

Empowerment for MsMEs jamu Crystal to Improve The Capability and Business Income of the Pondok Yatim Amal Bakti Foundation "Sudjono & Taruno" Jetis Village, Sukoharjo during the Covid-19 Pandemic

Syahri Alhusin^{1*}, Laksono Sumarto², Mrih Rahayu³

^{1,2,3}Faculty of Economics, Tunas Pembangunan University of Surakarta

* E-mail: syahripancoair9000@gmail.com

Article submit	Aug 10, 2022
Article reviews	Aug 29, 2022
Articles received	Aug 31, 2022

Abstract

The purpose of this service program is to increase the ability and income of students and foundation administrators through business assistance for Crystal herbal medicine. This community service activity was carried out from January to June 2021 at Pondok Yab Yatim Sudjono Taruno, Jetis Village, Baki District, Sukoharjo. The target of this activity is the students and dormitories of the Charity Bakti Foundation "Sudjono & Taruno" which operates 30 people. This activity is carried out using empowerment methods through training, counselling, and mentoring. The results of this service activity are: (1) the administrators and students have understood and mastered the basics of entrepreneurship and business methods well; (2) administrators and students are able to produce Crystal Jamu after practising training and education on herbal medicine-making; (3) administrators and students are able to market herbal products conventionally (offline) and online; (4) administrators and students know the process of obtaining a business license, as well as a BPOM permit. This service program also contributes to increasing the income of the crystal herbal medicine business at Pondok Yatim YAB Sudjono Taruno from Rp. 300,000 / month to Rp. 1,500,000 / month. The implementation of Community Service carried out by UTP FEB lecturers in producing Crystal Jamu has provided benefits for yab Sudjono & Taruno Yatim huts, both in order to improve health (body immunity) to prevent the spread of covid to students and administrators, congregations and the surrounding community, as well as being able to create useful business units to increase the management income of Pondok YAB Sudjono & Taruno.

Keywords: Assistance, MSMEs, Herbs, Covid-19, Income

Abstrak

Usaha memproduksi jamu di masa pandemi merupakan peluang untuk meningkatkan pendapatan pondok anak yatim piatu Yayasan Amal Bakti "Sudjono & Taruno". Sebab, jamu sangat diminati masyarakat untuk meningkatkan imunitas tubuh agar tidak tertular virus Covid-19. Tujuan dari program pengabdian ini adalah untuk meningkatkan kemampuan dan pendapatan usaha mahasiswa dan pengurus yayasan melalui pendampingan usaha jamu Kristal. Kegiatan pengabdian kepada masyarakat ini dilaksanakan sejak Januari hingga Juni 2021 di pondok Yatim YAB Sudjono Taruno, Desa Jetis, Kecamatan Baki, Sukoharjo. Sasaran kegiatan ini adalah para siswa dan pengurus Yayasan Amal Bakti "Sudjono & Taruno" yang beroperasi 30 orang. Kegiatan ini dilakukan dengan memberikan pelatihan, konseling, dan pendampingan. Hasil dari kegiatan pengabdian ini adalah: (1) manajemen dan mahasiswa telah memahami dan menguasai dasar kewirausahaan dan metode bisnis dengan baik; (2) pengurus dan mahasiswa mampu menghasilkan Obat Herbal Kristal setelah pelaksanaan praktik pelatihan pembuatan jamu; (3) pengurus dan mahasiswa mampu memasarkan produk herbal secara konvensional (luring) dan online; (4) pengurus dan mahasiswa mengetahui proses pengelolaan izin usaha, serta izin BPOM. Program layanan ini juga berkontribusi untuk meningkatkan pendapatan usaha jamu kristal di Pondok Yatim YAB Sudjono Taruno dari Rp. 300.000/bulan menjadi Rp. 1.500.000/bulan. Pelaksanaan Pengabdian Kepada Masyarakat yang dilakukan oleh dosen UTP FEB dalam memproduksi Jamu Kristal, telah memberikan manfaat bagi pondok YAB Sudjono & Taruno Yatim", baik dalam rangka meningkatkan kesehatan (imunitas tubuh) untuk mencegah penyebaran covid kepada mahasiswa dan pengurus, jamaah haji dan masyarakat sekitar, serta mampu menciptakan unit usaha yang bermanfaat untuk meningkatkan pendapatan pengelolaan Pondok YAB Sudjono & Taruno.

