

Optimization Of Local Potential In Ketupat Village, Raas District Through Food Product Processing

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Abstract

Ketupat Village is a village where most of the population has livelihoods in agriculture and fisheries. The local potentials owned by the Ketupat Village have not been maximally empowered, especially the empowerment of human resources and the potential of local villages such as agricultural products and fisheries. This research is about optimizing local potential through training in making fish and chips products. The aim is to form a small business community (home industry) as a place provided for self-employment, so that people in the future have additional income that can be used for household needs.

Keywords: Prosesed product, community empowerment, small business community

Abstrak

Desa Ketupat merupakan desa yang sebagian besar penduduknya memiliki mata pencaharian di bidang pertanian dan perikanan. Potensi-potensi lokal yang dimiliki oleh Desa Ketupat ini belum dapat diberdayakan secara maksimal terutama pemberdayaan sumber daya manusia dan potensi lokal desa seperti hasil-hasil pertanian, dan perikanan. Penelitian ini berisi tentang cara mengoptimalkan potensi lokal melalui pelatihan pembuatan produk peyek ikan dan keripik. Tujuannya adalah untuk membentuk usaha kecil masyarakat (home industry) sebagai wadah yang disediakan untuk berwiraswasta, sehingga masyarakat ke depan memiliki penghasilan tambahan yang dapat digunakan untuk keperluan rumah tangga.

Kata Kunci: Produk olahan, pemberdayaan masyarakat, usaha kecil masyarakat

1. INTRODUCTION

Sumenep Regency consists of 27 sub-districts (19 mainland sub-districts and 8 archipelago sub-districts). The area of Sumenep Regency is on the eastern tip of Madura Island which is located between 113 0 32'54" – 116 0 16'48" East Longitude and 4 0 55 – 7 0 24' South Latitude. Sumenep Regency has 126 islands, spread out to form a group of islands, both inhabited and uninhabited. One of the sub-districts included in the Sumenep district is Raas District. This district is an archipelago district, which consists of 9 villages, namely: Ketupat, Jungkat, Karopah, Karangnangka, Alasmalang, Poteran, Brakas, Tonduk, and Guwa Guwa. As a separate area from the administrative district, the sub-district of Raas has several different characteristics from the district of Sumenep. These differences exist in several sectors such as education, economics, and social.

In general, education in the Raas islands is not as good as education in the city due to the many obstacles in the implementation of education. Starting from the facilities, teaching staff and lack of literature. In the village of Ketupat there are educational institutions but the teaching staff is not proportional to the number of students. Most of the educational institutions in Ketupat village are privately owned and privately owned, so there is less control over the quality of education. This lack of education eventually creates a stigma among the archipelagic community that education is not very important. The lack of public interest in education leads to high unemployment rates. The most unemployment is seasonal unemployment where farmers only work during the rainy season. During the dry season most of them are just unemployed at home without any other work. Added to this is the lack of public knowledge about the optimal utilization of agricultural products. It worsens the welfare of the people of the Raas Archipelago.

The economic development of the local community is very important for the welfare of the community. Raas Subdistrict is an archipelagic area that has the potential to improve the community's economy if it can be optimized properly. One of the potentials that can be utilized is marine products. However, the community's dependence on marine products also makes people less exploit the potential of other natural resources. The economic structure of the archipelagic community, the majority of whom work as fishermen and agriculture, makes the economic conditions of the people not as good as urban communities. This is increasingly evident in the majority of the people prefer to look for work outside the area, namely wandering. The majority of the people of the island of Raas migrated to Java and Bali.

The large number of people who migrate makes a lot of economic potential on Raas Island not optimal. Nomads are comfortable with their livelihoods overseas. In general, migrants who have established jobs overseas only return to their home areas during holidays.

Ketupat Village is a village where most of the population has a livelihood in agriculture and fisheries. Uncertain agricultural products and fishery products that depend on sea conditions make the community's economy not always good. Coupled with the seasons that often change erratically. Utilization of agricultural products in Ketupat

Village has not been maximized, because most of the results are only sold in an unprocessed condition so that the results are not optimal.

