking in salt water for approximately one night to remove the mucus on the coffee skin. Second, using the manual method by drying under the sun for 4 to 6 days (provided the intensity of sunlight throughout the day). The next stage after the outer skin of the coffee dries completely, the coffee skin is manually ground and wrapped using teabag paper to be used as cascara tea.



Figure 4. At the end of the training, the service team captured the moment with the Tani Harapan group and Amadanom Village Officials.

B. Partner Assistance

Full support from the village such as starting from Sarimin as the village head, and accompanied by village officials such as: Ellys, Wahyu and Darmono participated in accompanying the course of this program, the event was opened by Pitono as the Village secretary, where there was a program, namely training in making cascara and assistance in making packaging and brands from cascara, by seeing the progress of each step of the program implemented, especially for young and senior members of the Tani Harapan group. With the support of the Village, the spirit of the service group and the training members also participated fully in gaining knowledge about making this cascara, so that the first event or program began in the morning at 09.00 until 15.30 in the afternoon. where it was continued with a discussion by members of the Tani Harapan group who had been able to make cascara, reviewing each other's results and presented by Nurdiyanto as a mentor, whether the taste of the cascara tea that had been formulated by the team was right.

At this stage, the results of the training for the Tani Harapan coffee farmer group in Amadanom Village, of course, the service team also conducts monitoring and evaluation at the end of the program as a form of the service team's commitment to always provide its service to the community, especially to members of the Tani Harapan group so that they can become more independent in carrying out the production of coffee bean tea which group members then sell both offline and online. Independence in the group is needed because it trains farmer groups and their members in building and developing what has been pursued, especially in the coffee diversification program into one of the new products, when farmer groups are able to compete it can increase self-confidence as well, because in an effort to increase their product branding to the domestic market.

During the monitoring and evaluation session, 9 out of eleven participants had a tendency to be satisfied with the results of the training that had been obtained, because they had new abilities in processing coffee products, although there was still a level of satisfaction that was not as expected (pessimistic) because domestic market access was still not wide, because this cascara product was not yet popular among the wider community. This is a common challenge in the future in developing coffee-derived products so that information and marketing are more widespread.

C. Program Packing and Brand Product

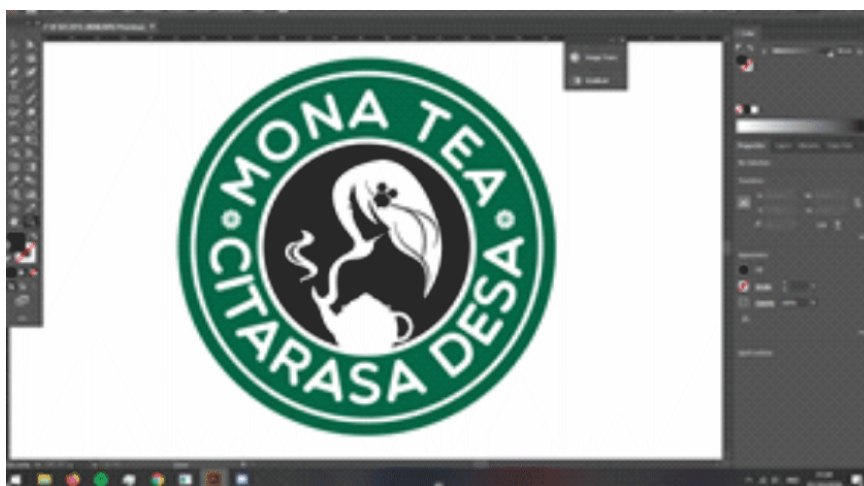


Figure 4. Brand Sketch of Cascara Tea

Steps in making a design or logo with creative and technical stages.

First step is initial stage in forming a design is Research and Understanding: Group members discuss in identifying design goals or logos that will be used as a cascara tea brand, this can be a mutual agreement in creating a new brand, and discuss the target market, who do you want to reach with this design or logo

Second stage as ideas and concepts: in an online discussion between the community service team and members of the Tani Harapan group, make a list of initial ideas, such as considering the message you want to convey through a design or logo. The team of members of the Tani Harapan group draws a rough sketch or makes notes about the concept that will be used as the brand logo and is accompanied again by the UMM Service Team in making better visualization sketches using coreldraw

The third stage in the development of the Sketch: from the results of discussions between the UMM Community Service Team and young members of the Harapan Farmer Group, they began to develop more detailed sketches of the concepts that had been submitted, both manually and using tools such as coreldraw 13 and Sketchapps.

The fourth stage as Color Selection and Typography: the result of an agreement on choosing a color that matches the message of the coffee farmers that you want to convey with natural green and black coffee colors. Then from the choice of typography that matches the brand identity or design that is built as the identity of the coffee farmer.

The fifth stage of Digital Design: results of discussion of design materials are poured into selected sketches in design software via coreldraw 13, Adobe Illustrator and finishing using Photoshop.

The sixth stage of Experiment and Iteration: collaborative team experimenting with design variations. Try different sizes, positions and details. The UMM service team also consulted with a design expert from the UMM Communication Study Program, namely Fuad Nasvian, in detailing the logo, whether it represented the partner group of the UMM service team

The seventh stage as Finalization: After the collaborative team assessed that they agreed and were satisfied with the design, the UMM service team made final adjustments, such as doing documentation. And The last are Test and Feedback Stage: from the results of the design or logo test that the collaborative team agreed with the target market audience or consumers to get final feedback, from here the team members of the Harapan Tani group tested from 12 random samples of their consumers, and the results from the sample results all responded positively to this cascara tea product logo, the collaborative team ensures that the design or logo that has been created is in accordance with the brand values and the message you want to convey to the world.

The stage after the design is the marketing stage, where the collaborative team agrees to use the shopee and tokopedia application media as media partners to sell products fostered by the UMM service team, so that they get to know more about coffee derivative products such as cascara tea at shopee and tokopedia.

CONCLUSION

Based on the results of the service activities the service team has several things that can be concluded including: the Harapan Farmer group has limited knowledge and

skills in processing coffee bean skins, product design recommendations and access to modern markets so that they are only used as additional animal feed previously from the harvest, then the Harapan Farmers' group showed good progress in developing coffee bean skin processing techniques, the process of designing product brands, and how to start aggressively entering the online market as a broad marketing medium. where after the training that the service team had held as a facilitation for increasing the ability of the members of the Harapan Farmer group was able to increase the knowledge of the members of the Harapan Farmer Group in Amadanom village, they had many references to coffee yields as a product diversification from upstream to the end.

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DEVELOPING FEED ADDITIVE HERBAL FOR KAMPUNG CHICKENS IN THE AL HUDA LIVESTOCK GROUP, GODONG VILLAGE

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Abstract

One of the numerous challenges in the development of kampung chicken farming is the effort to boost kampung chicken productivity. One of the attempts to boost the productivity of kampung chicken is training on the introduction of various types of herbal medication and production of herbal feed additives. This activity aims to improve knowledge of herbal products, the application of herbs, and producing herbal feed additive for kampung chicken. This program was attended by ten livestock AL Huda member group aged 30 to 40. Community service activities were carried out for four months. The steps used in this activity were coordination, focus group discussion (FGD), training, mentoring, and activity evaluation. The data was collected through the use of questionnaires and evaluated using quantitative descriptive analysis. The completed activities raised 70% of the knowledge of herbal items, herb application, and the production of herbal feed additives for kampung chicken.. As a result, Al Huda livestock group creates herbal feed additives for kampung chickens.

Keywords: herbal, feed additives, kampung chicken, focus group discussion, productivity

INTRODUCTION

Godong Village is located in Jombang Regency, East Java, and has a population of 52,830 people with a density of 1,536 people per km². Godong Village's livestock potential reveals superior commodities, such as cows, goats, lambs, layer, and kampung chickens, but inhabitants have not focused on growing these superior commodities, and there is no management of these commodities. The potential of human resources shows that 83.92% of the population is of productive age, and there is an opportunity to increase the population's abilities through maintenance training, particularly for kampung chickens.

One of the livestock groups in Godong village that developed the poultry sector is the Al Huda livestock group. Kampung chicken is one of the kampung chicken commodities with development potential in Godong Village. Although demand for

kampung chicken is not as high as for broiler chicken, it is becoming more popular. According to Disnak (2021), the amount of restaurants or cafes that serve menus made from kampung chicken demonstrates this. Furthermore, rising demand for kampung chicken is being driven by changes in lifestyle. Due to the preference for the flavor of kampung chicken meat and the fact that there are still plenty of prospects in the market, there is now a sizable movement in consumer interest from broiler meat to kampung chicken (Yusuf and Hermanto, 2022).

The kampung chicken industry is thought to have a lot of potential because indigenous chicken products can meet the average daily animal protein consumption in Indonesia, which is 5.8 g of kampung chicken meat per person (Munir, 2016). This is an opportunity for farmer groups to promote kampung chicken agriculture through the use of good maintenance management, resulting in optimum production and, as a result, increased income for farmers.

One of the numerous challenges in the development of kampung chicken farming is the effort to boost kampung chicken productivity. Using herbal feed additives is one of the best ways to reduce mortality in kampung chicken. Wardiny and Sinar (2013) stated that since the Indonesian monetary crisis, the price of medications manufactured by foreign firms (imports) has been extremely high. As a result, it is unaffordable for farmers, particularly those on a smaller scale. As a result, farmers are seeking other options, such as using diverse local medicinal herbs as traditional medicine known as feed additive herbal. The herbs can be administered as a solution in drinking water or as flour incorporated into the ration as a feed supplement. Furthermore, herbal medicine may be created by farmers themselves at a lower cost than factory medicine, and its efficacy in preventing and treating poultry diseases is highly good.

A follow-up activity from the first year of support is training in the preparation of feed additive herbal medicine for kampung chickens. During the first year, the service team included maintenance management in a commercial incentive business model. According to Suprijatna (2010), extensive rearing of kampung chickens is less ideal than intense rearing. Local chickens reared using the extensive technique only produce 50-60 eggs per year, however, those reared intensively can generate more than 150-200 eggs each year.

Training and mentorship efforts for creating feed additive herbal are predicted to raise kampung chicken output, hence boosting the economy and increasing community revenue, particularly among farmer groups in Gudo Village.

MATERIALS AND METHODS OF IMPLEMENTATION

Community service activities were carried out for four months, from May to August 2023. The events were held at the Desa Godong, Jombang. This program was attended by ten livestock member group. The steps used in this activity were coordination, focus group discussion (FGD), training, mentoring, and activity evaluation. Figure 1 depicts the steps of community service activities.

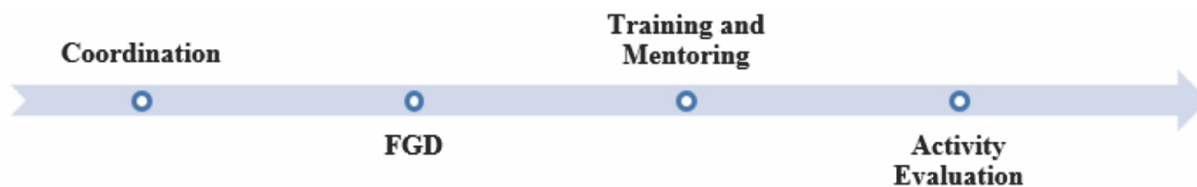


Figure 1. The steps of community service activities

All community service actions take place offline. The data was collected through the use of questionnaires and evaluated using quantitative descriptive analysis. Training and assistance were provided in stages, including:

1. Coordination : The first meeting with the farmer group will be to express the problems and solutions that will be presented. This activity is carried out prior to the start of training and mentoring.
2. FGD. Several steps were carried out in the FGD activities, including (1) training participants filled out questionnaires prior to training and mentoring. Questionnaire completion is to collect data and investigate respondents' perspectives, behavior, and characteristics, particularly before and after service operations. (2) held conversations about basic knowledge of herbal medicine and the production process.
3. Training and Mentoring. The training and mentoring took place in stages, (A) During the training sessions, support was offered in the preparation of feed additive herbal. Herbal medicine is created in response to the requirements of farmers on the farm in order to maximize the output of kampung chickens. Training and mentoring were offered for one month. Following the completion of the mentoring activities, it is planned that farmers will be able to create herbal medication with formulas and compositions suited to their specific needs, which will be directly applied to their farm (B) Participants completing the second questionnaire. The purpose of the questionnaire is to measure the level of success of the community service team's activities.
4. Activity Evaluation. At the conclusion of the activity in Agustus, the monitoring and assessment of completed service activities is finished.

RESULTS AND DISCUSSION

A variety of community service activities have been carried out in the form of focus group discussions, training, and aid in the production of feed additive herbal. These are activities carried out for livestock groups that are AL Huda members. The livestock organization was founded to give a venue for local chicken farmers to share their experiences and challenges. Members of the farmer group are mostly in their forties. The identity of the al huda livestock group is depicted in Figure 1. Participants in the activity were classified depending on their age and farming experience. This will provide an overview of the technicalities of manufacturing feed additive herbal as well as an introduction to herbal medicine composition.

Identification of service participants based on age and farming experience because both are factors associated to the way people think, perform, and have expertise with maintenance management innovations. This identification is also used to select the method of distribution and material for creating herbal feed additive in order for it

to be acceptable in the al huda livestock group. Mulyawati et al. (2013) also stated that a farmer's breeding behavior is determined by age, education, experience, and the amount of cattle.

Table 1. Herbal Feed Aditive production participants' ages and farming experience

Description	Percentage (%)
Age group (year)	
30-35	30
35-40	60
Farming experience (years)	
1-5	40
5-10	50
>10	10

Young farmers, despite their lack of agricultural experience, try to adapt innovations more quickly since they have the excitement and desire to discover what is not yet known (Soekartawi, 1993). The higher the level of education of the farmer, the better animal management since the farmer can absorb innovations and change his or her style of thinking and problem-solving (Murtiyeni et al., 2005).

Training and mentoring activities are carried out in stages, with surveys assigned before and after a series of FGD and mentoring sessions. Figure 3. showed FGD events involving representatives from livestock groups. The findings of the questionnaire revealed a 70% improvement in understanding of the content and usage of herbal plants to increase the productivity of kampung chicken. Figure 2 depicts data on the participants' increased knowledge. Some farmers have not used herbal medication to care for their kampung chicken.

