

COMMUNITY EMPOWERMENT IN MANAGING DAIRY MILK INTO A SUPERIOR PRODUCT

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ABSTRACT

The empowerment of dairy farmers in Indonesia has not been able to meet the needs of national milk demand. The research conducted is an effort to increase milk productivity. Each region has superior products that are expected to be able to become a foundation for the welfare of the community. One of the superior products of kradinan village is dairy cow's milk. With the existence of KKN DR UIN Malang, it is hoped that it will be able to provide assistance and community empowerment. The research method used is a qualitative descriptive approach. Data collection techniques include interviews, observations, documents, and focus group discussions and are refined by data triangulation. The results of KKM DR UIN Malang provide socialization of community utilization in creating superior products.

Keywords: Community Empowerment, Processing, Superior Products

1. INTRODUCTION

Dairy cow milk production in Indonesia has not been able to meet milk needs domestically. Data from the Directorate General of PKH of the Ministry of Agriculture, the amount of milk needed in 2020 was 4,385.73 tons, while milk production in 2020 was 997.35 tons (Jatipermata and Reformasi, 2022). Resources, both natural, human, and technological resources, are three important elements in the development of the national economy. The three elements are sustainable to achieve maximum economic growth (Alfianto and Lambelanova, 2021). The following are the data taken related to the milk production of dairy cows based on data from the Central Statistics Agency in 2022.

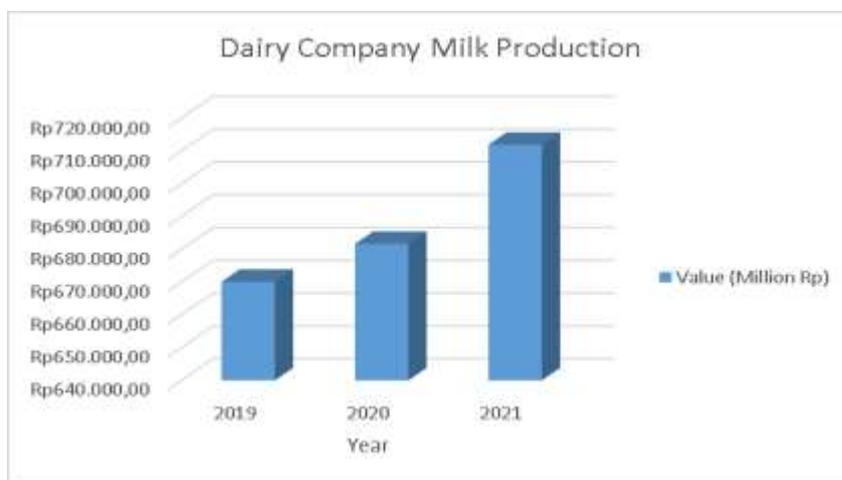


Figure. 1 Dairy Company Milk Production
Source : (Processed Data, BPS2022)

Figure 1. explains that the price offered yearly continues to increase starting in 2019 from Rp. 670 Million / Year until 2021 an increase of Rp. 711 Million / Year. However, this is not directly proportional to the amount of dairy milk produced based on the bps results as follows

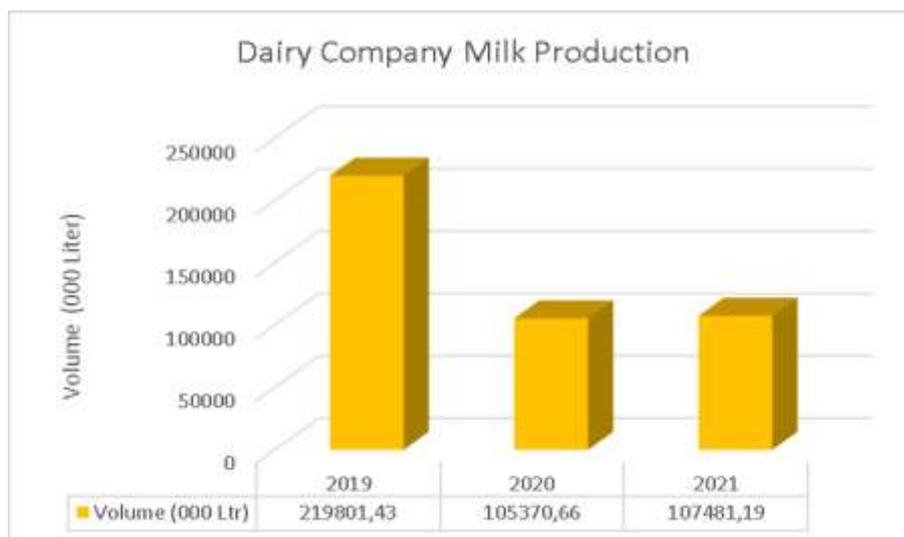


Figure. 1 Dairy Company Milk Production
Source : (Processed Data, BPS2022)