Agricultural products that have been processed have a higher price than those that have not been processed. However, public knowledge about processed products is still minimal, so that no one produces processed agricultural products in Ketupat Village. Empowerment and training to make processed agricultural products is one of the flagship programs in the implementation of this KKN. To improve the economy of rural communities, education is needed about processed products and their potential. If you are able to utilize processed products optimally, it is expected to be able to boost the economy of the Ketupat Village community.

The local potentials of Ketupat Village have not been maximally empowered, especially the empowerment of human resources and village local potentials such as agricultural and fishery products. The main agricultural products of Ketupat Village include cassava and bananas. Fishery products are also very much supported by the geographical location of Ketupat Village which is located on the coast. Efforts are being made to empower all available resources, to overcome the number of unemployed and to improve the regional economy by implementing community empowerment programs through training in the manufacture of local food products that have high selling power by utilizing food ingredients produced by local village potential. With this empowerment program, it is hoped that it will provide provisions for the people of Raas Island to maximize economic potential and increase income.

Based on BPS data in 2016 it can be seen that cassava/cassava has a high level of productivity after green beans, which is 69.5Kw/Ha. Cassava is one of the secondary crops that is easily processed and liked by many people. If cassava that has not been processed has a low selling value, when it is processed it will increase its selling value. The training in making products using cassava as the basic ingredient is very suitable to be carried out in Ketupat Village. In addition to optimizing the local potential of Ketupat Village, this training is also beneficial for housewives who do not work to help their family's economy. Because most housewives in Ketupat Village do not have jobs, so by

providing training on processed agricultural products can reduce unemployment of housewives.

Komoditi	Luas Panen (Ha)	Produksi (Ton)	Produktivitas (Kw/Ha)	Nilai Produksi (Juta Rp)
1	2	3	4	5
1 Padi Sawah	170	939,0	56,0	5230,00
2 Padi Ladang	122	671,0	54,0	3914,00
3 Jagung	7435	20.379,0	30,0	40500,00
4 Kedelai	38	47,60	17,0	197,00
5 Kacang Tanah	46	129,22	27,0	1271,00
6 Kacang Hijau	10	8,10	7,7	87,44
7 Ubi Kayu	80	543,0	69,5	209,30
8 Ubi Jalar	-	-	-	-

Table 1. Table of Harvest Area, Production, Productivity and Production Value of Rice/Palawija Commodities

Research related to community empowerment has previously been carried out by Harsiti et al (2018) , according to him, product manufacturing activities and packaging training as well as marketing assistance will form community small businesses so that they have additional income and are one way to overcome unemployment. For areas that have abundant natural resources, they have the potential to develop the manufacture of processed products. Products that have been processed economically have a higher value than the raw materials.

Another study was conducted by Harjawati et al (2018) regarding the activities of empowering housewives through skills in the form of modifying children's headscarves. The purpose of this research is the same as Harsiti's research, namely to form a small community business. With the formation of small businesses, it is expected to be able to move the economy of the community, especially housewives. In this online era, it is very possible for housewives to have additional income from this side business.

The research conducted by Rahim (2018) aims to empower farming communities in managing cocoa plants and developing integrated cocoa processing. The specific target is to increase the knowledge and skills of the target community regarding integrated cocoa

processing in a sustainable manner and to increase community participation in development and village development activities based on cocoa plants.

Anny (2018) also conducted research on the empowerment of agricultural product processing which aims to increase public insight and knowledge about processing garden products into finished products of economic value. This is done as an effort to increase the added value of agricultural products so that they are not only focused on selling agricultural products. In addition, Arifin (2018) in his Real Work Lecture on Learning and Community Service (KKN-PPM) uses practical methods as needed, some of the training provided includes: providing business motivation, calculating sales prices, setting sales targets, setting sales prices .

