

INCREASING THE COMMUNITY'S ECONOMY THROUGH THE USE OF PROCESSED TOMATOES

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Abstrak

Tujuan pengabdian masyarakat dilakukan agar masyarakat dapat memanfaatkan potensi sumber daya alam (SDA) yang melimpah menjadi sebuah inovasi produk melalui kegiatan pelatihan membuat cemilan sehat berbahan tomat, diharapkan dapat menggali potensi masyarakat yang mempunyai nilai jual yang tinggi, sehingga dapat meningkatkan penghasilan masyarakat Kp. Sirnagalih Desa Padamulya. Indikator capaian minimal memiliki pemahaman untuk mengelola sumber daya alam yang melimpah. Target sasaran dari program pelatihan pembuatan Tom And Jelly yaitu masyarakat kp. Sirnagalih Desa Padamulya khususnya ibu-ibu. Metode yang digunakan pada pengabdian masyarakat ini yaitu menggunakan metode workshop (pelatihan) tentang tata cara pembuatan produk dari olahan berbahan tomat menjadi Tom And Jelly. Hasil dari kegiatan pengabdian masyarakat yaitu masyarakat antusias untuk mengetahui pengolahan tomat dan sangat termotivasi untuk berwirausaha, yang dapat dilihat dari banyaknya peserta yang menginginkan tindak lanjut seperti adanya pengelompokan usaha Tom And Jelly.

Kata Kunci: *Pelatihan, Peningkatan Penghasilan, Pemanfaatan Tomat*

Abstract

The purpose of community service is done so that the community can utilize the potential of abundant natural resources (RNA) into a product innovation through training activities to make healthy snacks made from tomatoes, is expected to explore the potential of communities that have high selling points, so as to increase the income of the Kp community. Sirnagalih Padamulya Village. Indicators of achievement have a minimum understanding of managing abundant natural resources. The target of the Tom And Jelly making training program is the community of kp. Sirnagalih Padamulya Village, especially mothers. The method used in this community service is to use a workshop method (training) on the procedures for making products from processed tomatoes made into Tom And Jelly. The results of the community service activity were that the community was enthusiastic to know about tomato processing and were very motivated to become entrepreneurs, which can be seen from the many participants who wanted further action such as the grouping of Tom And Jelly businesses.

Keywords: Training, Income Improvement, Tomato Utilization

Introduction

Community service is carried out to fulfill one of the tri dharma of higher education, namely community service that is interdisciplinary and as a component of science, technology and applied arts to shape people's lives, especially in rural areas. This form of service is carried out by applying the knowledge that has been obtained in lectures to the community. Applied science is knowledge that is needed by society or that can be a solution to problems that occur in people's lives. This is done as a form of student care and responsibility to advance the nation and state in the future. Innovation is often described as the lifeblood of an organization and that determines a company. The true value of innovation is expressed in terms of an outcome such as a traded product. The company's

ability to trade in innovation can help dominate current markets or develop new markets, contributing to sustainable industry leadership. Thus, success in commercializing innovation is an important strategy for the company (Hamali, 2016).

Innovation in the context of bureaucracy is mandated by law to be one of the drivers for the acceleration of development, this has been proven by the model applied in developed countries. Increasing productivity does not only depend on science and technology but on the availability of natural resources. Entrepreneurship development occupies a very strategic role. We must encourage and develop entrepreneurial skills, take advantage of business opportunities in the dynamics of global competition (Prasetyo, 2018).

Padamulya village is a village located in the mountains with fertile soil quality. Most of the community is a farmer who grows vegetables, the agricultural products are very abundant, but the community has not been able to make good use of these vegetables, only as a food additive without innovation. If it can be managed innovatively and creatively, the tomato will become a new innovation that provides economy for the community and increases the selling value of tomatoes. This is important to do because seeing the many potential foodstuffs that can be used as products that have a selling value and are able to be marketed, the packaging process for this product innovation is very important so that people are able to utilize and market processed products from these natural resources so that they have a selling value. which is high in the market in general.

Methodology

The method of implementation carried out by the author is in the form of community economic assistance by forming business groups that will develop the potential of natural resources around the village of Padamulya by making an innovation for processed tomato products. The location used as the place for the implementation is Padamulya Village, Pasirkuda District, Cianjur Regency, West Java Province. The reason why Padamulya Village was chosen was because the village category was an underdeveloped village, so it needed a lot of assistance to develop it, especially Human Resources (HR) assistance to develop the village's potentials..

The theoretical study is to support the formulation of a work program in the economic field to overcome economic problems in Sirnagalih Village, Padamulya Village. The following work programs carried out are shown in table 1.

Table 1. Implemented Work Program

No.	Work Program	Program Description
1	Tomato Processed Product Manufacturing Training	Training on making innovative processed tomato products can increase the sale value of these tomatoes, which is what can help to take advantage of the existing potential as well as improve the economy.