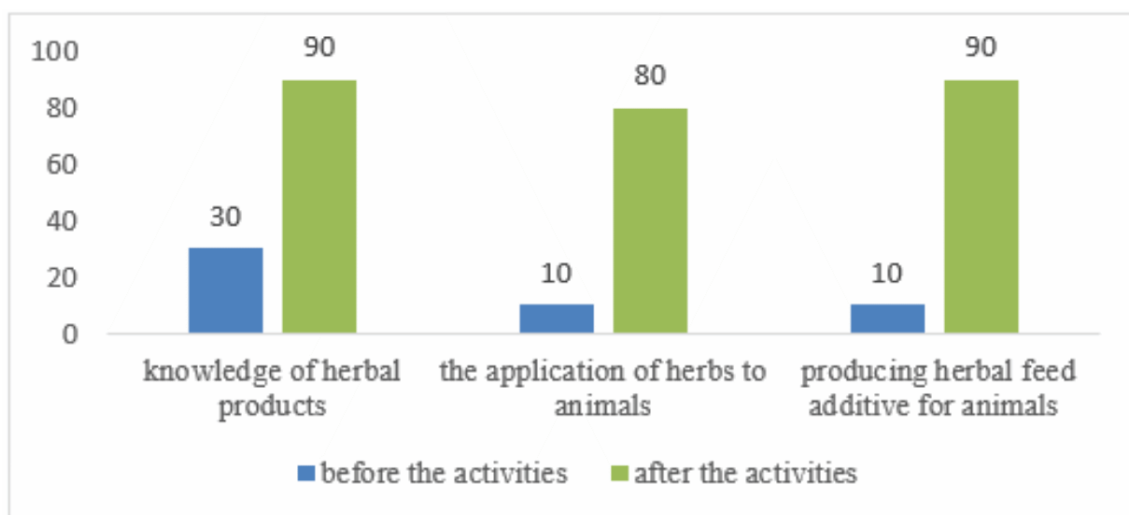


Figure 2. The results of the participants' expanded understanding

One of the numerous challenges AL Huda members in the development of kampung chicken farming is the effort to boost kampung chicken productivity. One of the attempts to boost the productivity of kampung chicken is training on the introduction of various types of herbal medication and production of herbal feed

additives. According to Wahyu et al., (2023) The addition of feed additives to the feed is the correct step to improve the appearance of chicken production. The amount of feed additives that can be applied depends on the needs of the animals. The feed additive is added to promote the population of beneficial microorganisms in chicken digestive tracts and stimulate growth. Antioxidants are found in herbs used as feed additives. Some of the supplementary feed additives contain active microorganisms that have beneficial effects in the digestive tract of chickens (Oleforuh-Okoleh, 2014).

Farmers were given information about the composition and use of several traditional herbal medicines as part of the herbal feed additive making assistance procedure. The numerous herbs were presented as novelties so that farmers could combine and modify them to the demands of poultry. Figure 3 depicts the activities completed by the service group. Turmeric and ginger are two herbal medicine formulas. According to Sihombing et al., (2021), Ginger (*Zingiber officinale*) and turmeric (*Curcuma domestica*) are traditional spices and medicinal plants used to treat and prevent a variety of ailments. Turmeric is one of the spices that can be utilized in poultry as a growth stimulant, immunomodulator, or antimicrobial. The presence of curcumin substances in turmeric causes a strong enough antibacterial inhibition, spurs growth, and increases feed efficiency by reducing nuisance microorganisms or increasing the population of beneficial microbes in the digestive tract of chickens, resulting in increased feed efficiency.

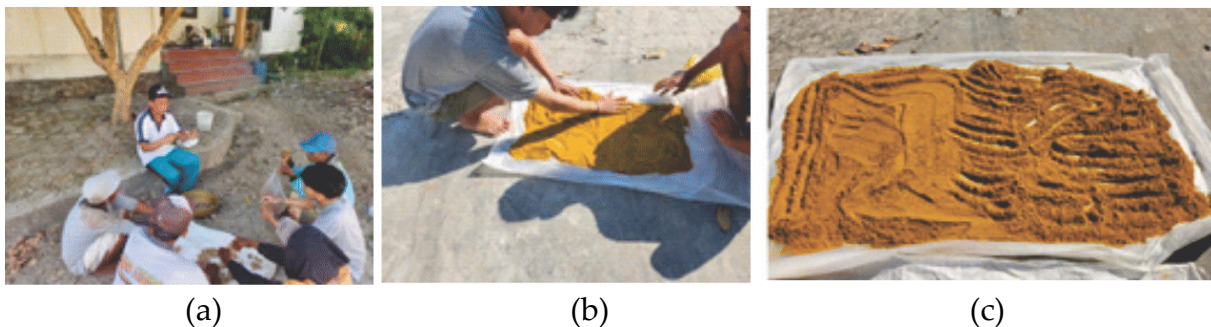


Figure 3 The activities that were carried out by the service group.
(a) FGD in conjunction with the livestock group (b) the process of producing herbal medicine for use as a herbal feed additive (c) herbal feed additives manufactured

Monitoring and evaluation are carried out in the final month of service operations. Monitoring activities are crucial for analyzing training and mentoring achievements, difficulties, and improvements. According to the results of a survey of AL Huda members' satisfaction with production feed additive herbal training and mentoring activities in Godong Village, they are very happy and content with the new knowledge and experiences they have gained through the program we provide. According to the evaluation results, 80% of participants in the production feed additive herbal training are satisfied with the sequence of activities accomplished.

CONCLUSIONS AND RECOMMENDATIONS

Based on the execution of pasteurized milk product packaging training, it was determined that there was an 70% increase in understanding of the knowledge of herbal products, the application of herbs to animals, and producing herbal feed

additive for kampung chicken. As a result, Al Huda livestock group creates herbal feed additives for kampung chickens.

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ECONOMIC INDEPENDENCE COUNSELING FOR PRIM (HEAD OF SPECIAL BRANCH OF MUHAMMADIYAH) IN PENANG, MALAYSIA

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Abstract

Our partners, namely the Head of the Special Branch of Muhammadiyah (PRIM) in Pinang, Malaysia, in dealing with the problem it faces, namely economically unproductive socio-religious organizations but active in socio-religious activities. Several problems can be raised related to PRIM : 1) Economic independence that contributes to PRIM; 2) Related to economic independence that can be run by PRIM. Focused on strengths, weaknesses, opportunities and threats for PRIM, for productive economic endeavors, increasing the income and welfare of PRIM members; 3) Management and Finance in financial management, how to manage finances effectively, saving, and investments that can be made.

Through this activity, the service team from the University of Muhammadiyah Malang (UMM) aims to provide support and assistance to PRIM in an effort to improve the economic quality of Muhammadiyah citizens in general and PRIM in particular. Thus, in the long run, PRIM is able to have business units such as Muhammadiyah organizations in other regions

The method of implementing service includes the steps and approaches used to achieve the objectives of the activity. Here are the methods applied in this activity: Preliminary Study; Identification of Needs and Objectives; Formulation of Activity Plan; Implementation of Counseling and Training; Monitoring and Evaluation; Coaching and Mentoring; Reporting the Service Results; Dissemination of Results

Keywords: socio-religious activities; Economic independence; saving; investments; financial management

INTRODUCTION

Pimpinan Ranting Istimewa Muhammadiyah (PRIM) is one of the organizations engaged in social and religious fields in Penang, Malaysia. There is a branch of the Muhammadiyah organization, called Pimpinan Cabang Istimewa Muhammadiyah (PCIM) in Malaysia while PRIM is a branch located in the northern region of Malaysia, precisely in Penang. PRIM has an important role in encouraging religious harmony, especially Muslims in Penang. In addition to religious activities, PRIM is also active

in community social activities in the areas where they operate. Although engaged in religious and social fields, PRIM strives to improve the economic capabilities of its members and the surrounding community in order to be more financially independent.

Penang is an island located in the northwestern part of Malaysia. Geographically, the island is located in the Strait of Malacca and is adjacent to the northern region of Peninsular Malaysia. Penang has a strategic location on international maritime trade routes, making it one of the most important trade and economic centers in Malaysia. Penang has an area of about 293 square kilometers and consists of several cities and densely populated areas. The capital of Penang is George Town, which is one of the most historic cities in Malaysia and has been recognized as a World Heritage Site by UNESCO.

Geographically, Penang has a tropical climate with relatively warm temperatures throughout the year. The average daily temperature ranges from 25 -30 degrees Celsius. The island also gets quite high rainfall, especially during the rainy season which lasts from April to November. Penang is surrounded by beautiful beaches and has several popular beaches, such as Batu Ferringhi Beach and Tanjung Bungah Beach, which are destinations for local and foreign tourists. In addition, the island is also known for its diverse cultural and culinary wealth, which reflects the mix of various ethnicities and cultures that live harmoniously there.

The northern region of Penang is also known for its green and beautiful hilly landscape, including the Bukit Bendera area which offers spectacular views from the top of the hill. Additionally, the island has several rainforest parks and national parks that provide opportunities for visitors to enjoy the natural beauty and biodiversity unique to this region, as well. Overall, Penang is an attractive island with a unique combination of natural beauty, rich history and culture, as well as economic and trade progress that is a major attraction for locals and tourists alike. This geographical condition encourages organizations such as PRIM to take advantage of opportunities in developing a business. Community service is one form of implementation of the strategic role of universities in contributing directly to society. Through the Community Service Program (PKM), the proposing team is committed to actively participating in providing real solutions for our partners, namely PRIM in Pinang, Malaysia, in dealing with the problem it faces, namely economically unproductive socio-religious organizations but active in socio-religious activities.

From the analysis of the situation described above, several problems can be raised related to the Head of the Special Branch of Muhammadiyah (PRIM):

- 1) Economic independence that contributes to PRIM
- 2) Related to economic independence that can be run by PRIM. Focused on strengths, weaknesses, opportunities and threats for PRIM, for productive economic endeavors, increasing the income and welfare of PRIM members
- 3) Management and Finance in financial management, how to manage finances effectively, saving, and investments that can be made.

Through this activity, the service team from the University of Muhammadiyah Malang (UMM) aims to provide support and assistance to PRIM in an effort to improve the economic quality of Muhammadiyah citizens in general and PRIM in particular. Thus, in the long run, PRIM is able to have business units such as Muhammadiyah organizations in other regions. In this context, this extension activity aims as follows:

- 1) Introduction of economic (business) independence programs that can be run by PRIM and local communities
- 2) Strengthening the management and management capabilities of PRIM economic independence programs to improve their effectiveness and sustainability.
- 3) Counseling on financial management and asset management aimed at improving the financial stability of PRIM members.

With the hope of increasing capacity and understanding, PRIM Pulau Pinang is expected to be more effective in promoting the economic business of its members and the local community. By encouraging economic independence, it is hoped that people can reduce their dependence on social assistance and be able to create opportunities and a better future for themselves and their surrounding communities. In addition, the collaboration between UMM and PRIM can also strengthen a partnership network that is sustainable and beneficial for both parties.

The scope of this service is as follows:

- 1) Head of the Special Branch of Muhammadiyah (PRIM): This service activity will focus on PRIM members and administrators in the Penang region, Malaysia. The service team will interact directly with PRIM members to provide counseling and support in an effort to improve their economic independence
- 2) PRIM's Economic Independence Program: Community Service will discuss various economic independence programs that can be run by PRIM. Focused on analyzing strengths, weaknesses, opportunities and threats for PRIM. After conducting the evaluation, discuss possible programs that can be implemented including productive economic enterprises, providing skills training programs, or other initiatives intended at increasing the income and welfare of PRIM members.
- 3) Management and Financial Aspects: Within this scope, the service team will provide support and counseling related to financial management in collaboration with OJK. This includes how to manage finances effectively, save and invest that can be done.

MATERIALS AND METHODS OF IMPLEMENTATION

The method of implementing service includes the steps and approaches used to achieve the objectives of the activity. Here are the methods applied in this activity:

1. Preliminary Study: The service team conducted a preliminary study to gain a deep understanding of the situation and needs in the Penang region regarding economic independence. Preliminary studies may involve interviews with PRIM members, administrators, and local communities to identify key problems and potentials.
2. Identification of Needs and Objectives: Based on the results of the preliminary study, the service team identified the specific needs of PRIM members and the economic independence program being run. Clear goals are set so that devotion can focus on the desired outcome.
3. Formulation of Activity Plan: The service team will prepare an activity plan based on the needs and objectives that have been identified. The activity plan includes the implementation schedule, extension materials, training methods, activity locations, and resources needed.

4. **Implementation of Counseling and Training:** The service team will carry out counseling and training activities for PRIM members. Counseling and training are delivered in accordance with the material that has been prepared, using interactive and participatory methods to facilitate the understanding and application of the concepts taught.
5. **Monitoring and Evaluation:** During and after the implementation of activities, the service team will conduct monitoring to monitor the progress and impact of counseling and training activities. Evaluation is carried out to assess the effectiveness of activities and record the achievements that have been accomplished and the obstacles faced.
6. **Coaching and Mentoring:** After the counseling and training activities are completed, the service team can provide ongoing coaching and mentoring to PRIM members to ensure the implementation of the practices that have been taught in daily activities.
7. **Reporting the Service Results:** The service team compiles a report on the results of service which contains a summary of activities, results that have been achieved, findings, recommendations, and evaluation of the overall activities.
8. **Dissemination of Results:** The results of service activities are distributed to PRIM members, the community, and other related parties. This dissemination can be done through meetings, seminars, publications, or other relevant media.

This service methodology is carried out with a participatory approach, where the service team will work together with PRIM members and local communities to achieve meaningful changes in increasing economic independence in the Penang region, Malaysia

RESULTS AND DISCUSSION

A. Activities and Results of Service

Community service, especially PRIM, is conducted in various forms of activities, including counseling, and mentoring. The implementation of activities was carried out on the island of Pinang Malaysia, precisely on Tokong Island (See Map).