The problem with milk production in Indonesia is that the number of dairy farming companies is minimal. The number of dairy farming companies in Indonesia is only 34 (BPS, 2020). The sustainability of dairy farming is faced with the problem of regeneration (Firman *et al.*, 2019) Dairy farmers also still need improvements in the areas of management, environment, and health of cows (Firman *et al.*, 2019), [4] and management entrepreneurship (Mandala *et al.*, 2021).

One of the efforts that can be made to encourage milk productivity is to empower dairy farmers (Nilamsari *et al.*, 2017; Rifandini, 2018). Previous research has found empowerment efforts through various means, namely training, business management development, and institutional and environmental development (Maryani, Mustofa and Septian Emma Dwi, 2018; Abadi, 2019; Naufalin, Dinanti and ..., 2019). And product development based (Putra, Farma and Darussyamsu, 2021). Actors perpetrating empowerment efforts are governments, private companies (Mufidah and Adi, 2018; Anugrah, Purwantini and Erwidodo, 2021) (Nilamsari *et al.*, 2017), and cooperation. Does this study aim to find out how the role of community empowerment is? The research results practically contribute to providing input to improve the assignment of dairy farmers to encourage national milk production.

Kradinan Village is one of the villages in Pagerwojo District, Tulungagung Regency. Kradinan village is famous for its majority of the population being dairy farmers. The situation of the community that makes the community must have more ability and skills not only stand idly by, but welfare is also needed one way by utilizing local potential, processing raw materials from regional potential by conducting human resource training and the practice of making products and later marketed as an effort to increase income to help families improve the standard of living of the community (Al Faruq, 2020).

The quality of fresh milk produced by farmers is below the standards set by MPI (milk processing industry), so the milk is rejected, and farmers suffer losses. In addition, the condition of the dairy cows raised is the third and fourth derivative cows of the superior broodstock (Alfianto and Lambelanova, 2021). This is interesting to research further.

2. LITERATURE REVIEW

2.1. Community Empowerment

Community empowerment by exploring potential products in the tulung agung area in the village of Kradinan (Alfianto and Lambelanova, 2021). Furthermore, appointment increases the capacity or capability of independent communities (Febriyatna, Agustin and Damayati, 2021). There are several stages described in the research of Alfianto and Lambelanova, namely (Alfianto and Lambelanova, 2021) preparation, assessment, program planning, formalization of action plans, implementation of program implementation, evaluation, and termination.

Several methods that can be done to maximize the desired results. (Alfianto and Lambelanova, 2021)

1. **Counseling on Milk Processing Potential**
The method is to conduct presentations, discussions, and questions and answers. The exhibition provided information about the benefits of consuming cow's milk, processed products that can be produced from cow's milk, and explained various processed products from cow's milk.
2. **Milk Processing Training**
done by demonstrating how to make yogurt and milk crackers; previously, the organizer provided the ingredients and tools needed in the process of making processed cow's milk products. The methods in this second activity are discussions, questions, and answers, as well as direct demonstrations carried out by partners and briefings carried out by the organizers, including regarding the selection of materials, manufacturing processes, and tools used.
3. **Business Management Assistance**
In this activity, the method used is to conduct presentations, discussions, and questions and answers. Declaration on the life cycle of the organization/company, business opportunities, and business risks, cost of goods sold, by taking into account production costs in variable costing and full costing, explanation of a separate recording system including making financial reports, then explaining how to market products both manually and using information technology or online media such as Facebook, WhatApps, Instagram and googlebusiness.
4. **Evaluation of Implementation**
To find out various problems, organizers and partners evaluate and monitor activities after training on making processed products made from cow's milk. The method used in this activity is discussion and question and answer related to the problems faced by partners, especially in business management, so that the results of this discussion are obtained solutions or problem-solving.

2.2. Coaching Accompanied by Students

Students known as agents of change need several processes to improve their ever-evolving abilities to realize positive change. Students are a group of the younger generation who study in higher education and have an identity. The student's self-identity builds a self-image as a religious person, a dynamic person, a social person, and an independent person.