Results and Discussion

The product produced from this program is the use of tomatoes which are processed and named (Tom and Jelly). The production of this product aims to increase the selling value of tomatoes and have a high economic value for the people of Padamulya Village. The method of implementation carried out by the author is in the form of a Community Economic Assistance program by forming

business groups that will develop the potential of natural resources around the village of Padamulya, one of which is tomatoes.

The Tom And Jelly product program, which utilizes vegetables that are abundant in the countryside, is very effective as snacks and even souvenirs from the region. With the implementation of this community service activity, an idea emerged to develop a small and medium-sized business by utilizing a large number of vegetables which was then called Tom And Jelly with attractive packaging so that it could attract the attention of consumers and could increase the economic level of the Sirnagalih village community.

The innovation of processed tomato products through community training in the Sirnagalih village of Padmulya Village was carried out based on the observation that the people of Sirnagalih RT 01 and RW 02, especially for mothers, as much as 80% were farm laborers.

The expected post-implementation changes are as follows:

Table 2. Expected Change

No.	Information	Post Implementation	Pre Implementation
1	Skills in processing tomatoes into a product	Don't have the skills yet.	Have skills in processing tomatoes into products.
2	Tomato	Processed only as a spice enhancer.	Tomatoes are processed into sweet snack products and have a higher selling value.
3	The selling point of tomatoes	Low sale value.	Increase because there is added value from processed products (new types of processed products)
4	Marketing of tomatoes	Limited as a tomato in general.	Marketed more widely because it has high economic value, can be distributed to markets and supermarkets

Implementation of Assistance Programs and Manufacture of Tomato Processed Products

Following are the stages of implementing the assistance program and the manufacture of processed tomato products.

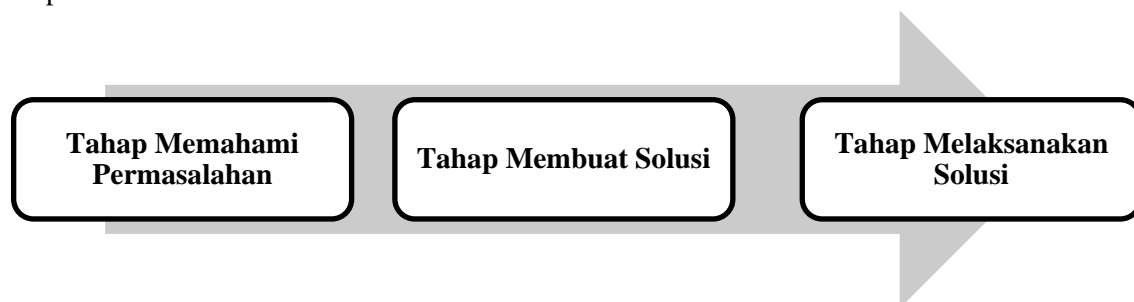


Figure 1. Research Implementation Stage

1. Understanding the Problem Stage

In this stage the writer understands the problem by conducting a survey to the community around Kp. Sirnagalih Padamulya Village in order to identify existing problems. So that the authors can plan solutions to overcome these problems. After identifying it, it was found that the problem in

Padamulya Village was the lack of utilization of potential resources so that assistance was needed to increase this potential.

2. Solution Making Stage

In the stage of making a solution, it is divided into several stages including:

a. Natural Resource Potential Survey

The location survey was conducted in the Sirnagalih village area RT 01 RW 02 Padamulya Village. The survey was carried out by looking at the abundant potential of tomato plants, then finding out the habits of the people in utilizing these tomato preparations. In addition, the author also conducted a survey by asking people who have tomatoes at home, most people who have tomatoes in their homes have tomatoes, but the processing is just like that.

The result of the survey that was carried out was that there were many tomatoes in the village, but they were not used properly. The community uses tomatoes only by adding cooking spices, but not for sale or processing into products that have high selling value. The price of tomatoes is not too high, reaching a price range of 1 kg Rp. 3,000.- alone, so that people do not really take advantage of the tomatoes, even tomatoes are only distributed to other residents to be given free of charge. Then came the idea of making Tom And Jelly Candy with the aim of increasing the selling price of these tomatoes through product innovation.

b. Product Innovation Development

Based on the results of a survey conducted by the implementation team, there are many vegetables in the Padamulya Village area. To minimize the failure in the manufacture of the product, the authors conducted experiments and development of the tomato product. This Tom And Jelly making experiment was carried out twice to find the perfect result and according to what was desired.