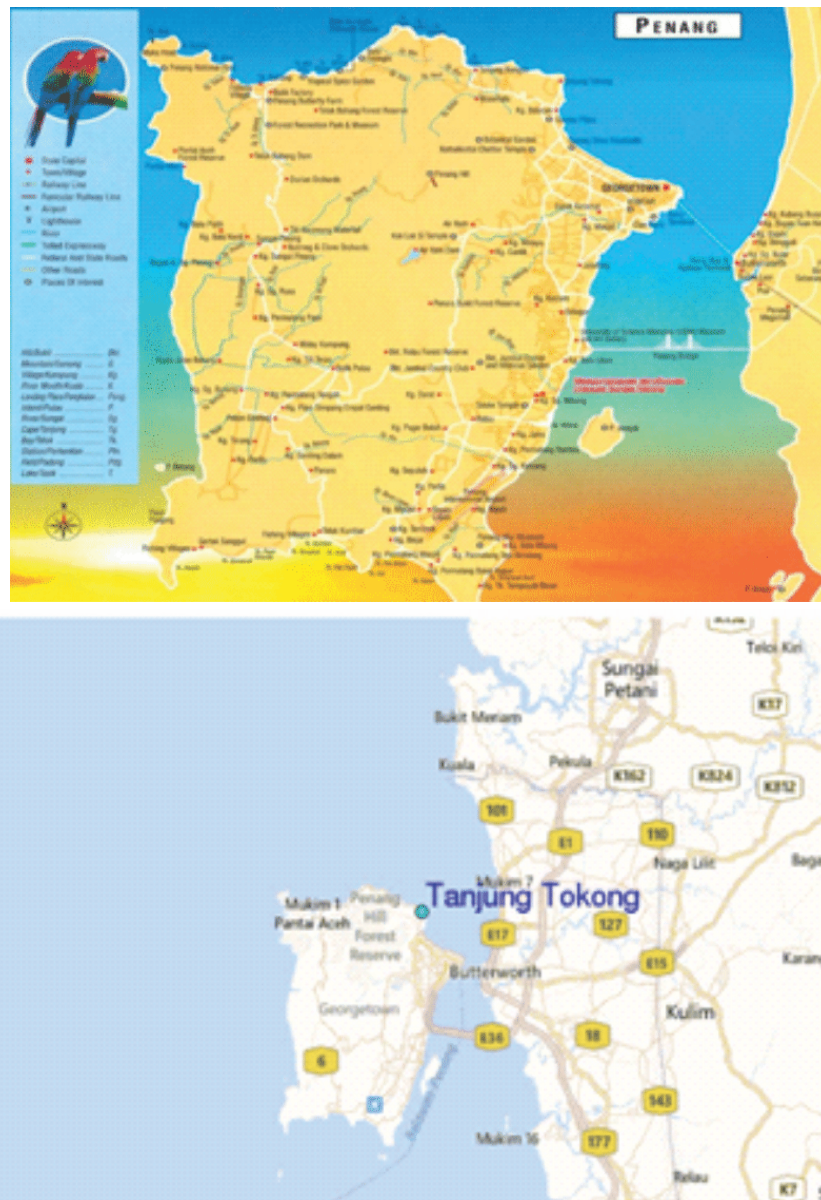


Figure 1. Activity Location Map for PRIM's Economic Independence Program in Malaysia

1. Increased Awareness and Knowledge: Through outreach and training activities, PRIM members and local communities can raise awareness about the importance of economic independence and gain better knowledge about independent business development strategies and practices including increased knowledge about financial management. Financial counseling activities are carried out in collaboration with the Financial Services Authority (OJK). The activity can be seen in figure 2.



Figure 2. Economic Independence Counseling Activities and Financial Planning for PRIM

2. Management Capacity Strengthening: PRIM members have improved their management and business management capabilities. They learn to manage finances better, record finances more organized, and understand the importance of business planning in developing a business.
3. Positive Role in Society: With the increasing economic independence of PRIM members, they can make a more positive contribution in society.
4. Improved Welfare of PRIM Members: Along with increased economic independence, PRIM members experience increased financial well-being. They can improve their living conditions, provide better education for children, and invest in the development of their businesses.



Figure 3. Capacity Building Counseling Activities for PRIM, Malaysia

5. Sustainable Partnership: This dedication has built a sustainable partnership between the University of Muhammadiyah Malang (UMM) and the Head of the Special Branch of Muhammadiyah (PRIM) Penang.



Figure 4. Capacity Building Counseling Activities for PRIM Women, Malaysia

Overall, this service activity has succeeded in making a positive contribution in increasing the economic independence of PRIM members and local communities

in the Penang region, Malaysia. With continuous efforts and support from various parties, it is hoped that the success and positive impact of this activity can continue and strengthen the economic potential of the community in achieving better welfare.



Figure 5. Partnership Counseling Activities for the PRIM Community, Malaysia

PENGENALAN OTORITAS JASA KEUANGAN

LATAR BELAKANG BERDIRINYA OJK

Regulator & Pengawas Perbankan (Bank Umum dan BPR)
Regulator & Pengawas Pasar Modal & IKNB

UU Nomor 21 Tahun 2011

Regulator & Pengawas Lembaga Jasa Keuangan yang Terintegrasi

INDUSTRI YANG DIWASILI OLEH OJK

PERBANKAN

- Bank Umum (Konvensional & Syariah)
- Bank Perkreditan Rakyat - BPR (Konvensional & Syariah)

IKNB

- Perasuransian
- Perusahaan Pembiayaan
- Modal Ventura
- Dana Pemisahan
- BPIS Kesehatan
- BPIS Ketenagakerjaan
- Pengadaian
- Lembaga Keuangan Mikro
- Lembaga Jasa Keuangan Lainnya
- Fintech
- Penyelenggara Inovasi Keuangan Digital

PASAR MODAL

- Perusahaan Sekuritas
- Manajer Investasi
- Emiten dan Perusahaan Publik
- Securities Crowdfunding

TUGAS DAN FUNGSI OJK

- Preventif Edukasi Keuangan
- Kuratif Penanganan Pengaduan

THE SIKAP FAMILY

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Figure 6. Material for outreach Activities on Introduction to Financial Services for PRIM Society, Malaysia

B. Discussion

This chapter discusses the relevance and implications of the findings of service activities related to the goals to be achieved through this activity. The discussion on the relevance of counseling on economic self-reliance to the welfare of the primary

community is an important topic in the context of community and economic development. Economic independence refers to the community's ability to manage their local resources and potential independently without excessive dependence on external assistance. Meanwhile, primary community welfare refers to the level of welfare and quality of life of the community at the basic level, for example basic needs such as food, clothing, shelter, education, and access to health. The following are some points to understand regarding the relevance of economic self-reliance counseling to the welfare of the PRIM community in particular:

1. **Self-Reliance Enhancement:** Through economic independence counseling, primary communities can acquire the knowledge and skills necessary to manage their natural resources and local potential. This will help them build a sustainable economy and contribute to improved prosperity.
2. **Diversification of Sources of Income:** Counseling can help primary communities to understand the diverse economic opportunities in their neighborhoods. For example, introducing modern agricultural techniques, processing agricultural products, or local handicrafts. With diverse sources of income, people will be more resilient to economic changes and reduce poverty.
3. **Reducing Economic Inequality:** Economic independence counseling can help reduce economic inequality among primary communities. If people have equal opportunities to access knowledge and skills, then the gap between rich and poor groups of people can be narrowed.
4. **Sustainable Natural Resource Management:** Guidance also plays an important role in helping primary communities understand the importance of sustainable natural resource management. In this way, communities can keep their surroundings productive and functioning properly, and ensure the availability of natural resources for future generations.
5. **Women Empowerment:** Economic independence counseling can also give an important contribution in empowering women in primary communities. By providing greater access to knowledge and skills, women can have an active role in developing the economies of their families and communities, thus contributing to improved overall well-being.
6. **Improving Access to Education and Health:** Economic independence means primary communities can generate better incomes. This can have a positive impact on access to better education and healthcare. Community welfare will improve when people have access to quality education and adequate health services.

Through economic independence counseling, primary communities will be able to understand the opportunities and potentials they have and overcome the challenges faced. Thus, people's welfare can be improved sustainably, and communities will become more independent and resilient in facing social and economic changes.

Strengthening the capacity of migrant communities and their economic independence has important implications for their well-being in Malaysia and Indonesia. Here are some relevant implications:

1. **Improving the welfare of migrant communities.** Strengthening the capacity of migrant communities will improve their skills and knowledge, enabling them to get better jobs and higher wages. In addition, with economic independence, they

not only depend on permanent employment, but are also able to create business opportunities and additional sources of income.

2. More significant economic contribution. With economic independence, migrant communities will become more active and meaningful economic contributors to destination and origin countries. In Malaysia and Indonesia, migrants have great potential to contribute to important sectors such as labour, trade, and the micro, small and medium enterprises (MSMEs) sector.
3. Increased Remittance. The economic independence of migrant communities can also reduce their dependence on remittances or money sent back to their countries of origin. Instead, they will have the opportunity to invest their money in economic development where they live, such as new ventures or infrastructure projects.
4. Reduction of Economic Uncertainty. Strengthening the capacity and economic independence of migrant communities can help reduce economic inequality in countries of origin and destination. By having equal opportunities to improve skills and access to economic opportunities, social and economic inequality can be reduced.
5. Reducing the Risk of Exploitation and Violation of Human Rights. Migrant communities that are economically stronger tend to be better protected from exploitation and human rights violations. They can choose more decent jobs and have better negotiations in terms of wages and working conditions.
6. Strengthening Social Networks and Communities. Through training and skills development, migrant communities can strengthen social networks and communities in their destination countries. This enables the exchange of knowledge and experience, as well as supports better social integration.
7. Reduction of Social and Economic Burden of Home Country. With economic independence, some migrant communities may decide to return to their home countries and start businesses or projects there. This can help reduce mass migration pressures and have a positive impact on social and economic development in the country of origin.

Strengthening the capacity of migrant communities and their economic independence is an important step to improve their welfare and make a positive contribution to both Malaysia and Indonesia. The implementation of education, training, and financial support programs for migrant communities can be an effective strategy to achieve this goal.

On the Issue of community capacity strengthening is an effort to improve human abilities, knowledge, skills, and resources in various aspects of life. When community capacity building is carried out properly and on target, it can contribute significantly to improving the welfare and economic independence of the community. Here are some points to explain the relevance between strengthening community capacity with welfare and economic independence:

1. Skills and Knowledge Enhancement: Community capacity building can include education, training, and upskilling. With increased skills and knowledge, people can more easily access job opportunities, increase productivity, and find better sources of income. Thus, people's economic welfare can be improved because they have the ability to contribute actively in the economy.

2. **Economic Empowerment and Self-Reliance:** Community capacity building involves empowering individuals and community groups to overcome challenges and take initiative in addressing their own problems. When people have economic independence, they not only depend on outside aid, but can also create economic opportunities and manage their resources wisely. Thus, the community is more empowered and can reduce poverty levels and improve welfare.
3. **Participation in Decision Making:** Community capacity building also involves increasing community participation in decision-making processes, both at the local and national levels. More active participation provides opportunities for communities to voice their needs and aspirations. This can lead to more inclusive public policies that favor the interests of society, which in turn can improve welfare and economic opportunities for all members of society.
4. **Strengthening Entrepreneurship and Local Economy:** Through strengthening community capacity, entrepreneurial potential can be better developed. This approach can encourage the emergence of micro and small enterprises that develop into drivers of the local economy. With the growth of local businesses, people will have more job opportunities, increase purchasing power, and support the overall development of the local economy
5. **Sustainable Resource Management:** Community capacity building is also linked to an understanding of sustainability and the environment. By raising awareness of the importance of sustainable resource management, communities can reduce negative impacts on the environment and ensure the availability of sustainable natural resources to support their economic life in the long term.

By referring to the above points, it can be concluded that strengthening community capacity is highly relevant to improve welfare and economic independence. By empowering communities, providing the right skills and knowledge, and encouraging active participation in decision-making and local economies, communities can become key subjects in their efforts to prosper and improve their economic conditions.

Increasing financial planning literacy has significant relevance to people's welfare. Financial planning literacy refers to an individual's or society's understanding and knowledge of how to manage their finances wisely, including budgeting, managing debt, investing, and planning for the financial future. Here are some ways how increased financial planning literacy contributes to people's well-being:

1. **Better Financial Management:** With improved financial planning literacy, people can learn how to manage their income and expenses effectively. This means they can avoid excessive debt, reduce unnecessary spending, and create adequate savings for the future.
2. **Rational Financial Decision Making:** Financial planning literacy helps people in making wiser financial decisions. They will be more likely to understand the risks and potential returns of each investment decision, purchase the right insurance, and understand how to allocate their assets wisely.
3. **Financial Stress Reduction:** By having knowledge of financial planning, people can reduce levels of financial-related stress and anxiety. They have a greater sense of control over their financial situation, and this can have a positive impact on mental health and general well-being.

4. **Financial Protection Awareness:** Financial planning literacy helps people realize the importance of insurance and other financial protections. They will be more likely to protect themselves and their families from unexpected financial risks, such as accidents, illness, or job loss.
5. **Increased Investment and Economic Growth:** If people are more educated in financial planning, there is a greater tendency for them to invest wisely and participate in productive economic activities. This can promote sustainable economic growth at the local as well as national levels.
6. **Poverty Reduction:** Increasing financial planning literacy can help reduce poverty in society. Through a better understanding of how to manage their finances, people will have a greater chance of improving their quality of life and getting out of the cycle of poverty.
7. **Next Generation Financial Education:** With increased financial planning literacy, people will have more opportunities to pass this knowledge on to future generations. Building good financial habits early on will help create a more financially stable society in the future.

Thus, increasing financial planning literacy plays a significant part in creating a more empowered, financially stable society, and contributing to overall general well-being. Governments, educational institutions, and non-profit organizations have a key role to play in improving financial literacy in communities through appropriate education, training, and resource provision programs.

Implications of the Importance of Counseling, Capacity Building, and Training on Financial Planning and Financial Literacy for Migrant Communities:

1. **Counseling for Financial Awareness and Understanding:** Migrant communities often face unique and complex financial challenges. Financial counseling helps them understand the importance of managing their money wisely, recognizing financial risks, and understanding their rights and obligations related to financial planning.
2. **Strengthening Financial Capacity:** Migrants often have the opportunity to send money to their families back home. Strengthening financial capacity helps them manage remittances efficiently, reduce transfer costs, and make appropriate use of financial instruments such as savings, investments, or insurance.
3. **Financial Planning Training:** Financial planning training equips migrant communities with the skills needed to plan for their future financially. This includes budgeting, saving, investing their money, and dealing better with life's uncertainties.
4. **Financial Literacy for Wise Decision Making:** Migrant societies tend to face different financial situations in new countries of origin and countries of residence. Financial literacy helps them understand the differences in financial systems, regulations, and their rights as migrants. With this knowledge, they can make wiser financial decisions.
5. **Protection from Fraud and Exploitation:** Migrant communities are often easy targets for fraud and financial exploitation. Counseling and financial literacy empower them to identify and avoid harmful fraudulent schemes and understand their rights to be treated fairly and appropriately at work or in financial transactions.