Community service programs that are realized in the form of Real Work Lectures (KKN) Community Empowerment Programs have the aim of building an independent community by fostering an entrepreneurial spirit so that they are able to improve the regional economy, especially in Ketupat Village, Raas District. The target of this activity is housewives who do not work outside the home and have free time outside of taking care of household chores. The main purpose of this community service program is to form a small community business (home industry) as a forum provided for entrepreneurship, so that people in the future have additional income that can be used for household needs.

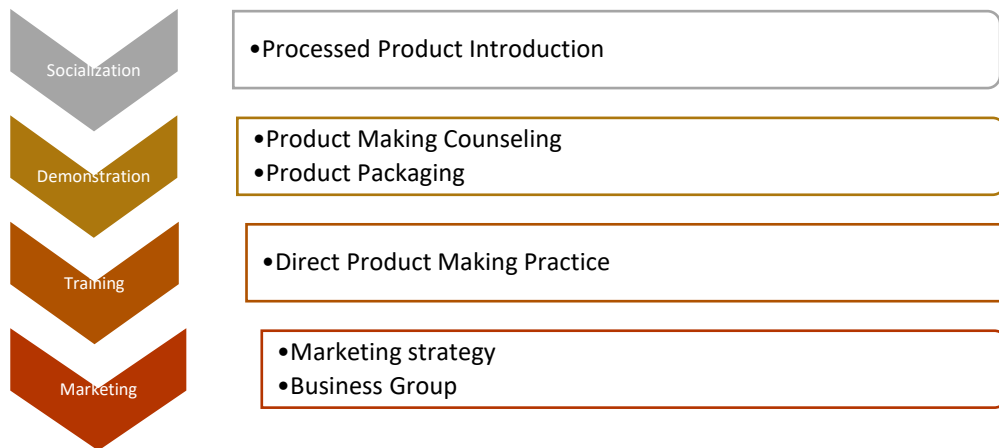
2. METHODOLOGY

The method implemented in this service program is the Participatory Action Research (PAR) method. Participatory Action Research. PAR is a participatory action research method, which aims to identify the formulation of research problems based on the needs of the subjects to be studied (Taggard, 1991). The final result of this research is a change for the subject himself, the action taken as a form of PAR research recommendations. The first stage in this service is the delivery of material.

The materials presented included the basic ingredients for making dent and chip products, various types of food processing, various types of packaging, marketing strategies, and requirements for obtaining a business license. Next is the direct practice carried out by the invited mothers according to the material that was mentioned at the

beginning of the delivery of the material. Finally, an evaluation of the activities that have been carried out is carried out.

The stages carried out during the training are as follows.



3. RESULTS AND DISCUSSION

The implementation of this program begins with preparation of both administration, tools, materials, and others needed during the activity. Furthermore, the program implementing team held a meeting with the Ketupat Village Head and several core administrators such as the Village Secretary and the Dusun Head in Ketupat Village. This meeting was held at the Ketupat Village Hall on July 6, 2019. This meeting was in the context of the *ceremonial* opening of KKN in Ketupat Village as well as socialization of the program to be implemented. The documentation of the meeting can be seen in Figure



Figure 1. Group photo after the opening ceremony and socialization of the work program

The second stage in this activity is Counseling and Training which is carried out directly by involving the local community, namely housewives. The counseling and training was held on Wednesday, July 17, 2018 at the home of Mr. H. Abdus (Posko 3 KKN) Keranchi Hamlet. The participants of this training are housewives from Dusun Karanchi who do not have permanent jobs. At the beginning of the training, participants were given an explanation about the potential or business opportunities of fish and chip dents, which are easy to make and liked by many people. Furthermore, it is hoped that the processed products of fish and chips will not only be consumed by themselves but can be sold at high prices so that they become additional income for their respective families. And for the future can create a small business community. Participants were very enthusiastic about the presentation given by the speakers.