During the trial period, the composition that fit in the manufacture of Tom And Jelly products was produced, namely 25g tomatoes, 25g sugar and 1 pack of swallow agar. With the right composition, the resulting product has a chewy texture with a sweet taste.

c. Creating Logo and Packaging Designs

When the product-making experiment is successful, the next step is to create a logo and packaging design done by the author. Packaging design is made as attractive as possible in order to attract consumers' attention. In product marketing, creating a catchy name is essential for a product that will be distributed across the small, medium and large reach. The steps for making a product design include:

- 1) The author uses the Canva application to create a product logo design.
- 2) Search for interesting tomato images by browsing.
- 3) Determine the writing format, font size and color.
- 4) Include group logos and faculty logos.

d. Purchase of Product Requirement Materials

The author provides the product packaging that has been made then prepares the ingredients for the manufacture of Tom And Jelly. The ingredients include tomatoes, sugar and jelly (Swallow brand).

e. Providing Information to the Community

After conducting location surveys, trials or product development and making packaging designs, the authors coordinate with local community leaders that there are new innovative products that will be disseminated to the public at large. Then ask permission to hold a cooking demonstration or socialization related to the product that has been prepared.

Licensing was carried out to Mrs. Lilis and Mr. Ahmad as the owners of the KKN Group 1 post where the place was used as a place for cooking demonstration training. Announcement to the public is made the day before the cooking demonstration of product manufacture after licensing.

3. Stage of Implementing the Solution

In implementing the solution, it was carried out by training for Tom And Jelly making products which was held on August 28, 2019 and August 29, 2019. This product production training was attended by women around Kp. Sirnagalih. Before the production of Tom And Jelly products is carried out, the author first tells the mothers what the tomatoes will be made of.

The production of Tom And Jelly is carried out in several stages, such as the refining process, the mixing process of the ingredients, the cutting process, the drying process, the processing process, the forming process and the packaging process. The following is the tomato processing stages:

- a. The first stage, the process of washing tomatoes is carried out to remove dirt on the tomatoes.
- b. The second stage, prepare the ingredients and tools for cooking.
- c. The third stage, crushing the tomatoes until smooth.
- d. The fourth stage, the process of making Tom And Jelly dough. First add the mashed tomatoes, sugar and gelatin swallow, cook until boiling and bubbly, then stir until they are completely thick for 10-15 minutes.
- e. The fifth stage, prepare a baking sheet, then pour the Tom And Jelly Candy mixture then let it get hard.
- f. The sixth stage, cut the hardened Tom And Jelly Candy dough, then dry it under the hot sun.
- g. The seventh stage, if the heat is good for 2 days it is usually completely dry and crystallized, don't forget to flip it over and over to dry it quickly
- h. The eighth stage, after drying, put it in a closed container or airtight jar and pack according to the desired taste, so that the Tom And Jelly Candy can last a long time.
- i. The ninth stage, packaging Tom And Jelly Candy then given a sticker.
- j. The last stage, Tom And Jelly Candy is ready to be enjoyed and served.

Following is the process of processing tomatoes into Tom And Jelly:

- a. Ingredients :
 - 100 gr tomatoes
 - 100 gr sugar
 - 2 Packs of Jelly (Swallow brand)
- b. Ways of making
 - a. Clean the tomatoes.
 - b. Then crush the tomatoes in a blender until they are smooth.
 - c. Combine the tomatoes, sugar and mix until evenly distributed.
 - d. After boiling and thickening, turn off the stove, then cook until boiling and bubbly, then stir until thick and wait 10-15 minutes.
 - e. Prepare a baking sheet, then pour the Tom And Jelly Candy dough, let it harden, then cut it according to taste, then dry in the sun.
 - f. Then dry it in the sun, if the sun is hot, it will dry for 2 days and crystallize, don't forget to flip it over to dry quickly.
 - g. Once dry, put it in a closed container or airtight jar and pack it according to the taste you

want, so that the Tom And Jelly can last a long time.

- h. Tom and Jelly packaging then given a sticker, Tom and Jelly is ready to be enjoyed and served.

Conclusion

The implementation of Community Service activities is carried out at Kp. Sirnagalih Padamulya Village, Pasirkuda District, Cianjur Regency by conducting training on making product innovations. The author in the implementation of the Community Service program makes a product that uses tomatoes, this is done by seeing the abundant potential of tomatoes but the utilization is not optimal, besides that the selling price of tomatoes is also fairly low.

The development of tomato products into unique and new products is the goal of this individual program. Tom And Jelly products are one of the alternative uses for potential natural resources. In the use of tomato products, the authors process tomatoes properly so that the taste of tomatoes is not lost. Creating logos and product packaging is one way to attract consumers' attention as well as increase selling value, selling this product can be done by selling it privately, entering into stalls, selling online, selling via social media etc.

After participating in the training for making innovative processed tomato products, housewives are expected to be able to develop it themselves in their respective homes and increase the selling value of tomatoes.

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