6. **Improved Economic Well-Being:** With adequate financial skills and knowledge, migrant communities can improve their economic well-being. They can better manage their income, increase savings, reduce unnecessary debt, and create a more stable financial foundation for their families
7. **Support for Social and Economic Integration:** Migrant communities who have good financial understanding and expertise are more likely to be involved in social and economic life in their destination countries. This facilitates their integration in the local community and helps create a more harmonious relationship between the migrant community and the local population.
8. **Positive Contribution to Country of Origin and Destination:** Migrant communities that have good financial knowledge can make a positive contribution to the country of origin through efficient delivery of remittances and productive investment. Alternatively, they can also actively participate in the economy of the destination country and support economic growth there.

The importance of counseling, capacity building, financial planning training, and financial literacy for migrant communities is key to helping them overcome the financial challenges faced during the migration process and build a better future economically. With the right support and knowledge, migrant communities can increase financial independence and achieve financial stability in their lives.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

A good level of financial literacy in society can help improve overall well-being, reduce financial stress, and open up opportunities for a brighter future. Therefore, education and awareness of financial literacy are crucial to advance society towards financial stability and better welfare.

Community capacity strengthening plays an important role in improving community welfare. By increasing knowledge, skills, participation, and access to resources, communities can achieve economic independence, increase the quality of the environment, and upgrade the overall quality of life

Economic independence and people's welfare are two aspects that are interrelated and can have a positive impact on the development of a country. Economic independence refers to the ability of a country to produce and manage its economic resources independently without being overly dependent on other countries. Meanwhile, community welfare refers to good living conditions and a high quality of life for its citizens.

Economic independence contributes directly to the welfare of society through several mechanisms. First, by having strong and competitive industrial industries, the country can create more jobs for its population, reduce unemployment, and improve living standards. In addition, economic independence also allows the state to control the production and distribution of resources efficiently, so that goods and services can be accessed at prices that are more affordable to the community

Similarly, economic independence provides opportunities for the country to allocate economic resources according to the needs of the community. For example, the nation can focus more on the education and health sectors to improve the quality

of human resources, which in turn will improve the productivity and well-being of society as a whole.

In addition, economic independence also helps reduce dependence on imports of goods and technology. By having the ability to produce its own goods and technologies, countries can reduce the risk of price fluctuations and supplies from abroad. This has a positive impact on economic stability and people's ability to meet their basic needs better.

In the context of community welfare, economic independence acts as a strong foundation to improve the quality of life of its citizens. By reducing poverty and increasing access to basic services such as education, health, and housing, economic independence creates a conducive environment for people to grow and develop economically and socially.

Suggestions

Economic independence cannot be achieved by itself. Support from the government, the private sector and the community is also needed to create the right economic policies, develop adequate infrastructure, improve education and skills of citizens, and encourage innovation and investment in various sectors. With collaboration and mutual awareness, economic independence and community welfare can become two solid pillars in achieving sustainable and inclusive growth for a country.

Financial planning literacy is the key to financial success. By understanding its important aspects, individuals can create long-term financial stability and security. Managing expenses, wise investments, and the establishment of an emergency fund are essential steps. Financial planning helps achieve life goals, such as education, home, and retirement, as well as protect yourself from unexpected risks. Awareness about credit, credit card use, and debt management is also relevant. Education on financial planning should be widely promoted, so that people can make smart financial decisions and avoid financial difficulties in the future.

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ASSISTANCE TO IMPROVE THE QUALITY OF BUSINESS CHARITY FINANCIAL REPORTING IN MALANG DISTRICT

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Abstract

The service is carried out at schools in the PDM area of Malang Regency. Partners run a business with funding sources from foundations, assistance from student parents and school operational assistance. Service activities aim to help partners through assistance in preparing financial reports. Currently, the partners are running a Muhammadiyah charity business with sources of funds from various parties. As for what has been conveyed by partners that partners have problems in accounting for the funds that have been obtained. Partners need proper education to prepare financial reports so that partners are able to present financial reports properly and correctly. The service is carried out by servants using a discussion and demonstration approach regarding financial reporting management both for BOS funds and the overall integration of financial reports. integrated.

Keywords: Assistance, Financial Statements, Integrated

INTRODUCTION

The introduction includes, among other things, namely: identification of partners' problem situations; condition analysis and problem formulation; solution design in the community service program, as well as synchronizing from the application of the results of community service and/or research related to the pre-existing Science and Technology (Science and Technology). In addition, it also contains the relevance of the literature review on the problems encountered, as well as solutions that can be offered to solve these problems. At the end of the introductory paragraph, the objectives and benefits of the service program that have been implemented are written.

Amal Usaha Muhammadiyah (AUM) under PDM Malang Regency consists of several AUMs engaged in economics, education, health, community welfare and also da'wah. The information generated by each AUM is expected to be able to be integrated with the PDM as a reference in determining a policy. One of the Muhammadiyah Charities that is currently being targeted to have accountable information is the Muhammadiyah Business Charity which operates in the field of Education. Through the East Java Muhammadiyah Regional Leadership (PWM) policy, each AUM is required to have financial reports where these financial reports will later be input into the PWM financial reporting system that has been provided.

In order to achieve the goal of uniformity in the preparation of financial reports, AUM education loyalists need assistance in school financial management. The daily activities of Muhammadiyah and Aisyiyah schools in the PDM Malang Regency environment are providing services to students to get proper learning both online and offline. Apart from carrying out learning, non-learning activities are also still carried out with full health protocols. The non-learning activities in question are extracurricular activities and student development activities outside of classroom learning such as religious activities and self-development.

Learning and non-learning activities are funded from independent funds, namely foundations and student guardians as well as external funds, namely from donors and School Operational Assistance funds or BOS (government). These funds will later be managed by the school and allocated to activities in accordance with the school program. Independent foundation funds are funds sourced from foundations that have been allocated to school operations. While funds from student guardians are funds sourced from student guardians consisting of school registration funds, building fees, operational funds and monthly tuition. Donor funds come from donors who specifically make donations to the school to support school operational activities. Meanwhile, BOS funds originating from the government were given to SD Muhammadiyah through the Regional Government. The management of education implementation starting from the elementary-junior level is handed over to the Regional Government, while the management of senior high school level education is under the Provincial Government.

Any funds handed over to the school are purely aimed at increasing the quality and quantity standards of education in schools. Funds handed over to schools from donors or from the government certainly do not expect returns from the donors. However, all activities related to finance must be reported and accounted for. Foundations have an interest in the operation and progress of the school, while parents have an interest in what facilities and services are provided to their students. Meanwhile, the government as the provider of School Operational Assistance funds wants to know whether operational activities are in accordance with the initial plans and objectives or not.

According to Law No. 18 of 2004 concerning Amendments to Laws. No.16 of 2001 an organization, including non-profit organizations or foundations or schools, is required to provide financial reports in accordance with the provisions of Law No.18, namely in article 52 paragraph (5) which states that "organizational financial reports must be prepared in accordance with applicable Financial Accounting Standards. Applies." Financial Report is very important for the Foundation. Financial reports are the responsibility for managing resources managed by management (Anand, Nastiti, 2018).

Relates to the process of accountability Muhammadiyah and Aisyiyah schools, currently these schools have taken responsibility for all activities that have been carried out by compiling financial reports. The financial reports that have been prepared include reports on the use of foundation funds, the use of funds from donors, the use of funds from parents and students and the use of School Operational Assistance (BOS) funds. Reports are compiled separately from each source of funds, this is based on the explanation of the school treasurer. Reports are prepared based on sources of funds so that each report is easier to trace the source of funds and use for each type of activity.

The treasurer said that financial reports on the use of funds other than BOS funds were made periodically but the reporting period was still not consistent. The treasurer conveyed several difficulties in terms of acknowledging each transaction that had been made so that this became the main obstacle in the reporting process so that the report was not completed on time. The school treasurer and the school principal said that they really wanted the integration of financial reports so that the information generated from the financial reports became one unit and not separated. Currently, the information presented is still separated because the financial statements are prepared separately based on sources of funds and activities carried out.

As for the existence of integrated financial reports, the expected information will become more valid so that it will be easier for leaders to make school policies. This is because integrated financial reports are overall financial reports from funds sourced from foundations, parents, students, donors and funds from the government in the form of BOS funds. The school treasurer and school principal also said that there were other obstacles in preparing financial reports, namely unsupportive human resources. Human resources, especially the treasurer, are not from accounting education, so they lack understanding and experience in preparing financial reports. In addition, the school treasurer actually has multiple positions as a teacher so that the treasurer has a different focus because he has more responsibilities other than being treasurer. The impact is that the financial reports produced are on average not standardized and are only understood by the preparers and are not informative enough for users of other financial statements.

The process of integrating financial reports is an activity that should be carried out by the school. This relates to the interests of all parties related to the Education Business Charity (AUM) in the PDM Malang Regency area. One of these interests is in assessing the way managers carry out their responsibilities and other aspects of their performance in terms of providing services to the community (Hesti, 2020). Therefore, to fulfill the obligation of transparency and accountability, the school management, especially the treasurer and the principal, feel the need for knowledge and assistance regarding school financial management so that later the information generated from the financial reports can be read, understood and used by all users of the financial statements properly.

Based on the analysis of the situation in the partner environment, several problems can be formulated, namely:

1. The financial reports of Muhammadiyah and Aisyiyah schools in the PDM area of Malang Regency have not been integrated from various funding sources
2. Human Resources for Muhammadiyah and Aisyiyah schools in the PDM area of Malang Regency have not been able to prepare financial reports in accordance with the standards for preparing financial reports
3. Financial reports have not been systematized neatly and accountably

MATERIALS AND METHODS OF IMPLEMENTATION

Based on Figure 1 above, the proposer will start IbM activities from an analysis of the problems faced by partners. From the problems the proposing partners will offer solutions to the problems faced by the partners.

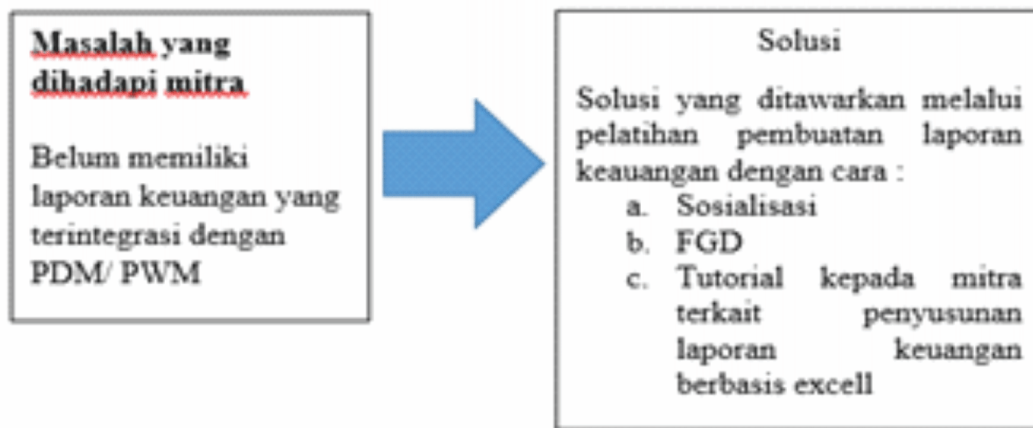


Figure 1. Problem Solving Framework

Solving the problem of Muhammadiyah and Aisyiyah schools in the PDM area of Malang Regency was carried out using several approaches which were carried out simultaneously, namely:

- Socialization is an activity carried out to add insight into the object that will be carried out by training, namely regarding the rules regarding the statement of financial accounting standards to the use of BOS funds
- Training and Assistance in this case focuses on how the financial reporting of Muhammadiyah and Aisyiyah schools in the PDM Malang Regency area can report according to existing standards and be integrated from various funding sources.

The two methods above are carried out through several stages, namely the first is socialization, the second is competency improvement, the third is implementation and the last is monitoring and evaluation.

Table 1. Types of Activities, Community Participation, Activity Outcomes and Problem Solutions

No.	Type of activity	Society participation	Activity output	Problem solution
1	Socialization	As a participant	Participants understand the purpose of dedication and increase motivation in following the next agenda	Providing motivation to increase the updating of financial reporting regulations
2	Training and preparation of financial reports on school operational assistance	As a participant	Participants understand the process of preparing financial reports and producing BOS financial reports	Explanation of accountability for BOS funds and preparation of financial reports through discussions and demonstrations
3	Training and preparation of integrated financial reports	As a participant	Participants understand the process of preparing financial reports and producing integrated financial reports	Discussion on the integration of financial reports and demonstrations of the preparation of school funding sources
4	Monitoring and Evaluation	Support the dedication team	Financial reports conforming to the statement of accounting standards	Accompaniment

RESULTS AND DISCUSSION

Assistance in improving the quality of business charity financial reporting in Malang Regency is intended for Muhammadiyah Charity (AUM) Education under the auspices of the Muhammadiyah Regional Leadership (PDM) Malang Regency. This assistance is specifically for AUM in the field of educational services. Assistance was attended by a number of AUM education in the PDM Malang Regency area, as shown in the table below:

Table 2. AUM in the Education Sector in the PDM Region of Malang Regency

No.	AUM Name
1	SD Muhammadiyah 2 Sumberpucung
2	SD Muhammadiyah 6 Lawang
3	SD Muhammadiyah 10 Pagak
4	SD Muhammadiyah 8 Dau
5	SD Muhammadiyah 1 Kepanjen
6	SD Muhammadiyah 3 Overlapping
7	SD Muhammadiyah 7 Wajak
8	MI Muhammadiyah Nurul Islam Tajinan
9	Tajinan Quality Middle School
10	SMP Muhammadiyah 6 Dau
11	SMP Muhammadiyah 1 Sumberpucung
12	SMP Muhammadiyah 5 Pagak
13	SMP Muhammadiyah 9 Gondanglegi
14	SMP Muhammadiyah 3 Kepanjen
15	SMP Muhammadiyah 4 Singosari
16	SMP Muhammadiyah 10 Turen
17	SMP Muhammadiyah 11 Pakisaji
18	Aisyiyah Middle School BC
19	Muhammadiyah 2 Sumberpucung Senior High School
20	Muhammadiyah 1 Kepanjen Senior High School
21	SMK Muhammadiyah 5 Kepanjen
22	SMK Muhammadiyah 7 Gondanglegi
23	SMK Muhammadiyah 6 Donomulyo
24	SMK Muhammadiyah 9 Wagir
25	SMK Muhammadiyah 3 Singosari
26	SMK Muhammadiyah 8 Pakis
27	SMK Muhammadiyah 2 Pagak

The stages of community service in the form of assistance to improve the quality of business charity financial reporting in Malang Regency are carried out through the following stages:

1. Coordination with PDM Malang Regency.

The dedication team carried out initial coordination with the structural PDM of Malang Regency, which was led by the Deputy Chairperson of the Elementary Education Council and the Financial Supervisory and Oversight Institute (LPPK) team. This coordination is carried out in the framework of conveying problems found to partners by PDM and LPPK representatives. Furthermore, the service team

conducts mapping to facilitate the process of identifying problems with partners. This coordination resulted in several things, including:

- a. AUM Education does not yet have competent Human Resources (HR) in accounting and financial reporting
- b. AUM Education has not prepared periodic financial reports
- c. Financial transactions are presented in the form of cash inflows (receipts) and cash outflows (disbursements), which results in a certain amount of surplus/deficit.
- d. AUM Education admits that there is no need to be accountable for school management to PDM in the form of financial reports
- e. AUM Education does not have the same financial report template
- f. AUM Education requires external funding for the development of educational businesses, where the application for funding requires financial reports as the main requirement
- g. Education AUM has a mandatory NPWP to report the Agency's Annual SPT which requires financial reports as attachments

Based on the findings above, the service team in collaboration with PDM and LPPK compiled a systematic form of socialization and financial reporting workshops in stages to all AUM Education in Malang Regency.