Figure 2. Presentation of business opportunities and delivery of materials

Prior to the training on making fish and chips, several participants stated that they already knew about the ingredients used and how to make fish and chips with these ingredients. The training begins with counseling materials regarding the potential or business opportunities of processed fish and chips. Furthermore, it is explained about the materials used, various types of food processing, various types of *packaging*, marketing strategies, and the requirements for managing a business license.

The stages presented in the counseling aim to provide an understanding to the public on how to develop processed products. People who have understood and are able to do the processing independently are expected to be able to carry out the processing of these foodstuffs independently or in groups. Village parties can also contribute to the development of local products through their BUMDES by providing packaging or marketing facilities.

The materials needed for the manufacture of fish and chips are shown in Table 2 below:

Fish Duck	Banana crackers	Cassava chips
Rice flour	Banana	Cassava
Garlic	Sugar	Masako
Coriander	Water	Balado
Candlenut	Oil	Oil
Lime leaves	Vanilla	Salt
Turmeric	Yellow Dye	
Salt, Sugar, Micin		
Water		
Oil		
Small fish		
Lime betel		
Cumin		
Egg		
Laos		

Table 2. Ingredients for processed fish and chips

The equipment used are: stove, gas, mortar, basin, frying pan, spatula, knife, cassava cutting tool, and press.



Figure 3. Tools and materials for making fish and chips products

The steps for making Fish Duck are as follows:

1. Finely ground for the seasoning, namely: garlic, coriander, candlenut, lime leaves, turmeric, salt, sugar, and cumin. set aside
2. Thinly slice some lime leaves
3. Put the flour into a bowl, then add the ingredients that have been mashed.
4. Add the whiting water and mix well until the mixture is smooth and the dough is not too thick or runny
5. Enter the sliced orange leaves and anchovies into the dough
6. Prepare the oil that has been heated then thinly print the dough that is ready to be dented.
7. Fry over low heat and wait until it turns brown

The steps for making Banana Chips are as follows:

1. Use unripe bananas
2. Peel the bananas then slice them thinly using a pestle so that the results are better
3. Prepare the melted vanilla then add a little yellow dye as an additional ingredient
4. Prepare hot oil then fry the chips on medium heat
5. After it's half cooked, add one tablespoon of additional ingredients and mix well, then remove and drain

The steps for making Cassava Chips are as follows:

1. Peel the cassava from the skin
2. Wash the cassava that has been washed
3. Cut the cassava using a pestle so that no part is too thick or thin and the results can be savory and crunchy
4. Heat the oil, then fry the cassava on medium heat
5. After being removed and drained for a while, immediately sprinkle the cassava with Balado seasoning to make it more delicious.

This training in making processed products uses a *participatory learning approach* by emphasizing the principle of *learning by doing*. So that after being presented and demonstrated by the presenters, the participants then took an active role with direct practice of making fish and chips as described (Winarni, Purwanto, & Yogaswara, 2018)

After the processed product is finished, the product is packaged in plastic that has been provided then labeled and finally the plastic packaging is pressed using a press.



Figure 4. The process of making fish sauce



5. Process of making cassava and banana chips



Figure 6. Products are packaged and ready to be marketed

Furthermore, the packaged products will begin to be marketed by the presenters. All participants were enthusiastic and satisfied with the counseling and training provided. All participants stated that the

materials and practices provided were very useful and subsequently interested in opening a business. The management of licensing or product legality and good marketing will be pursued further.

4. CONCLUSION

Community service programs that are realized in the form of Real Work Lectures (KKN) Community Empowerment Programs have the aim of building an independent community by fostering an entrepreneurial spirit so that they are able to improve the regional economy, especially in Ketupat Village, Raas District.

Empowerment and training to make processed agricultural products is one of the flagship programs in the implementation of this KKN. After the participants took part in

a series of activities which included: counseling on the potential and opportunities of the fish and chip dent business as well as training and mentoring for the manufacture of the product, all participants stated that the materials and practices provided were very useful and were subsequently interested in opening a fish and chip chip processed product business.

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