

Community Empowerment through the Economic Development of Processed Bananas Products in Murung Raya Village, Banjarmasin, South Kalimantan

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Abstract

A preliminary survey showed that most women in Murung Raya Village managed banana processed products to help their husbands improve family income. It makes the products a superior product at Murung Raya Village. However, the targeted community lacked economic development, especially in brand design, marketing management, packing, and entrepreneurship management. This Community Service Activity aims to increase productive economic groups' knowledge, skill, and participation in the targeted community. The method used a community empowerment approach through discussion, training, and mentoring in economic development, especially entrepreneurship and business management. This paper used descriptive qualitative analysis with a checklist instrument. The result showed increased success indicators, especially in knowledge, skills in product management, packaging, online marketing, and family income. In conclusion, community empowerment through the economic development of processed bananas products increases knowledge, skills, and productive economic groups' participation in developing products with added value.

Keywords: Community empowerment; Economic development; Processed Bananas Products

Abstrak

Survei pendahuluan menunjukkan bahwa sebagian besar perempuan di Desa Murung Raya mengelola produk olahan pisang untuk membantu suami meningkatkan pendapatan keluarga. Hal tersebut menjadikan produk tersebut sebagai produk unggulan di Desa Murung Raya. Namun, masyarakat yang menjadi sasaran kurang berkembang secara ekonomi, terutama dalam desain merek, manajemen pemasaran, pengemasan, dan manajemen kewirausahaan. Kegiatan Pengabdian kepada Masyarakat ini bertujuan untuk meningkatkan pengetahuan, keterampilan, dan partisipasi kelompok ekonomi produktif di masyarakat sasaran. Metode yang digunakan adalah pendekatan pemberdayaan masyarakat melalui diskusi, pelatihan, dan pendampingan dalam pengembangan ekonomi khususnya kewirausahaan dan manajemen usaha. Makalah ini menggunakan analisis deskriptif kualitatif dengan instrumen checklist. Hasil penelitian menunjukkan peningkatan indikator keberhasilan terutama pada pengetahuan, keterampilan dalam pengelolaan produk, pengemasan, pemasaran online, dan pendapatan keluarga. Kesimpulannya, pemberdayaan masyarakat melalui pengembangan ekonomi produk olahan pisang meningkatkan pengetahuan, keterampilan, dan partisipasi kelompok ekonomi produktif dalam mengembangkan produk yang bernilai tambah.

Kata kunci: Pemberdayaan masyarakat; Pertumbuhan ekonomi; Produk Olahan Pisang

INTRODUCTION

A preliminary survey showed that most women at Murung Raya Village managed banana processed products to help their husbands improve family income. It makes the products a superior product at Murung Raya Village. These various processed bananas could produce 40-50 kilograms of banana chips every week for IDR 35.000 per kilogram packed in polyethylene (PE) plastic bags. In addition, it also had 35 packs of crispy bananas packed using mica for Rp. 18.000 per pack and six pans of banana bread for Rp. 75.000 per pan. However, the packaging of banana chips and crispy bananas was often damaged during product packaging or marketing in traditional stalls. The plastic used to package banana chips was a thin PE plastic bag instead of a thick plastic bag to package dry food. In addition, the packaging of crispy bananas used mica glued using only with a staple.

Processed banana products began with processing raw materials, production, packaging, and marketing. Packaging was carried out manually using a thin PE plastic bag, then sealed plastic with a candle flame. Unfortunately, processed bananas products did not have a brand and have not been exported. Marketing was done in minimarkets, traditional stalls, and schools at Murung Raya Village. Processed bananas were also marketed during religious events like Eid al-Fitr and New Year. Therefore, the targeted community needed assistance and training in product design development and production businesses, especially in attractive packaging design, online marketing, and health-based processing of processed bananas.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

General Description

Murung Raya Village is located in the South Banjarmasin District, Banjarmasin City, South Kalimantan Province. The total population was 13,587 people in 2019, consisting of 6,092 males and 6,662 females. In the north, it is bordered by Kelayan Dalam Village, while in the east by the Antasan River, Pemurus Baru Village, and Pekapuran Raya Village, East Banjarmasin District. To the south, it is bordered by the Kelayan Antasan River, Tanjung Pagar Village, while in the west by the Kelayan River, East Kelayan Village. Partners in this community service were mothers who produced processed banana products at Murung Raya Village, South Banjarmasin District, Banjarmasin City, South Kalimantan Province.