Photo 1: Coordination of Service Team with PDM and LPPK Malang Regency

2. Socialization of Financial Reporting

The service team conducts socialization of financial reporting as a first step in assisting in improving the quality of financial reporting at AUM Education as partners. The PDM of Malang Regency through the Elementary Education Council invited all AUM of Malang Regency Education to attend the socialization at the Malang Regency PDM meeting building on Jl. Raya Sengkaling No. 246 Mulyoagung Village, Dau District, Malang Regency. This socialization was attended by all AUM Education in Malang Regency.

The socialization was opened by the Chairperson of the PDM and the Chairperson of the Malang Regency LPPK, while the socialization material was delivered directly by the community service team. Socialization starts at 08.30-12.00. This socialization conveys the importance of financial management for AUM Education as a non-profit entity, as follows:

- a. Separation of persons in charge is very important for the finance, accounting and taxation departments in managing an entity. AUM Education has limited Human Resources (HR) who are given the task of managing it.
- b. Understanding of HR in relation to financial management, especially in the presentation of financial statements based on the accounting cycle
- c. Introduction to the development of a financial management system called the School Accounting Information System (SIAS)



Photo 2 : Socialization of Financial Management for AUM Education in Malang Regency

3. Financial Reporting Short Course

Assistance in improving the quality of financial reporting for AUM Education will then be carried out in the form of short courses. This activity was attended by all AUM Education, where each AUM delegated 1-2 financial managers through the development and use of an integrated application system called the School Accounting Information System (SIAS). The service team provides assistance in stages over two days, with activities:

- a. Short course 1: delivery of material on financial management and accounting related to financial and tax reports by the community service team
- b. Short course 2: assisting the use of the School Accounting Information System (SIAS) application by the service team



Figure 1: School Accounting Information System Application



Photo 4: Financial Reporting Short Course for AUM Education in Malang Regency

CONCLUSIONS AND RECOMMENDATIONS

Devotion in the form of assistance in improving the quality of business charity financial reporting in Malang Regency which is intended for Muhammadiyah Charity (AUM) Education under the auspices of the Muhammadiyah Regional Leadership (PDM) Malang Regency resulted in findings, follow-ups and results related to the following:

1. AUM Education does not yet have adequate Human Resources (HR) in financial and accounting management, both in terms of quantity and competency. Furthermore, AUM Education is committed to continuously increasing the quantity and quality of human resources through sustainable activities. AUM Education under the auspices of PDM and LPPK Malang Regency continues to work closely with related institutions to achieve these goals. One of them is involving financial and accounting managers in the socialization and short course of financial reporting carried out by the community service team.
2. AUM Education has participated in community service activities, in the form of socialization for 1 day, at 08.30-12.00 WIB at the PDM Malang Regency Building, on Jl. Raya Sengkaling No. 246 Mulyoagung Village, Dau District, Malang Regency. AUM Education receives assistance in the form of strengthening understanding of financial management for non-profit entities.
3. AUM Education has participated in community service activities, in the form of a short course for 2 days, at 08.30-12.00 WIB at the Accounting Laboratory of the University of Muhammadiyah Malang. AUM Education receives assistance in the form of training in preparing reports and using the School Accounting Information System (SIAS) application

4. AUM Education starts implementing the SIAS application in the Odd Semester of the 2023/2024 Academic Year and so on in their respective entities. One of the outputs of this application is a financial report. Furthermore, AUM Education will be responsible for the report to PDM Malang Regency periodically.

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OPTIMIZING EDUCATION TO PRODUCE A GENERATION OF CREATIVE AND INNOVATIVE LEADERS AT THE AL IMAN ISLAMIC BOARDING SCHOOL IN MUNTILAN

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Abstract

Service at the Al Iman Islamic Boarding School in Muntilan discusses the optimization of education to produce a generation of leaders who possess high creativity and innovation. In an era of continuous change and complexity, a learning approach is needed that can shape individuals into leaders who have a deep understanding of core concepts and can think creatively and innovatively in facing challenges and changes across various sectors. Various teaching methods, ranging from collaborative approaches to implementing advanced technology, are the focus of the effort to achieve this goal. Furthermore, this service highlights the vital role of a holistic and flexible curriculum designed to stimulate critical thinking and adaptability skills necessary for future leaders. Through an analysis of various case studies and innovative educational approaches from around the world, this service demonstrates that learning focused on developing creativity and innovation can create a learning environment that encourages idea exploration, interdisciplinary collaboration, and the development of creative solutions to complex issues. As such, this service has significant implications in designing a learning plan aimed at producing a generation of future leaders who are well-versed in knowledge and could formulate new and innovative solutions in facing various global challenges.

Keywords: Optimization of Learning; Generation of Leaders; Creativity and Innovation.

INTRODUCTION

The current educational situation faces challenges in producing graduates who can compete in the era of globalization (Tyagita & Iriani, 2018). Furthermore, the demand for higher quality education from society is increasing. Therefore, efforts are needed to improve our education system to produce graduates who can think creatively, and innovatively and are ready to lead the nation in the future (Suparlan, 2015).

There are still obstacles in optimizing learning to create a generation of creative and innovative leaders. Some of these obstacles include using conventional teaching models (Asrifah et al., 2020), rigid curriculum structures, and a lack of training and support for teachers in utilizing more effective teaching methods.

An effort is required to optimize learning to produce better-prepared graduates to face future challenges. This can be achieved by introducing more innovative and effective teaching methods, developing a more flexible curriculum, providing opportunities for students to develop their creative abilities, and offering training to teachers to utilize more effective teaching methods.

Schools provide a service, namely educational services. Educational services aim to satisfy all the needs required by customers. Service quality will satisfy educational customers as their needs are well met, even exceeding their expectations (Cahyawati, 2017). Schools have the critical task of providing high-quality educational services to students and parents. Parents, among the clients of educational services, naturally expect quality school facilities for their children, enabling them to benefit from facilities that enhance their abilities. Teachers play a crucial role in education (Mansir, 2020), and they are essential in providing quality education that can shape the next generation of leaders.

Education plays a central role in shaping and directing a nation's development. In the era of globalization and dynamic change, future leaders must possess qualities beyond conventional understanding. They must have strong creative and innovative abilities to confront challenges and formulate new solutions (Robinson, 2011). Therefore, optimizing learning becomes essential in preparing a generation of potential leaders who can create positive change.

Engaging with the community at the Al Iman Islamic Boarding School in Muntilan, focusing on optimizing learning to produce a generation of creative and innovative leaders, is a concrete step towards improving the quality of education. In this context, collaboration between educational institutions, communities, and other stakeholders is critical to designing practical and relevant teaching approaches in line with the demands of the times (UNESCO, 2015). By integrating innovative educational concepts and creative development strategies, this community engagement effort can significantly impact a country's long-term development.

MATERIALS AND METHODS OF IMPLEMENTATION

Community engagement at the Al Iman Islamic Boarding School in Muntilan aims to implement learning optimization strategies to generate creative and innovative leaders. The presented materials include:

1. Optimization of Learning Management in Enhancing Creative and Innovative Leaders

Optimization of learning management to enhance creative and innovative leaders is a strategic approach focused on systematic and practical development within the educational process to produce individuals capable of creative thinking, innovation, and superior leadership qualities. This approach integrates various methods, principles, and practices to shape a generation of leaders capable of addressing the challenges of the complex and rapidly changing modern era.

Critical aspects within this optimization of learning management include:

- a. **Innovative Curriculum Design:** Developing a curriculum that integrates interdisciplinary subjects and activities to stimulate creativity and facilitate a deep understanding of innovation. This curriculum can accommodate project-based learning that allows students to apply concepts in real-life situations.

- b. **Educational Technology Utilization:** Leveraging technology as a teaching aid to enhance interaction, exploration, and collaboration. Digital learning platforms, simulations, and other interactive tools can stimulate imagination and problem-solving.
- c. **Active Learning Approach:** Prioritizing approaches that encourage active student participation through discussions, group work, and collaborative projects. This helps develop communication skills, leadership abilities, and adaptability.
- d. **Empowering Teachers:** Involving training and ongoing development for educators to become effective facilitators in promoting students' creativity and innovation. Teachers are vital in guiding and motivating students to develop their potential.
- e. **Formative Evaluation:** Implementing formative-based evaluations that provide continuous feedback to students to develop skills, encourage reflection, and facilitate ongoing improvement.

By optimizing learning management, educational institutions can create an environment that stimulates creativity, nurtures innovation, and produces a generation of leaders ready to face future challenges with broader and deeper capabilities.

2. Socialization of Learning Optimization to Enhance Creative and Innovative Leaders

Socialization of learning optimization to enhance creative and innovative leaders is a strategic process aimed at informing, engaging, and educating various stakeholders about the importance of an educational approach that fosters creativity, innovation, and high leadership quality. The main objective of this socialization is to generate a deep understanding and broad support for changes in the educational paradigm and to prepare an adaptive and competitive generation of leaders.

Key points within the context of socializing learning optimization include:

- a. **Concept of Learning Optimization:** Explanation of an approach to learning that focuses on developing creativity, innovation, and leadership skills. Differentiating this approach from conventional methods and how it has the potential to create responsive and high-quality future leaders.
- b. **Benefits of Creativity and Innovation:** Discuss why creativity and innovation are essential aspects of education and how these abilities can provide a competitive advantage in facing global challenges.
- c. **Innovative Learning Strategies:** Describing a learning approach involving technology usage, active interaction, collaboration, and curriculum development that stimulates student creativity.
- d. **Role of Teachers and Educational Institutions:** Portraying the pivotal role of teachers as facilitators and role models in developing student creativity and innovation and stressing the importance of institutional support in implementing these changes.
- e. **Involvement of Industry and Community:** Highlighting the significance of collaboration with industries and communities to create a real-world-oriented learning environment with practical applications.
- f. **Application in Daily Life:** Illustrating how learning optimization can be applied in everyday life, whether in school, at home, or in the community.

Through adequate socialization, stakeholders such as students, parents, teachers, educational institutions (Al et al. School, Muntilan), and the community can become more engaged and supportive of the implementation of learning optimization, ultimately creating future leaders who are creative, innovative, and competitive.

3. Creativity Training

Conduct creative training sessions to teach teachers and students creative problem-solving techniques, brainstorming, and lateral thinking.

4. Workshop on Optimizing Learning to Produce Creative and Innovative Leaders

Optimizing learning to produce creative and innovative leaders is a holistic effort in designing and implementing a learning approach that encourages the development of creativity, innovation, and leadership skills in students. This approach aims to equip the younger generation with critical, collaborative, and adaptive thinking abilities to tackle complex challenges in a constantly changing society and world.

In this context, optimizing learning involves integrating innovative and technology-responsive teaching strategies. Active and participatory approaches, problem-based learning, and using relevant technology are crucial components in creating a learning environment that stimulates student creativity (Hidayati, 2020). Additionally, the role of teachers as facilitators and mentors is emphasized in providing support and guidance to students in developing their creative potential.

To create a generation of creative and innovative leaders, the curriculum must be updated and enhanced to include the development of critical thinking, innovative problem-solving, and ethical leadership skills. Collaborations with various parties, including industries and communities, can provide real-world experiences that enrich students' understanding of applying concepts and enhance their innovative potential (Rahaded et al., 2020).

Therefore, optimizing learning to produce creative and innovative leaders involves a comprehensive approach that combines traditional learning aspects with innovative strategies that stimulate student creativity and innovation. This is expected to create future leaders capable of shouldering leadership responsibilities and providing new and innovative solutions to increasingly complex global challenges.

The implementation method of this community engagement is carried out through a series of steps as follows:

1. **Action Plan Development:** The engagement team will design activities that include workshops, training sessions, and collaborations with industries based on optimizing learning.
2. **Activity Implementation:** Workshops, training, and collaborative sessions will be executed according to the action plan, involving teachers, students, and industry partners.
3. **Evaluation and Measurement:** Ongoing evaluation will be conducted to measure the improvement of students' creative and innovative abilities through surveys, classroom observations, and project assessments.
4. **Report Compilation and Publication:** The outcomes of the engagement, learning, and success of the implementation will be documented in a report and can be published in the form of articles.

RESULTS AND DISCUSSION

Result

Community engagement at Al Iman Islamic Boarding School in Muntilan, focusing on optimizing learning to produce a generation of creative and innovative leaders, has yielded significant positive impacts. Some key outcomes of this program are:

1. **Enhanced Creative and Innovative Skills of Students:** By implementing learning methods that emphasize creativity and innovation, there has been an improvement in the quality of critical thinking, lateral thinking, and creativity among students. They can generate new ideas and innovative solutions to address problems.
2. **Development of a Willingness to Take Risks:** Students have become more confident and willing to take risks in presenting ideas and trying new approaches to learning. This leads to the development of a more robust initiative and leadership attitude.
3. **Active Engagement in Collaborative Learning:** Implementing collaborative learning strategies stimulates active student participation in group discussions, team projects, and other interactive activities. This helps students develop essential communication and cooperation skills crucial for leadership.
4. **Refinement of Curriculum and Teaching Methods:** This program has provided valuable guidance in adapting a more inclusive, responsive, and innovative curriculum and teaching methods. Teachers can apply new techniques acquired from the training in their daily teaching.

Discussion

The community engagement results at Al Iman Islamic Boarding School in Muntilan reflect the importance of a learning approach that fosters creativity and innovation in shaping a generation of leaders responsive to change. By combining active, collaborative, and educational technology methods, students have a more significant opportunity to develop the skills needed to tackle future challenges.