Keywords: Mentoring, MSMEs, Herbal Medicine, Covid-19, Income

BACKGROUND

Covid-19 affected economic growth in Indonesia by 5.3%. The sectors most affected by the Covid-19 pandemic include the tourism sector, trade and investors. The impact of Covid-19 is also felt by the People of Indonesia, such as a decrease in people's income, a decrease in the existence of micro, small and medium enterprises (MSMEs) and a decrease in the level of people's purchasing power (Pujowati et.al., 2022).

The Covid-19 pandemic has not only impacted communities in urban areas but has also spread to remote villages. This has an impact on MSMEs in rural areas. People's incomes decreased but the price of goods increased/was expensive, and there was a decrease in household consumption and investment, both in the household environment and the government. In addition, the pandemic has also reduced shopping activities outside the home. This has an impact on increasing poverty in the village (Sarmigi, 2020).

Community service activities are intended to try to apply the science and technology possessed by lecturers, in order to help and empower the community around the campus. In addition, it is a concern for universities in overcoming problems faced by the community.

One of the big problems faced by all the people, nations and state of Indonesia and even the world, is the spread of the coronavirus pandemic. It is known that the SARS-CoV-2 virus was first detected in the Chinese city of Wuhan at the end of 2019. Then this virus spread throughout the world very quickly (Aji, 2020).

The impact of Covid-19 was so severe that it forced learning to stop to prevent the spread of Covid-19 in the education sector. The Ministry of Education and Culture of the Republic of Indonesia issued Circular Letter Number 3 of 2020 concerning the prevention of COVID-19 in education units. One of the points is that the education unit is encouraged to implement a culture of Clean and Healthy Living and postpone all activities that have the potential to gather many people, such as camping, field trips and Teaching and Learning Activities (KBM) (Kemendikbud, 2020b).

However, this is a little different from the orphanage. Most orphanages, in fact, must continue to take care of and educate the children of the orphanage. Especially the orphanage that does not have its own school. Among them is the Orphanage of the Bhakti Charity Foundation Orphanage "Sudjono Taruno" located in Jetis Village, Baki District, Sukoharjo Regency. Yayasan Panti/Pondok Yatim Amal Bakti Sudjono Taruno, which was founded in 2008, has the main goal of guiding, educating and financing orphans and the poor. There are currently 35 orphaned students who are still being guided in this orphanage.

All the children of the orphanage, attended school outside, both elementary/junior high school, junior high school / MTS and SMK / MA, then returned to live in the cottage, when they returned home from school. Considering that all children must take online PBM, children do have to live in orphanages/cottages, to be assisted in doing online PBM assignments. The lodge assists, providing Wifi and mobile phones to help children take pbm online from their respective schools.

Overall, all of the above community service goals are basically within the framework of community empowerment activities, according to Mardiyanto (2017) empowerment is the process of a person or group who has strong skills, so that they can participate in control and influence in each activity. The context of empowerment through community service, according to Miler and Covey (2005), can be done through advocacy activities, namely a process of social change that aims to shape the direction of public participation, policies, and programs to benefit marginalized communities, maintain human rights, and protect the environment.

Therefore, in order to answer these problems, the service team from lecturers from the Faculty of Economics, Tunas Pembangunan University, Surakarta provided counselling, training, and business assistance for the production of Kristal herbal medicine. This service activity was welcomed by the administrators and students of the YAB orphanage, Sudjono Taruno. The objectives of this service activity are: (1) Providing basic education about entrepreneurship in order to try to develop business units for the production of Crystal Jamu, (b) Providing training (direct practice) in making Crystal Jamu so that students and administrators are able to produce Crystal Jamu well, (3) Providing guidance on marketing efforts for herbal products so that the herbal medicine business can continue to move forward

and is expected to become a fairly large company, (4) Assist in the process of obtaining a BPOM or PIRT permit so that the production of Crystal Jamu can be marketed throughout Indonesia.