Table 1 Characteristics of Society at Murung Raya Village by Occupation

Num.	Occupation	Male	Female	Total
1	Unemployment	2325	2058	4383
2	Housewife	0	3104	3104
3	Student	866	704	1570
4	Retired	16	7	23
5	civil servant	57	26	83
6	Indonesian National Armed Forces	6	0	6
7	Police	3	0	3
8	Seller	59	33	92
9	Farmer	23	7	30
10	Breeder	4	1	5
11	Fisherman	1	0	1
12	Construction worker	2	0	2
13	Transportation worker	6	0	6
14	Private sector employee	571	173	744

15	Employee of State-owned enterprises	2	1	3
16	Employee of Regional owned enterprises	2	0	2
17	Honorary Employee	19	28	47
18	Freelance	915	59	974
19	Farm workers	19	3	22
20	Labor	2	0	2
21	Stockman	2	1	3
22	Barber	5	0	5
23	Electrician	2	0	2
24	Bricklayer	17	0	17
25	Carpenter	35	1	36
26	Cobbler	3	0	3
27	Welder	5	0	5
28	Tailor	10	17	27
29	Hairdresser	3	0	3
30	mechanic	13	0	13
31	Physician	1	0	1
32	Imam of the Mosque	1	0	1
33	chaplain	4	0	4
34	Cooker	2	0	2
35	Members of the House of Representatives	1	0	1
36	Lecturer	1	1	2
37	Teacher	16	35	51
38	Midwife	0	2	2
39	Nurse	3	6	9
40	Radio announcer	1	0	1
41	Sailor	1	0	1
42	Driver	27	0	27
43	Broker	1	0	1
44	Trader	127	108	235
45	self-employed	1746	276	2022
	Total	6,925	6,662	13,587

Source: Murung Raya Village Office (2019)

Problems

The targeted community lacked economic development, especially in managing banana processed products as a superior product at Murung Raya Village.

Target solutions

The authors assisted banana processed product processing to the targeted community through training in brand design, marketing management, packing, and entrepreneurship management.

Imam (n): Muslim religious leader.

METHOD

The method of Community Service Activity was by community empowerment approach through discussion, training, and mentoring on the concept of entrepreneurship and business management. In

addition, the authors made packaging designs and marketing systems using social media or online to partners. We also used simulation, observation, and interviews during the activity. We did the activity at Murung Raya Village, South Banjarmasin District, Banjarmasin City, South Kalimantan Province. The stages of Community Service Activities were:

1. The preparation stage consisted of a knowledge survey about the concept of entrepreneurship, business management in banana processed product processing, product safety, hygiene, and the marketing system
2. The implementation phase included the implementation of training and mentoring
3. The evaluation stage after Community Service Activities was by evaluating success indicators, namely knowledge, skills, and family income

RESULT AND DISCUSSION

The result of Community Service activity included changes in the success indicator stated in table 2.

Table 2 Result of Community Service activity

Success indicators	Pre	Post
Product design knowledge and skills	not enough	good
Marketing reach	Limited to the nearest shops at Murung Raya Village	The convenience store
Knowledge and skills to create an online marketing system	not enough	good
Ability to use online marketing	not enough	good
Entrepreneurship Management	not enough	good
Safe and healthy entrepreneurial management	not enough	good
Family Income	not enough	good

Table 2 explains that community service activity positively impacts the targeted community, especially in generating insight (knowledge and perception) and fostering positive behavior. It is in line with researches by Ananda, R. and Rosyidi, H. (2021) and Masita, E. D., & Amalia, R. (2018). They stated that empowerment was communication and counseling that can create good behavior. In addition, table 2 also describes the changes in entrepreneurial management skills and the ability to utilize social media as a marketing medium. Training is a form of communication, counseling, good attitude, and direct applying. It affects changes in knowledge, confidence, and skills (Masita, E. D., Isnaini, Y., & Lestari, P. C. A., 2021)

CONCLUSION & SUGGESTIONS

Community empowerment through the economic development of processed bananas products increases knowledge, skills, and productive economic groups' participation in developing products with added value in Banjarmasin City, South Kalimantan Province. The women processing banana processed products at Murung Raya Village should increase marketing by promoting online partner empowerment to improve the family economy.

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