The significance of developing a willingness to take risks and initiative is also emphasized. Creative and innovative leaders must be prepared to try new things, even if it means facing the possibility of failure. In this context, a safe and supportive learning environment becomes crucial in nurturing these qualities in students.

The experience of engaging in collaborative learning also has a significant impact on the development of students' social and leadership skills. The ability to effectively communicate, listen, and contribute within a group setting will help students become more inclusive leaders capable of managing diversity.

Overall, this community engagement has demonstrated that a learning approach that optimizes creativity and innovation can yield a generation of leaders better prepared to navigate the complexities and changes in various aspects of life.

a. Enhancement of Students' Creative and Innovative Skills

Through the implementation of learning methods focused on creativity and innovation, there is an improvement in the quality of critical thinking, lateral thinking, and students' creativity. They can generate new ideas and innovative solutions to address problems.

The application of learning methods that emphasize creativity and innovation has a positive impact on students' intellectual development. Enhancing critical thinking quality is one of the significant outcomes of this approach. Students are taught to analyze information more deeply, question existing assumptions, and develop broader perspectives. This helps them become more analytical and critical thinkers in various situations. Furthermore, lateral thinking abilities also experience improvement. Lateral thinking involves thinking beyond conventional boundaries and discovering new relationships between ideas that may not seem related at first glance. Creative and innovative teaching methods encourage students to think outside the box, combine different concepts, and create new solutions for complex problems.

In this context, students' creativity also flourishes. They can generate new ideas and innovative solutions to address problems. Students not only rely on existing solutions but can also develop original and effective alternatives. This ability has long-term benefits, both in the educational environment and the real world, where innovation and creativity are critical factors in facing rapid changes.

b. Development of a Willingness to Take Risks

Students become more confident and willing to take risks in presenting ideas and trying new approaches to learning. This leads to the development of a more substantial initiative and leadership attitude.

Implementing learning methods that encourage creativity and innovation also impacts the development of a willingness to take risks among students. Students become more confident in presenting ideas and trying new approaches to learning. They feel more comfortable stepping out of their comfort zones and facing new challenges.

This attitude is closely related to developing a more substantial initiative and leadership mindset. Students willing to take risks tend to become more effective leaders because they are unafraid to try new things and take responsibility for their decisions. This attitude also contributes to the formation of resilient and adaptive character traits, which are crucial in facing various situations in life.

c. Active Engagement in Collaborative Learning

Implementing collaborative learning strategies stimulates active student participation in group discussions, team projects, and other interactive activities. This helps students develop essential communication and cooperation skills crucial for leadership.

Implementing collaborative learning strategies plays a significant role in developing active student engagement in the learning process. Through group discussions, team projects, and other interactive activities, students learn how to collaborate, share ideas, listen to different perspectives, and achieve common goals.

The communication and cooperation skills developed through collaborative learning are essential leadership skills. A good leader must be able to listen, speak clearly, understand others' perspectives, and lead teams effectively. In this context, this teaching method enhances academic skills and equips students with valuable social skills.

d. Refinement of Curriculum and Teaching Methods

This program has provided valuable guidance in adapting to a more inclusive, responsive, and innovative curriculum and teaching methods. Teachers can apply

new techniques acquired from training in their daily teaching. This program also significantly contributes to refining the overall curriculum and teaching methods. Teachers can adapt learning approaches that better suit students' needs and learning styles by prioritizing inclusiveness, responsiveness, and innovation. They can apply new techniques acquired from training in their daily teaching, integrating creative, collaborative, and risk-taking elements into students' learning experiences.

This helps create a more dynamic, relevant, and engaging learning environment. Teachers convey information and act as facilitators and guides in the students' learning process. In this way, students can experience more satisfying and meaningful learning experiences, ultimately helping them develop into more creative, innovative, bold, and capable of effective communication and cooperation in leadership situations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Community service at Al Iman Islamic Boarding School in Muntilan highlights the importance of maximizing teaching methods to shape a future generation of leaders with qualities of creativity and innovation. By optimizing learning, we can equip students with the critical thinking skills, lateral thinking abilities, and creativity necessary to address complex challenges in an ever-evolving society.

In this context, the role of teachers and educators is crucial. Teachers can guide students in developing their potential holistically by implementing teaching methods that encourage creativity, initiative, and risk-taking. Collaborative learning also has a significant impact, helping students understand the importance of cooperation, effective communication, and appreciation for diverse perspectives.

Recommendations

Recommendations that can be drawn from this community service include continuously enhancing teacher training in adopting innovative teaching methods. Additionally, it is essential to develop a curriculum that is inclusive, responsive to changing times, and capable of encouraging students to think beyond conventional boundaries. Support from the school, government, and community is also crucial in implementing this learning optimization effort.

By implementing these recommendations, we can move towards the vision of producing a generation of leaders who not only have a deep understanding of the material but are also capable of bringing fresh ideas, innovative solutions, and a courageous attitude to their leadership roles in the future.

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PROFILE OF ONION FARMERS IN KAUMREJO VILLAGE, NGANTANG DISTRICT, MALANG REGENCY

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Abstract

This research was conducted in Kaumrejo Village, Ngantang District, Malang Regency. This study aims to look at the profile or background of agriculture in Kaumrejo Village in increasing agricultural businesses. The respondents used in this study were farmers in Kaumrejo village using the survey method. From the results of the study it can be concluded that Kaumrejo Village is still included in villages that still need assistance to improve village quality so that increased agricultural output, especially shallots, can run as expected by farmers in Kaumrejo Village. Being a farmer, especially shallot farmers, can still attract the interest of the community, efforts to increase the quantity and quality of shallot production still need assistance in terms of increasing and improving the management of farming management, shallot marketing, and still need protection assistance from the government to improve village quality in onion production.

Keywords: Empowerment; Community; Sustainable; Production.

INTRODUCTION

Shallot (*Allium cepa L.*) is one of the multipurpose root vegetables. Shallot is one of the leading commodities in several regions in Indonesia, which is used as a cooking spice and contains several substances that are beneficial to health, and its properties as an anti-cancer agent and a substitute for antibiotics, lowering blood pressure, cholesterol and reducing blood sugar levels. Shallots contain calcium, phosphorus, iron, carbohydrates, vitamins such as A and C (Saidah, et al., 2020; Thamrin, et al., 2019). With the many benefits of shallots, the market demand is increasing. Several regions in Indonesia are centers of shallot production, such as in Brebes, Nganjuk, Kendal, Pati, Solok, Majalengka, Probolinggo, Pare-Kediri, and Malang (Moeljani, 2019).

One of the shallot-producing areas is Kaumrejo village, Ngantang district, Malang regency. Kaumrejo Village has topographic conditions suitable for the cultivation of onion plants. Geographically, Kaumrejo village is located at an altitude of about 639 meters above sea level, with an average daily temperature of 20 oC and an average humidity of 62 %. This makes Kaumrejo village a center for shallot production (*Allium cepa L.*). According to Ulfa et al. (2018) that ideal climatic conditions for

growing requirements of onion plants are more suitable to grow in dry climates, with maximum solar irradiation (at least 70%), air temperature 20-32oC, and relative humidity 50-70%.

Overall, the area of land planted with shallots in Kaumrejo village in 2022 is 78 Ha with yields reaching 32 tons / Ha. This is one of the purposes of writing the article, namely to find out the general picture of onion farmers in Kaumrejo village, Ngantang District, Malang Regency.

Community profile data is needed for the next community empowerment step. One of the strengths of the community depends on rethinking existing assets, developing networks, building partnerships, and acting based on local motivations that inspire enthusiasm (Cavaye, 2001). Continuous community empowerment has proven successful in producing new entrepreneurs in the field of processed agricultural products, as well as being able to increase income and family welfare (Indratmi, et al., 2020).

MATERIALS AND METHODS OF IMPLEMENTATION

This research method uses the survey method, which is a research method carried out by taking samples from the population. Data and information obtained from community members are taken as information in the form of spoken and written words. Information was collected from respondents using agricultural land questionnaires. This study uses primary data and secondary data, primary data collection is a direct survey to farmers on agricultural land. The secondary data collection was obtained from several agencies related to Villages, Cooperatives and other institutions related to this research, both in the form of libraries, research results and reports.

RESULTS AND DISCUSSION

Kaumrejo Village is a village located in Malang regency, Ngantang District, East Java. The description or profile of Kaumrejo Village can be explained as follows: Geographical conditions of altitude 639 meters above sea level, average daily temperature 20oC, average rainfall 779 mm / year. Based on this study, researchers took 32 respondents from onion farmers in Kaumrejo village. The following are the results of the research that has been done:

Respondent's Education Profile

Based on the results of respondents with 32 samples given, it was found that the educational background of animal husbandry was

Table 1. Educational Background of Shallot Farmers in Kaumrejo Village

No.	Information	Respondents number
1	No school	2
2	SD	12
3	SMP	6
4	SMA	8
5	S1	4
Sum		32

Education Level is a level of formal education that has been undertaken by respondent farmers through elementary school to tertiary level. The education level of respondent farmers illustrates the thinking power in managing their farms. So that the education level of respondent farmers is one of the variables that need to be considered in a farming business. Farmers who have higher education, both formal and informal, have broader insights, especially in understanding the importance of productivity (Susanti, et al., 2016). From the results of research that has been conducted shows that onion farmers in Kaumrejo village are still dominated by elementary school graduates, with the highest number of graduates, namely 12. While S1 graduates are still relatively small, which is only 4. From these results, it can be said that the average education of onion farmers in Kaumrejo village is still relatively lacking. According to Laukoun (2021), the level of farmer education can affect the way farmers make decisions and solve problems faced in developing their farming businesses and also affect the ability of farmers to apply new information in the form of innovation and science.

Age of Respondents

Table 2. Age Classification of Shallot Farmers in Kaumrejo Village

No.	Age (Years)	Respondents number
1	Young (15-25)	3
2	Medium (26-45)	17
3	Old (>45)	12
Sum		32

Shallot farmers in Kaumrejo village are still dominated by medium age (26-45), which is as many as 17 farmers. This indicates that farmers are still classified as productive age. According to Gusti, et al. (2021), farmers who have a productive age will usually work better and more optimally than farmers who are already of unproductive age. In addition, according to Sinabariba, et al. (2022), age plays an important role in activities related to the level of physical ability. So, if the age of farmers is still relatively productive, it is likely to be able to manage agricultural land optimally.

Land Area and Tenure Status

Table 3. Land Area Classification of Shallot Farmers in Kaumrejo Village

No.	Land	Respondents number
1	Narrow (0-0,25 ha)	18
2	Currently (0,26-0,5 ha)	9
3	Area (>0.5 ha)	5
Sum		32

Table 4. Land Ownership Classification of Shallot Farmers in Kaumrejo Village

No.	Ownership Status	Respondents number
1	Private Property	28
2	Rent	4
Sum		32

Based on the table above, it can be seen that the average onion farmer in Kaumrejo village has a minimal land area. This is evidenced by the survey results which show that the highest number of survey results, namely 18 farmers, have a relatively narrow land area. Land area is a natural factor that greatly determines farming, the more land cultivated in farming, the higher the production and income per unit area (Mayamsari, 2014). The area of agricultural land has a positive impact in increasing their agricultural business, the greater the area of land owned by farmers, the greater the possibility of crops obtained by farmers.

Fertilizer Use

Table 5. Classification of Fertilizer Use of Shallot Farmers in Kaumrejo Village

No.	Fertilizer Use	Respondents number
1	Organic	0
2	Chemistry	11
3	Mixtures (organic and chemical)	21
Sum		32

If you look at table 5, it can be seen that onion farmers in Kaumrejo village still rely on the use of chemical fertilizers in their cultivation. However, there are also some farmers who use organic fertilizers, even if they are only limited to mixtures. From the respondents who have been obtained, it shows that there are 21 farmers who use a mixture of organic and chemical fertilizers. From the total 21 farmers, they use organic fertilizer as a basic fertilizer. The organic fertilizer used is manure. Manure is a fertilizer derived from solid excreta and animal waste, urine, and plant residues (animal feed) that rot with the help of soil micro-organisms (Pasang, 2019).

Use of Pesticides

Table 6. Classification of Pesticide Use of Shallot Farmers in Kaumrejo Village

No.	Use of Pesticides	Respondents number
1	Natural (vegetable, organic)	0
2	Chemistry	32
3	Mixtures (natural and chemical)	0
Sum		32

Based on the table of results above, it can be seen that onion farmers in Kaumrejo village do not know the existence of vegetable pesticides. Of the total number of 32 farmers who have been surveyed, overall still use chemical pesticides. Continuous use

of chemical pesticides can lead to resistance to pests and environmental damage. This will later have an impact on pest attacks which will be more difficult to control, so it is also necessary to use non-chemical pesticides. Non-chemical pesticides that are relatively easy to use are plant-based pesticides. Vegetable pesticides are pesticides whose basic ingredients come from plants/weeds.

Table 7. Average Yield of Shallot Farmers in Kaumrejo Village in the Last 3 Years

No.	Last 3 Years Production (ton/ha)		
	2020	2021	2022
1	4.09	3.62	3.83

Table 8. Description of Production Classification of Shallot Farmers in Kaumrejo Village for the Last 3 Years

No.	Last 3 Years Production	Respondents number
1	Increase	11
2	Decrease	21
Sum		32

Table 7 shows the average yield of onion farmers in Kaumrejo village over the past 3 years. In 2020, the average yield of 32 respondents was 4.09 tons, in 2021 it fell to 3.62 tons, and in 2022 it experienced a slight increase to 3.83 tons. From these results, it indicates that there is a decrease in production output, this is due to erratic weather. In addition, it may also be influenced by the fact of the farmers themselves, namely the excessive use of chemical pesticides. Excessive use of chemical pesticides can affect and reduce soil fertility levels. In addition, it can also affect the balance of ecosystems in the agricultural land environment. This, indirectly, will also affect the decline in production results in agricultural cultivation.

Meanwhile, table 8 shows the classification of the ups and downs of farmers' yields. Although in general, the yields obtained over the last 3 years have decreased, there are still 11 farmers who have increased their yields. Most likely the cause is because farmers who experience an increase in production can use pesticides on target, so that it will also have an impact on crop yields that obtained.

Table 9. Mekanism Marketing of Shallot Harvest in Kaumrejo Village

No.	Marketing of production results	Respondents number
1	Through middlemen	32
2	Through KUD	0
3	Direct to market sales	0
Sum		32

From the results of the survey of the marketing mechanism of the harvest obtained, data was obtained that from 32 respondents, all marketed their crops through middlemen. This is because farmers find it easier to sell to middlemen, because it does not require a long time. However, if you sell the results to middlemen, the selling price will be cheaper than selling directly to consumers.

