

Integration Model Productive Business as Embryo Oyster Mushroom in Village Klakah District Lumajang

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ABSTRACT

Research Purposes : To realize Small and Medium Industries (IKM) that are globally empowered in solving social problems through product downstreaming.

Design/methodology/approach: The research method is descriptive qualitative, using direct observations and interviews and documentation.

Findings: The Oyster Mushroom Farmer Group has applied the management function (organizing), business administration starts to be organized by implementing the economic entity principle, has applied a more effective online marketing strategy, graphic design for the packaging of all product innovations has followed the proper provisions, especially innovation for packaging. oyster mushroom products.

Limitations/Implications Research: The data sources only came from the head, farmers, and *processors of* the "Manut" Oyster Mushroom Farmers Group.

Practical implications: To transfer of knowledge from universities to the participants of the "Manut" Oyster Mushroom Farmers Group, especially business management, business administration, effective online marketing strategies, graphic design, and product innovation made from oyster mushrooms.

Originality/Value: Integration Model Productive Business as Embryo Oyster Mushroom in Village Klakah District Lumajang.

Paper Type: Research paper.

Keywords: Integration Model, Productive Business, Embryo Oyster Mushroom Village

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I. INTRODUCTION

A. Research Background

In 2020, the national economy has a serious challenges due to the COVID-19 pandemic, as well as the non-oil and gas processing industry. In the first quarter, the non-oil and gas processing industry slowed down by 2.01%, then contracted in the second quarter to -5.74%. In the third quarter there was an increase in growth, where there was still a contraction but not as deep as the second quarter, which grew by -4.02% (Vienna, 2019).

The existence of the Directorate General of Small and Medium Industries which is an implementing element at the Ministry of Industry of the Republic of Indonesia which is under and responsible to the Minister of Industry of the Republic of Indonesia who has the mission of "Creating Small and Medium Industries (IKM) With Global Empowerment" will answer and even support small and medium industries as long as they are carried out properly on target

This effort to support IKM has become the basis for education personnel in Lumajang in participating in realizing the thematic village of oyster mushrooms in Lumajang. Realizing the Oyster Mushroom thematic village which will later integrate productive businesses in the center is the goal of a group of people who are members of the Manut Oyster Mushroom Farmers Group (KPJT) who are domiciled in Klakah District, Lumajang Regency.

Through this program, the limitations of KPJT Manut's management in conveying their understanding to think ahead to the community who are its members, our target is to facilitate KPJT Manut's desire to invite its members, namely its fostered community, to think and act forward so that they can create an oyster mushroom thematic village in Klakah District Lumajang Regency.

This activity has the main objective of creating an independent learning climate for the Independent Campus which is the implementation of the policy of the Directorate General of Higher Education of the Ministry of Education and Culture in aligning the fulfillment of needs and solving problems of DUDI and the community as well as supporting the achievement of the mission of the Directorate General of Small and Medium Industries, namely "Realizing Small and Medium Industries Globally Empowered Medium Enterprises (IKM) which will answer and even support small and medium industries as long as they are carried out on target.

B. Research Purposes

The main objective of this research is to create a Globally Powerful Small and Medium Industry (IKM) that will answer and even supported small and medium industries as long as it is carried out on target. In particular, this activity aims to solve social problems through product downstreaming.

II. METHODOLOGY

The research method is descriptive qualitative, namely conducting direct observations or observations and interviews and documentation. Observations were made to describe the field conditions of the "Manut" Oyster Mushroom Farmers Group, direct interviews with the Chairman of the "Manut" Oyster Mushroom Farmers Group.

a. Place and Time of Research

This applied research will be implemented out in the "Manut" Oyster Mushroom Farmers and Processors Group in Klakah District, Lumajang Regency.

b. Data Source

Sources of data in this applied research include: (1) Chairman of the Klakah "Manut" Oyster Mushroom Farmer Group; (2) Reference data in the form of literature and scientific journal articles, textbooks, mass media, and other written sources related to the research context; (3) Resource persons for oyster mushroom farmers and processors

c. Data Analysis

Qualitative data analysis relates to data in the form of words or sentences generated from the object of research and is related to events that surround an object of research. The data analysis process is as follows: (1) data reduction; (2) data presentation; (3) conclusion or verification.