OVERVIEW OF SOCIETY, PROBLEMS AND TARGET SOLUTIONS

General Description

YAB "Sudjono & Taruno" is a social and educational institution, founded by businessman H. Suyatno in 2008, on an area of about 5000 m². The main purpose of the institution is to foster and finance all living and education expenses for orphans and the poor. There are currently 35 orphans and poor children who are cared for by this cottage. Foster children consist of boys and girls. Some of them are still in elementary school age, some are in junior high school and high school. The foster children live in the cottage and go to school in various places outside the cottage. YAB "Sudjono & Taruno" is a social and educational institution, founded by businessman H. Suyatno in 2008, on an area of about 5000 m². The main purpose of the institution is to foster and finance all living and education expenses for orphans and the poor. There are currently 35 orphans and poor children who are cared for by this cottage. Foster children consist of boys and girls. Some of them are still in elementary school age, some are in junior high school and high school. The foster children live in the cottage and go to school in various places outside the cottage.

Problem

The problems of the YAB Sudjono & Taruno Orphanage that will be assisted by this service team, include:

- 1) The low motivation of students and administrators of the YAB Sudjono & Taruno Orphanage in carrying out efforts to be independent of pesantren,
- 2) Low ability of students and administrators of YAB Sudjono & Taruno orphanage in producing herbal medicine,
- 3) The Low Ability Of Students And Administrators Of The YAB Sudjono & Taruno Orphanage In Marketing Business Results,
- 4) The Low Ability Of Students And Administrators Of The YAB Sudjono & Taruno Orphanage In Managing Business Licenses (PIRT And BPOM).

Target solutions

The target of this activity is students and board members of the Bakti Amal Foundation "Sudjono & Taruno" which numbers 30 people. Solutions offered by the service team include:

- 1) Provide a basic entrepreneurship counselling basis in order to try to develop business units for the production of Crystal Jamu,
- 2) Provide training (hands-on practice) in making Crystal Jamu so that students and administrators are able to produce Crystal Jamu well,
- 3) Provide guidance on the marketing efforts of herbal products so that the herbal medicine business can continue to move forward and is expected to become a large enough company, Assist in the process of obtaining a BPOM or PIRT permit so that the production of Crystal Jamu can be marketed throughout Indonesia.

METHOD

Community service activities were carried out from January to June 2021 at Pondok Yab Yatim Sudjono Taruno, Jetis Village, Baki District, Sukoharjo. The target of this activity is students and board members of the Bakti Amal Foundation "Sudjono & Taruno" which numbers 30 people.

This service activity uses a student empowerment approach through training, counselling, and assistance to students and foundation administrators about entrepreneurship consisting of producing herbal medicine businesses, marketing Crystal Jamu and preparing BPOM to permit management. pre and post tests related to indicators of understanding, skills of production stages, marketing through social media and packaging of herbal medicine crystal products

RESULTS AND DISCUSSION

Result

This activity is the result of the implementation of a community service program entitled: Assistance for MSMEs jamu Cyrstal to Increase the Capability and Business Income of the Pondok Yatim Amal Bakti Foundation "Sudjono & Taruno" Jetis Village, Sukoharjo during the Covid-19 Pandemic. Since the service program was carried out, the business of producing crystal herbal medicines has continued to this day. The process of making herbs is carried out every 3 days a week. In each production, 2-4 kg of herbs have been created, which are gradually increasing. Managers are able to buy raw materials for spices in spice cultivation centres, so as to get good spices and relatively low prices.

After the service program is implemented, we evaluate the implementation of activities by distributing evaluation and satisfaction questionnaires. The results of the satisfaction evaluation showed that 90% of the participants (students and foundation administrators) were very satisfied with this service program, the remaining 10% were quite satisfied



Figure 1. Post Mentoring Crystal Herbal Medicine Packaging

Furthermore, the results of the evaluation of this activity also showed that the knowledge and abilities of the participants were greatly improved in 4 aspects, including Knowledge of entrepreneurship was greatly improved with a score of 85%, the ability to make Crystal Herbal Medicine was greatly improved with a score of 90%, the ability to digital marketing was greatly improved with a score of 87%, and the ability in product packaging was greatly improved with a score of 87%. This means that community service programs in the form of assistance can improve the business capabilities of MSME actors.