Factors that influence the behavior of shallot farmers in using pesticides include enabling and reinforcing factors. Predisposing factors have a significant effect on intention, while intention has a significant effect on behavior (Yusuf, 2022). Excessive use of synthetic chemical pesticides, both types, doses and concentrations has affected the health of farmers and the environment, as well as crop production (Pathak et al., 2022; Bempah et al., 2011).

CONCLUSIONS AND RECOMMENDATIONS

Based on several discussions, Kaumrejo Village is still included in the country that still needs assistance to improve the quality of food so that the increase in agricultural output, especially shallots, can run as expected by farmers in Kaumrejo Village. Being a farmer, especially shallot farmers, can still attract public interest, efforts to increase the quantity and quality of shallot production still need to be assisted in terms of improving and improving farm management, shallot marketing, and still need protection assistance from the government to improve the quality of the village in shallot production.

In an effort to increase shallot production in Kaumrejo Village, assistance from the government is needed in the form of counseling for agricultural knowledge and the government is required to do so as a means of one of the economic welfare of the community.

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BUILDING HONESTY AND INDEPENDENCE VALUES THROUGH “AN HONESTY SHOP” FOR SB HULU KELANG STUDENTS IN KUALA LUMPUR - MALAYSIA

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Abstract

The purpose of writing this article is to build and strengthen the values of honesty from an early age. This is carried out through the management of honesty shops as a means to instill honesty in students. "Honesty Shop" is a shop that is different from the school shop/canteen in general. In the honesty shop there is no buying and selling service, students serve themselves when buying. The implementation of the honesty shop in this SB will have an impact on the students' honesty, namely the impact on being honest when speaking, being honest when 'muamalah', being honest when making promises and also fostering independence in managing students' finances. In fact, the "Honesty Shop" activity is fully supported by the SB. Indeed, to instill moral education and independence from an early age, appropriate facilities and media are needed in order to transform this education to students. One of the means that can be used to teach and familiarize students with honesty and independence is through the implementation of an honesty shop.

Keywords: honesty shop, honesty teaching, independence, entrepreneur

INTRODUCTION

Education is a comprehensive process, not only as an activity of transferring knowledge, but there must also be a process of forming awareness and personality of students by instilling religious values, culture, thoughts and skills. According to a research conducted by (Setyowati, Az, and Tobing 2021), education is very important to improve the quality of human resources. Through the educational process, it is hoped that future generations will be born with character, excellent people who are pious, knowledgeable, and have noble character. *Akhlak* is the plural form of *khuluq* which means temperament or character. Described in the book *Ihya 'Ulumudin*, Ibnu Masykawih argues that morality is a trait that is embedded in the soul, from which actions arise easily and do not require prior considerations (Ikka Nur Wahyuni 2015). Morals can be interpreted as actions that have become personal and habitual (become a habit), characterize a person, carried out repeatedly with the awareness of his soul. This morality is an act that can be measured in terms of good (*mahmudah*)

and bad (*mazmumah's* morals). One of *mahmudah'* morals is *shidiq* or honest. The honest behavior of speaking well and politely is a trait, attitude, or habit, so that honesty cannot be forced instantly, it must go through a long habituation process. To make something work into a habit, there needs to be continuous repetition of work, just as in instilling honest character in students there needs to be repeated (constant) practice so that it becomes a habit.

Values education according to (Dewi, Rohmah, and Kurniawan 2020) (honesty, discipline, mutual respect, love for the environment, fighting spirit, independence, always being grateful, etc.) is not only the responsibility of religion and citizenship teachers but also the responsibility of all teachers. At this time what is of concern to the author among the discussions concerning values education is educating the value of honesty in students from an early age through an appropriate media/means. In this case an honesty shop is one of the media/means to educate the values of honesty.

According to (Dewi, Rohmah, and Kurniawan 2020), an honesty shop is a vehicle for developing attitudes and behavior of students in order to strengthen and internalize the values of openness, obedience, responsibility, independence, and justice through economic activities that are carried out openly and independently in order to familiarize an honest, open, and responsible life (Dinas Pendidikan Provinsi Jawa Tengah, 2010:6). The purpose of organizing an honesty shop according to (Hikmah 2020) is to support the quality of human resources through efforts to instill, grow, maintain and develop the values of openness, adherence to principles, responsibility, independence and justice of students through independent open educational practices in the school environment (Dinas Pendidikan Provinsi Jawa Tengah, 2010:7).

The honesty shop is designed where students serve themselves from buying to taking change (self service) to serve themselves. In this honesty shop only food, price lists, and tin boxes are available for money to pay and collect change. When students buy snacks at the honesty shop, they serve themselves, pay according to the price listed, and when they have change, they take the change themselves. Honesty shop is a manifestation of value education (morals) as well as a means to practice honesty.

Based on the explanation above, it can be explained that there are several problems that occur in the students of the Guidance Studio (*SB/Sanggar Bimbingan*) Hulu Klang, Kuala Lumpur, Malaysia, namely:

1. The existence of students from guidance studios who incidentally are sons and daughters of migrant workers from Indonesia who do not have immigration documents, thereby limiting the space for children to access formal education in Malaysia, therefore it is necessary to provide skills that can be used as provisions in building spirit of economic independence as an entrepreneur in the future.
2. Limited access to formal education for the sons and daughters of Indonesian migrant workers in Malaysia, so with the existence of SB Hulu Kelang, Kuala Lumpur, Malaysia, it is necessary to instill an attitude of honesty from an early age on the students of SB Hulu Kelang, Kuala Lumpur, Malaysia, through honesty media shop.
3. Very limited learning facilities and infrastructure that provide the needs of children such as: books, pencils, ballpoint pens, erasers, food and drinks etc., which are a necessity in supporting the learning process of students participating in Guidance Studios, it is very necessary to make the facilities in the form of a shop that provides the needs of students.

4. The need to get used to an attitude of independence in behavior and economically to become an entrepreneur from an early age.

Based on the description and problems above, this community service activity will explain the concept of managing an honesty shop, the impact of implementing an honesty shop, and the efforts that can be made to develop an honesty shop at SB Hulu Klang Kuala Lumpur Malaysia.

METHOD

Based on the solution to the problem offered by the writer, it is necessary to describe the stages in implementing the solution. This community service activity consists of training and mentoring of Batik Tulis designs and their manufacture and application, monitoring and evaluation of partner skills and publication of outcomes as shown in Table 1.

Table 1. Stages of Community Service Activities

Solution	Outcome	Stage
Planning to provide a space for the Honesty Shop	A shop that provides the needs of SB Hulu Klang students is available	<ol style="list-style-type: none"> 1. Collect data related to the type and number of student needs 2. Survey location of the honesty shop 3. Provide equipment and goods for the honesty shop
Creating the Honesty Shop	Knowledge and skills of managing the honesty shop at SB Hulu Klang, Malaysia	<ol style="list-style-type: none"> 1. Determine a place or room for training and program assistance at partner locations. 2. Build understanding about the management of honesty shops (collaborate between teachers and students) 3. Conduct simple bookkeeping training for honesty shops 4. Give Practical assistance and trials for making honesty shops
	An understanding of the value of honesty and independence students of SB Hulu Klang, Malaysia	<ol style="list-style-type: none"> 1. Determine a place or room for training and program assistance at partner locations. 2. Build understanding about the management of honesty shops (collaborate between teachers and students) 3. Conduct simple bookkeeping training for honesty shops 4. Give practical assistance and trials for making honesty shops. 5. Conduct training for sagging batik after it is colored.
Technical Skills Evaluation and Monitoring Program	Knowledge and experience of becoming Entrepreneurs for students	<ol style="list-style-type: none"> 1. Periodic monitoring of partners through telephone communications and social media. 2. Regular monitoring of partners' skills in managing honesty shops. 3. Evaluation of the level of achievement of program targets and periodic coaching so that they can apply independently in managing honesty shops

RESULTS AND OUTCOMES

Honesty Shop Management Concept

The concept of managing an honesty shop is divided into 4 parts, namely; planning, organizing, implementing, and evaluating.

1. Planning

Planning is a number of activities that are predetermined to be carried out in a certain period in order to achieve the goals set. According to Stoner James, A.F. (in Herujito, 2006:89) the basic steps of planning are (1) set goals in the form of what is needed or desired, (2) define the current situation regarding owned resources and financial data, (3) analyze external and internal organizational factors, (4) develop plans by selecting appropriate and profitable alternatives. In making a plan, you must first analyze what to do, why to do it, who has to do it, when to do it, where to do it, and how to do it (Herujito, 2006: 86). Every program that will take place requires careful planning. The honesty shop is no exception.

The planning referred to above includes, (a) determining the establishment of the honesty shop, also including the background for the establishment of the honesty shop that is implemented (b) determining the purpose of implementing the honesty shop (c) determining the capital used in the establishment of the honesty shop (d) giving dissemination of the establishment of the honesty shop.

2. Organizing

Organizing is the preparation of an organizational structure in accordance with organizational goals, its resources, and the surrounding environment (Usman, 2010: 146). It is the process of compiling an organizational structure that places a person according to their expertise to achieve certain goals.

The honesty shop is a program that cannot be separated from the organizational structure. The management of the honesty shop at the school consists of a person in charge (school principal), shop supervisor or shop manager (administrative staff), and members (teachers, and SB Hulu Klang students).

3. Implementation

Actuating according to George R. Terry (in Herujito, 2006:179) is work done by a manager that causes other people to act. According to the mechanism for organizing an honesty shop, the items served are consumer goods/snacks for students in the form of food, drinks, school stationery and school supplies that have clear units of measurement, both units of goods and units of price. Goods are presented on the table or in a place that is easily accessible to students with a clear price tag (banderol). On the table there is a money box for paying and change. The amount of each type of goods is clearly calculated to facilitate financial and goods accountability.

The payments and change in the honesty shop are carried out through the following mechanism:

- a. Students choose and pick up the goods themselves (self-service), and pay for themselves according to the price of the goods purchased (self-payment).
- b. If they need change, they take it themselves according to the difference between the amount of money paid and the total price of the goods received/taken

The process of implementing an honesty shop cannot be separated from the role of the teacher who continues to provide direction to students during class hours regarding the teaching of morals, especially honesty.

4. Evaluation

Evaluation or supervision is a task to match the extent to which programs or plans have been implemented (Soekarno, 1980:104). Thus, weaknesses and deficiencies are known and a way out to overcome them is able to find. The evaluation system is only seen from the capital return and is still running. Evaluation in this case can be done every day called daily evaluations, weekly evaluations, monthly evaluations, and evaluations every one semester.

The honesty shop is said to be successful if the capital has returned and managing the profits of the honesty shop is proof that the shop has not suffered a loss. From this it can be concluded that the school succeeded in instilling the values of honesty in students. An unattended shop system does not allow evaluations to be made every day because it is on the conscience of students, those who do not pay on the day may pay the following day.

The Impact of Honesty Shop on Instilling Students' Honest Character

The initial purpose of establishing the honesty shop is as a medium for instilling student character, one of which is honesty. According to behavioristic figures, especially Skinner argues that the environment has a tremendous influence on the learning process and behavior more than experienced (Sriyanti, et al, 2013: 46). This is where the importance of the presence of an environment that supports the formation of an honest attitude in students, one of which is through the implementation of honesty shops.

Literally, being honest means being straight in heart, not lying, not cheating. Honesty is an important value that everyone should have. Honesty is not only spoken, but must also be reflected in daily behavior (Naim, 2012: 132). Forms of honesty according to Al-Jazairi (2014: 302) are honesty in speaking, muamalah, determination (azzam), promises, and appearance. Fahreza argues that honesty is the foundation of the entire building of life (Fahreza, 2011:17). So, if honesty is internalized by students, then their character will be strong. In this paper, the forms of honesty that arise from the impact of the existence of the honesty shop are:

1. Being honest in speaking

One of the basic principles of developing an honesty store is directness of purpose. The implementation of this honesty shop is more directed towards the goal of forming, revitalizing, and actualizing the values of honesty, noble character, manners, and instilling an entrepreneurial spirit. The implementation of an honesty shop is not seen in terms of profit or loss, but in terms of the value of honesty that will be reflected by students. In terms of the existing acknowledgments from cheating students, the honesty shop has trained students to speak honestly because the nature of the honesty shop is not a matter of whether the money is taken back or not, but the student's confession which means that the student has spoken honestly.

2. Being honest in muamalah

Muamalah is interaction between human beings. An example is when shopping at an honesty shop, several informants admitted that they had never cheated in a transaction.

3. Being honest in promises

Honesty in this promise is realized when students who cheat are given guidance to make a letter whose contents promise to themselves not to repeat the act. One of the indicators of success is fostering students to develop an honest attitude, grow a sense of responsibility, grow a culture of adherence to principles, create a sense of justice, grow an open attitude, grow noble character, and grow an anti-corruption culture.

C. Efforts to Develop Honesty Shops

The development of honesty shops towards a better direction is a necessity that must be realized. The school certainly fully supports the development of this honesty shop. Instilling moral education from an early age, appropriate facilities and media are needed in order to transform this education to students. One of the means that can be used to teach and familiarize students with honesty is through the application of an honesty shop.

Basic Principles of Honesty Shop Development:

1. Directness of purpose

The implementation of this honesty shop is more directed towards the goal of forming, revitalizing and actualizing the values of honesty, noble character, manners, and instilling an entrepreneurial spirit.

2. Program flexibility

The flexibility of organizing an honesty shop can be adjusted to school culture, school ability, time, place, and model of implementation.

3. Development of independence

The implementation of an honesty shop must be able to become an asset in developing the character (character building) of students by providing them with the values of honesty and an entrepreneurial spirit in developing an anti-corruption culture.

4. Usability and Efficiency

The implementation of an honesty shop must be able to empower all elements of the school owned and what is done must be able to contribute to instilling the values of honesty in accordance with the goals to be achieved.

5. Fostering the development of an entrepreneurial spirit

Organizing an honesty shop can be a vehicle for students to practice entrepreneurship and an effort to develop an entrepreneurial spirit (entrepreneur building) for students based on the values of honesty.

6. Sustainability of the program

The implementation of an honesty shop must be carried out systemically, systematically and continuously in order to build the character of students in fostering an anti-corruption culture.

CONCLUSION

Honesty shop is the right tool to instill honesty in students. Honesty shop management includes planning, organizing, implementing, and evaluating. The implementation of the honesty shop at SB Hulu Klang, Kuala Lumpur, Malaysia, has

a positive impact on the honesty of students, including being honest in speaking, being honest in muamalah and being honest in promises. The development of honesty shops towards a better direction is a necessity that must be realized. Several ways to develop existing honesty shops are directionality of purpose, program flexibility, development of independence, usability and efficiency, development of an entrepreneurial spirit and program sustainability.