III. RESULT AND DISCUSSION

The Oyster Mushroom Farmers Group (KPJT) "Manut" was founded from the concerns from the chairman, M. Imam Agus Syaichu, who saw that many people actually went abroad as migrant workers to support their families. Whereas in the area, namely in Klakah District, there is a very supportive natural resource potential if it can be used for mushroom cultivation. Besides that, Mr. M. Imam Agus Syaichu also wants to eliminate the image of the Klakah District is an area in North Lumajang with a fairly high crime rate. Therefore, this Manut KPJT also has a philosophy that is to build a complete human being, physically and mentally materially and spiritually, to build North Lumajang clean of crime and the community to be obedient or obedient.

After collecting data with observations and interviews using structured questions, several facts were obtained on several aspects, including the following:

Based on the results of an interview with Mr. M. Imam Agus Syaichu as chairman, he explained that KPJT "Manut" has actually applied management functions consisting of planning, organizing, directing, and controlling but it is still not optimal. Management elements consisting of: man, money, material, machine, method, and market are owned and available at KPJT "Manut" but still need strengthening so that they can be maximized in order to fulfill the goals and expectations of KPJT "Manut" as a whole.

Mr. M. Imam Agus Syaichu explained that the members of KPJT "Manut" consisted of farmers, processors, and procurement of oyster mushroom growing media (baglog) had applied business administration but it was still too simple and not orderly. Based on observations (direct observations) and the results of interviews with the head of KPJT that the managers of oyster mushrooms are mostly housewives who also have other main incomes, so that business administration activities are sometimes neglected to do and there is no separation of books between the finances of mushroom business oysters and household finances.

Various processed products made from oyster mushrooms produced by KPJT "Manut" include the following: meatball sticks, dumplings, bread, crispy, satay, ice cream, botok and pepes, spring rolls, crackers, broth, oyster mushroom sticks. So far, the problem is the marketing of the processed oyster mushroom product, because it is still limited to certain social media such as WhatsApp, Facebook, and Instagram. The participants of KPJT "Manut" hope that marketing media is not limited to certain social media.

Almost all processed oyster mushroom products have attractive packaging and are able to increase consumer buying interest, but most of them still do not meet the standard criteria for making brands on packaging. The criteria for making a brand on the packaging include: a photo of the product in the form of a package, a photo of the raw material for oyster mushrooms, including the expiration date, the name of the producer who produces it, including the composition of the ingredients for the product and the nutritional content contained in the product.

Oyster mushroom growing media (baglog) in KPJT "Manut" is still very minimal and limited. To be able to meet market demand, KPJT "Manut" hopes that every farmer is able to procure 2000 units of planting media. Currently there are \pm 14 oyster mushroom farmers, and still not meet the expectations of 2000 units. For oyster mushroom planting media, it is held by members who are not included as farmers or oyster mushroom processors.

Currently, there are many processed products made from oyster mushrooms that have been produced by KPJT "Manut". Until now, KPJT "Manut" has never stopped innovating in making processed products made from oyster mushrooms. There are \pm 9 oyster mushroom processors, most of whom are housewives, the existence of this KPJT helps a lot with their household finances. Their hope is that more and more processed product items made from oyster mushrooms will be able to increase their income even more. So they continue to try to continue to innovate in making processed products made from oyster mushrooms.

Training and mentoring doing by universities (lecturers and students) for the right solution in helping to solve some of the existing problems. In addition to supporting higher education tri dharama activities in the field of community service, it is also a form of academic concern for the regional economy. Business management training and assistance is intended to strengthen understanding of management functions and provide insight into good business management. Business administration training and development is intended for good and correct bookkeeping administration on a regular basis so as to be able to separate household finances and business finances.

Beside this, training methods are also carried out in the form of online marketing. This training is an effort to reduce the spread of covid-19 and so that KPJT remains productive. This method is very helpful for KPJT so that the products that have been produced are able to reach a wide range. This training and assistance is expected to be able to introduce the product to the wider community and hope that sales will be able to meet KPJT's expectations.

IV. CONCLUSION

Training and mentoring is an effort for "Manut" Oyster Mushroom Farmer Group (KPJT) is able to increase productivity and to be able to change the mindset of KPJT members consisting of farming communities and managers and procurement of oyster mushroom growing media. This training and assistance is also expected to be able to improve local economy of the Klakah community, which incidentally has a negative image of the area with a fairly high crime rate.

REFERENCES

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