Table 1. Results of the Evaluation of Community Service Programs

No.	Variable	Score (%)	Group
1	Knowledge of entrepreneurship	85	Greatly improved
2	Ability to make crystal potions	90	Greatly improved
3	Capabilities in Digital Marketing	87	Greatly improved
4	Capability in Product Packaging	88	Greatly improved

Meanwhile, this service program also contributes to increasing the business income of crystal herbal SMEs at Pondok Yatim YAB Sudjono Taruno. After receiving training, counselling, and assistance, there was an increase in business income from Rp. 300,000 / month to Rp. 1,500,000 / month. This is because the administrators and students have been able to market herbal products conventionally (offline) and online. Offline, the marketing of herbal medicine is carried out by providing fresh herbs to the worshippers (every Sunday morning) which is attended by around 150 worshippers. In addition, the management also sells herbs by entrusting them to herbal shops, pharmacies, souvenir shops, and even restaurants. To date, herbs have been deposited in 50 places. Management has also made online marketing efforts through Group WA, IG, Facebook, Gofood, Website, in addition, this method is able to improve its ability to market products online as well as apply for BPOM certification

CONCLUSIONS AND SUGGESTIONS

Conclusion

The conclusions of the results of this service include:

The service program in the form of training, counselling, and assistance carried out to students and administrators of YAB Yatim Pondok Yatim Sudjono Taruno showed that 90% of the participants

(students and foundation administrators) were very satisfied with this service program, the remaining 10% were quite satisfied, increasing innovation to add new types of herbal ingredients and improving Knowledge of entrepreneurship is greatly improved with a score of 85%, The ability to make Crystal Herbal Medicine is greatly improved with a score of 90%, The ability of digital marketing is greatly improved with a score of 87%, and the Ability in Product Packaging is greatly improved with a score of 87%.

This service program also contributes to increasing the business income of crystal herbal SMEs at Pondok Yatim YAB Sudjono Taruno. After receiving training, counselling, and assistance, there was an increase in business income from Rp. 300,000 / month to Rp. 1,500,000 / month.

Suggestion

The suggestion of this service activity is to continue research efforts to improve the efficacy of herbal medicine in the health of Indonesian citizens and provide input to the government,

REFERENCE

- Aji, R. H. (2020). Impact of COVID-19 on education in Indonesia: Schools, Skills, and Learning Processes. *GREETINGS: Syar-i Social & Cultural Journal*, 7(5), 395-402.
- Awali, H., & Rohmah, F. (2020). The Urgency of E-Marketing Utilization on the Sustainability of MSMEs in Pekalongan City amid the Impact of Covid-19. *Balanca: Journal of Islamic Economics and Business*, 2(1), 13-17.
- Adipermana. (2020). Benefits of Turmeric and Temulawak on Handling COVID-19. <https://www.itb.ac.id/berita>
- Goddess, W. A. F. (2020). The impact of Covid-19 on the implementation of online learning in elementary schools. *Educational: Journal of Educational Sciences*, 2(1), 55–61.
- Dirman, A., & Wahyuni, P. D. (2020). Creation Development Training in Terms of Product Packaging as a Marketing Strategy for Small and Medium Enterprises in South Kembangan Village. *EMPOWERED: Journal of Education and Community Service*, 2(3), 141-150.
- Fitriyanti, F., & Astuty, I. (2021). Development of MsMEERA Emping MSME Online Marketing in order to Increase Productivity during the Covid-19 Pandemic. *Journal of Community Service*, 25(3), 247-251.
- Hertina, D., Hendrianto, S., & Wijaya, J.H. (2020). The impact of Covid-19 for UMHM and Indonesia is a New Normal Era. *Journal of Dharma Devotion*, 2(3), 110-116.
- Ministry of Education and Culture. (2020b). Circular Letter Number 3 of 2020 concerning Prevention of Corona Y / Rus D / Sease (Covid-L9) in the Education Unit. Ministry of Education and Culture of the Republic of Indonesia.
- Mardiyono. (2017). Kb Village as an Effort to Empower Communities in East Java (Study in Malang City and Bondowoso Regency). *Horizon Journal*, 11(2), 129 –136.
- Pujowati, Y., Hasibuan, P.A.S., & Budiono, D.S.T. (2022). Analysis of the Impact of Covid-19 on the Income of UMHM (Micro, Small and Medium Enterprises) in Nganjuk Regency. *Pamator Journal*, 5(2), 100-112.
- Sarmigi, E. (2020). Empowerment and development of MSMEs in Kerinci Regency. *Al-Dzahab*, 1(1), 1–17.
- UNESCO. (2020). Education: From disruption to recovery. UNESCO. [https://en.unesco.org/covid19/education's response](https://en.unesco.org/covid19/education's%20response)