SUGGESTION

For schools that have not implemented an honesty shop, it is hoped that they can implement an honesty shop in their schools because implementing an honesty shop in schools can have an impact on students, especially in instilling honest traits. This is especially for elementary schools because to instill values/character requires habituation or something that is done repeatedly and can be embedded into a character.

Photos of Activities at SB Hulu Klang, Kuala Lumpur, Malaysia



Activities at the
"Honesty Shop"

Activities at the
"Honesty Shop"

Evaluation

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IMPLEMENTATION OF TRADITIONAL GAME FOR ELDERLY: STUB TO FORM “TAMAN LANSIA” AT POSYANDU CEPIRING 6, LANDUNGSARI VILLAGE

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Abstract

Elderly usually wasting they time for watching TV and/or others useless activities. Other hand, they children was need them to caring their child. Other opinion, his/her children saw them as bothering. Indeed, elderly have many life experiences that usefull for the next generation. Therefore, Elderly has to share they experiences to his/her generation. Additionally, elderly has to be appricianted, loved so elderly feel happy in his/her life. The solution for this situation is traditional game. Traditional game is a cultural heritage which is has many meaningfull and moral values. It forms nation characteristic for young generation. So that, elderly can happier because he/she do any activities together with his/her friends, grandchild, caring his/her memories, etc. Many advantages of traditional game for elderly and next generation, therefore we propose to create a pilot village, that called TAMAN LANSIA at Posyandu Cepiring 6, Landungsari Village. It will create center and pilot village to help elderly more productive, happier and pride in his/her life. The traditional game which is development by experiential learning for erlderly. This community service program was implemented. This program given to kader bina lansia at Posyandu Cepiring 6 and the elderly. There was 17 partisipants. The advantages of this program were cognitive, social and emotional stimulations. We recommended this program regulary at Posyandu Cepiring 6, Landungsari Village.

Keywords: Traditional game, elderly people, stub to form, taman lansia

INTRODUCTION

The elderly are part of family members and members of society whose numbers are now increasing along with their life expectancy. WHO data shows that the population of elderly people aged over 65 years is increasing by 2.5% every year (Stanley etc., 2003). The elderly population in Indonesia also continues to increase, approaching 10% of the population which reached 237.5 million people (detiknews 2/10/2011).

Landungsari Village has an area of 399 ha. An area of 161 ha is used for residential areas, 83 ha for agriculture, 141 ha for garden land, 5 ha for cemeteries, 0.7 ha for economic activities, 9 ha for offices, schools, fields and roads. The population density

reaches 681 per km². Ages 18-56 years were 48.41% and over 56 years were 24.6%. Thus, the number of residents of Landungsari village who are over 56 years old or who are in the elderly category is almost a quarter of the total population.

Landungsari Village has *Posyandu* services for the elderly in addition to *Posyandu* for toddlers. The types of services available in this village as reported in <http://pemdes-landungsari-malang.blogspot.com/2011/04/pos-lansia.html> are health consultations, health checks, minor medical procedures, medication and providing additional food. . Based on the service facilities provided by the village, it is very clear that psychological services have not been a concern in the elderly *posyandu* program. This elderly *posyandu* prioritizes the physical health of the elderly, even though the psychological health of the elderly is also important. With this reality, it can be illustrated that the problem faced by partners is the absence of psychological services in the *posyandu* for elderly (*Posyandu Lansia*).

Elderly people who are not psychologically healthy will experience sadness and loneliness. Apart from that, elderly people can also experience very disturbing negative emotions if they are unable to make sense of their life experiences, or accept and come to terms with things that have happened in their lives.

There are several factors that greatly influence the mental health of the elderly. These factors should be addressed wisely so that the elderly can enjoy their old age happily. Several factors faced by the elderly which greatly influence their mental health are as follows: a. Decreased Physical Condition b. Decreased Sexual Function and Potential c. Changes in Psychosocial Aspects d. Work-Related Changes e. Changes in Social Roles in Society.

Happiness is a personal and unique state, meaning that each individual has special desires that are different from other individuals. Happiness can be defined as a feeling or also called subjective well-being which originates from within the individual (Diener et al., 2000). Heady & Wooden (2004) state that happy people will feel more satisfied with their lives, be able to accept expectations and reality, and have good performance. On the other hand, unhappy individuals will more easily experience depression, attempt suicide, be anxious, and be unstable in relationships and at work (Ruebenstein, Heeren, Housman, Rubin, & Stechler in Santrock, 1995). This is reinforced by the results of Bastaman's (1996) research that a happy life is a life that is enjoyable, full of enthusiasm and passion for life, and far from feelings of emptiness and anxiety. This is characterized by interpersonal relationships (especially family relationships) that are full of closeness, harmony, mutual respect and affection, and help each other in goodness (Hikmawati and Purnama, 2008).

According to PP Number 43 of 2004, what is meant by efforts to improve the social welfare of the elderly is a series of activities carried out in a coordinated manner between the government and the community to empower the elderly so that the elderly can continue to carry out their social functions and play a reasonable active role in the life of society, nation and state. One media organized by the village government to improve the welfare of the elderly is *Posyandu* (Integrated Service Post) for the Elderly.

Posyandu for the elderly is an integrated service post for elderly people in a certain agreed area, which is driven by the community where they can get health services. *Posyandu* for the elderly is a development of government policy through health services for the elderly which are organized through the Puskesmas

program involving the participation of the elderly, families, community leaders and organizations in its implementation.

Posyandu for the elderly is a health service facility located in villages which aims to improve community health, especially for elderly residents. Posyandu for the elderly is a vehicle for services for the elderly carried out by and for the elderly, which focuses on promotive and preventive services without neglecting curative and rehabilitative efforts. Posyandu for the elderly is a health effort for the elderly which includes health care activities which aim to create a happy and efficient old age.

One of the Posyandu in Landungsari that is actively carrying out activities is Posyandu Cepiring 6 RW 06 Landungsari village, Dau sub-district, Malang district. Every eight days (36 days) Poyandu Cepiring 6 carries out routine activities such as weighing, checking blood pressure and elderly health. Even though the activities are routine, they are still limited to physical health checks. Meanwhile, the psychological health of the elderly is also important so that apart from weighing and measuring blood pressure it is important to add activities to support the psychological well-being of the elderly. One of the ways for the elderly to be psychologically healthy is to involve the elderly in useful activities such as playing traditional games.

Traditional games for the elderly have many benefits. Apart from being a joy, traditional games are also useful for improving memory, providing memory or reminiscence therapy, and building social relationships. Thus, the application of traditional games to the elderly is important for the psychological well-being of the elderly.

MATERIALS AND METHODS OF IMPLEMENTATION

Establishing an Elderly Park or "Posyandu Lansia" by applying the BERLIAN method to the elderly has many benefits that can provide solutions to elderly problems. The solution to the problem was carried out by starting an Elderly Park by implementing traditional games for cadres and the elderly. Playing traditional games is an activity that can stimulate the cognitive, social and emotional development of the elderly.

BERLIAN (**B**ermain_ **E**xpeRiential_ **L**earnIng_ **I**ANsia) means that elderly will learn something meaningful through their experiences when they play traditional games. BERLIAN for elderly are developing from BERLIAN for children. Iswinarti (2016) stated that BERLIAN method will ask for the participant to get meaning from their experience when they are playing. BERLIAN method need fasilitator to help participant get meaning.

The benefits targeted in this program are:

- (1) Elderly people can fill their time with enjoyable activities.
- (2) Elderly people can maintain and even improve their memory
- (3) The elderly do not feel lonely with regular interaction in the elderly park
- (4) The elderly can play with their grandchildren or the next generation and share experiences full of the meaning of life and noble values with the next generation.

Starting with reintroducing traditional games to elderly development cadres and it is hoped that the elderly will form a playing community. The elderly will have positive activities and the Posyandu Lansia Cepiring 6 also has positive "ghiroh".

The “Taman Lansia” program through the BERLIAN method aims to make the elderly live happier and healthier physically and psychologically. In this program learning about playing will be given to the elderly. Together with the cadres of the Posyandu Lansia Cepiring 6, a program will be developed, namely:

- (1) Teaching BERLIAN to the elderly
- (2) Train Posyandu Lansia cadres to be able to help happier seniors through BERLIAN
- (3) Providing BERLIAN equipment according to the needs of the elderly
- (4) Carry out the program at the Cepiring 6 Elderly Posyandu
- (5) Implement the program.

Before implementing the program, an approach was first made to the PKK of Landungsari village and the managers of the Cepiring 6 Posyandu. After that, socialization of the importance of traditional games was carried out to the cadres and the elderly. Next is implementing the program.

By carrying out the procedure as described above, it is hoped that the elderly will find happiness in their days. In addition, the elderly also has positive activities and are physically healthier.

RESULTS AND DISCUSSION

Based on the process prior to learning and applying traditional games to the elderly, an approach was first made to the administrators of Posyandu Cepiring 6, Landungsari, Dau, Malang. After the administrators agree, then activities will include psychoeducation and socialization of traditional games, practice of traditional games, and follow-up activities.

Psychoeducation was held at Posyandu Cepiring 6, in RW 06 Bendungan hamlet, Landungsari village. The purpose of psychoeducation according to Walsh (2020) is an intervention that can be carried out on individuals, families, and groups that focus on educating participants about significant challenges in life, helping participants develop sources of support and social support in dealing with challenges and developing coping skills. Psychoeducation about the importance of traditional games and their benefits was given during PKK RT and RW meetings. Accompanied by role play with several traditional games, psychoeducation does not feel like you are being given psychoeducation. Happiness also colors psychoeducation activities about the benefits of this traditional game.

Apart from that, role play activities were also provided to PKK mothers and children so that they could directly apply how to play traditional games. According to Herlina (2015) role playing is a technique where individuals act out imaginative situations with the aim of helping to achieve self-understanding, improve skills, analyze behavior, or show other people how one behaves or how one should behave.

The next activity is traditional game practice. The practice of this game was held on Sunday, August 21 2022. Participants consisted of 17 elderly and pre-elderly mothers. Four of them are cadres of Elderly Development Posyandu Cepiring 6. The complete data is listed in Table 1.

Tabel 1. List of participant of Traditional Games Posyandu Lansia Cepiring 6

No.	Nama Inisial	Usia	Status	Peran
1	Ibu MJ	61 th	Grandmother of 3 grandchildren	Cadre of Bina Lansia
2	Ibu AN	45 th	Pre-elderly, 5 children	PKK administrator
3	Ibu PW	70 th	Grandmother of 6 grandchildren	PKK member
4	Ibu RH	58 th	Grandmother of 1 grandchild	Head of PKK RT
5	Ibu WF	51 th	Pre-elderly, 4 children	PKK administrator
6	Ibu ER	60 th	Grandmother of 1 grandchild	PKK member
7	Ibu YS	46 th	Pre-elderly, 1 children	Cadre of Bina Lansia
8	Ibu SU	62 th	Grandmother of 3 grandchildren	PKK member
9	Ibu SR	56 th	Grandmother of 1 grandchild	PKK member
10	Ibu SH	60 th	Grandmother of 5 grandchildren	Cadre of Bina Lansia
11	Ibu CT	59 th	Elderly, single	PKK member
12	Ibu RT	58 th	Grandmother of 1 grandchild	PKK member
13	Ibu NN	40 th	Pre-elderly, 1 child	Cadre of Bina Lansia
14	Ibu SL	58 th	Nenek 1 cucu	Anggota PKK
15	Ibu EN	49 th	Pralansia, 2 anak	Anggota PKK
16	Ibu IT	40 th	Ibu 3 anak	Anggota PKK
17	Ibu BD	60 th	Nenek 3 cucu	Anggota PKK

Activities started at 08.00 and finished at 13.00 noon. The activity began with a reintroduction of traditional games and how to play them. To make it more exciting and to experience for yourself the benefits of traditional games, the games were held in a competition system. Starting with half competitions, semi-finals and finals. The initial opponents could be chosen by themselves or drawn. Because this was not a real competition, it was finally agreed that the opponents would be chosen by themselves. Some of the mothers also arranged for each other who their opponents would be.

The traditional games practiced in this activity are *congklak lidi*, *dakon*, *bekelan*, and *lompat tali*. Other games that were tried but were not contested were the games of *sambar suru* and *dam-daman*. The jump rope game was only attended by pre-elderly participants because not all mothers dared to take part in jumping rope. Meanwhile, for the game of *congklak lidi*, *dakon*, and *bekelan*, all the women were willing to play enthusiastically.

The activity of playing traditional games which is packaged in the form of a competition runs from morning to afternoon. The competition starts with a "half competition system", followed by semi-finals and finals. Prizes for 1st, 2nd and 3rd place winners are provided, although actually what is more important in this game is the benefits of traditional games.

Based on the results of the study, information was obtained that traditional *dakon* games can increase the cognitive abilities of the elderly so that they can have implications for preventing senility (Yulianti, 2018). Based on research results, the *congklak lidi* game can also be a medium for improving emotional regulation in pre-elderly women (Iswinarti & Sari, 2019).

There are many functions and values contained in traditional games. Iswinarti (2017) suggests that traditional games can shape children's mental attitudes and personality values, such as: 1) by playing children learn the rules and practice carrying out the commitments built in the game, 2) children learn to solve problems in the lowest to highest difficulty. highest, 3) children practice patiently waiting their turn after their friends have finished the game, 4) children practice competing and form motivation and hope to win the game, 5) children learn to carry out social relations such as communication, bargaining, cooperation, and 6) children from early learn to face the risk of defeat faced in the game.

Basically, the benefits of traditional games for children can also be applied to more older people. Traditional games contain values that can stimulate cognitive, social and emotional development. By playing traditional games with other people, social relations will be built. By playing traditional games, cognitive development will be stimulated such as the ability to remember, make decisions, and organize strategies. Emotionally, traditional games can generate excitement which will lead to positive emotional development.

The following is presented documentation during program implementation.



Bekelan games



Congklak lidi games



Dakon games



Situation of program

CONCLUSIONS AND RECOMMENDATIONS

Traditional games such as bekelen, dakon, and congklak sticks can be applied to the elderly. Traditional games can stimulate the cognitive, social and emotional development of the elderly. In addition to bringing out the joy of traditional games can also help stimulate cognitive and social development. With this program, it is hoped that playing traditional games can become a program for Posyandu Cepiring 6 to regularly program activities for playing traditional games. After the activity becomes routine, it can become an embryo for the formation of an "Taman Lansia".

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