3. RESEARCH METHOD

The author uses a qualitative research design descriptive approach where in this study, the author emphasizes more on presenting the facts of the survey that occur in accordance with the points in the field that the author will investigate by studying problems and which the author finds himself by presenting data in the form of descriptions instead of in the form of statistical analysis. Data collection techniques include interviews, observations, documents, and focus group discussions and are refined with data triangulation (Simangunsong, 2017).

Furthermore, triangulation analysis is used to test the validity of data, or a technique known as check, recheck, and cross-check, namely the presentation of preliminary research data as a basis for exploration in carrying out research or the process of rechecking research data, then cross check is carried out to test the validity and rehabilitation in qualitative research (Satori and Komariah, 2019).

To obtain research data, the techniques used by the authors in data collection are conducting interviews, observations, and documentation. The documentation method is a technique carried out by the author to obtain secondary data, including by reviewing official documents related to the focus of research as a source of data available in the field or at the research locus (Darwis *et al.*, 2013).

4. RESULTS AND DISCUSSION

4.1 Community Empowerment

Utilizing the potential of the community in the tulung agung area, precisely in the village of Kradinan (Alfianto and Lambelanova, 2021) is dairy milk. Providing socialization materials to the community regarding methods that can be used. Several ways that can be done to maximize the desired results(Alfianto and Lambelanova, 2021)

1. Counseling on Milk Processing Potential
2. Milk Processing Training
3. Business Management Assistance

4. Evaluation of Implementation

By using the community empowerment strategy above in Kradian village, the hope is that it can produce maximum results and be able to become a superior product until it comes out of the tulung agung area.

4.2 Socialization and Assistance Accompanied by Students

The socialization carried out by students is expected to contribute and provide an identity that is responsible for religion, intellectual, social society, and individual responsibility both as servants of God and as citizens of the nation and state. Based on this, students are required to continue to improve their quality. It is hoped that this Student Work Lecture (KKM) can develop student potential to create superior and grade students.

Community service certainly does not only come to a place but students, run a work program that has been created by group friends and is relevant to the state of the village. The work program that we carry out in the KKM-DR UIN Malang Serve 2021 is learning to milk dairy cows. This is evidenced by what socialization activities can be done on dairy cows owned by residents.



(Socialization of material accompanied by Students of Student Work Lectures)

Practicing things that have been socialized to the community, milking cows at a predetermined time



(Assist in squeezing cow's milk to nearby residents)

Dairy cows are one of the most popular jobs for the residents of Kradinan Village, in addition to agriculture. Usually, the residents of Kradinan Village squeeze milk from dairy cows twice a day in the morning at 05.30 WIB and in the afternoon at 16.00 WIB. If the squeezing of cow's milk is not done twice a day, then the next day, the cow's milk will be difficult to squeeze.

Information related to the milk yield of cows, in a day, approximately a cow can produce as much as 15 liters of milk where the cow's milk yield is accommodated in a milk reservoir in the village. The shelter is in the form of an individual cooperative, where the milk of dairy cows is housed in the cover will be deposited into large factories such as nestle, indomilk, frisian flag, ultramilk, flag, and other branded milk. In such milk shelters, milk comes in the condition of milk space. Then the milk is filtered and piped into a freezer that has a temperature of 0oC.

The dairy process is carried out traditionally, packaging is also traditional. It is hoped that with the assistance of KKM DR UIN Malang students, they can improve quality and productivity and create new branding for the Dairy milk produced by kradinan tulung agung village.



(Installation of banners around tourist areas)

Other activities conducting socialization regarding the prevention of Covid-19 remind residents to always comply with health protocols. Because in Kradinan Village there is a bukit Tunggul Manik tourist spot, I put up a banner regarding the invitation to avoid and prevent Covid-19 at the entrance of the tourist attraction. It is hoped that with this banner, residents will be more sensitive in protecting themselves to prevent the corona virus. By always wearing a mask, keeping a distance, washing hands and maintaining a healthy body.

5. CONCLUSIONS AND SUGGESTION

5.1 Conclusion

The empowerment of the community in kradinan village can be maximized by utilizing dairy products from cows, of course, by taking into account the strategy. Furthermore, for coaching accompanied by students, they can help observe, help, and socialize things and strategies that can be done by the community in kradinan

5.2 Suggestion

In the future, the dairy industry can be handled more seriously, both for packaging process permits, storage, and sales, so that the target market will expand.

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