

**EMPOWERMENT OF CREATIVE WOMEN IN VARIOUS SNACKS
BUSINESS HOME INDUSTRY BADEAN VILLAGE BLIMBINGSARI
DISTRICT BANYUWANGI**

Supono, Achmad Zayul Mustain

Lecturer of Recreational Health Physical Education. Universitas PGRI Banyuwangi

azuzuli74@gmail.com

Abstract

Community Partnership Program (PKM) entitled **Women Pemberdayaan Creative In Business Various Snacks Home Industry Badean Village Banyuwangi** is carried out with the aim of helping solve problems faced by food business partners made from cowhide as fostered by Home Industries in Badean Village, Blimbingsari District, Banyuwangi Regency. Badean Village which is a community service partner. The problems faced by partners are: 1) sales are still around Blimbingsari District, 2) partners do not understand entrepreneurship management, 3) the legality of product results that have not been registered with the Health Service and halal at MUI and POM Hall, 4) the production process still uses tools simple. In the past, cowhide was only used as a raw material for shoes. Along with the development of industrial technology, cowhide is widely used as snack food in the form of rambak crackers. Cowhide is used as a variety of foods to increase the selling value of cowhide and become a new business area for the local community. Optimization in business management and marketing of local products in Badean Village can be an effort to improve the economy of the Badean Village community. Solutions to problems can be provided based on the results of problem identification that become a reference in preparation, implementation, monitoring, evaluation and reporting. The solutions that can be offered to partners are: 1) business management and marketing training for the cracker rambak business community in Badean Village, 2) assistance in managing product permits at the Health Office, halal at MUI and POM Hall, 3) appropriate technology tools in the form of electrical packaging to meet the quantity and quality of production. The indicators of achievement that are expected from the implementation of community service in Badean Village, namely: increasing community knowledge and skills, increasing the number of processed rambak cracker products produced, increasing the quality of rambak cracker processed products, increasing the income of the Badean village community with the wider marketing area of rambak crackers processed. Home Industry products. So that the processed cracker rambak in Badean Village is not only popular in the Blimbingsari District, but the processed rambak cracker in Badean Village can also be one of the typical Banyuwangi souvenirs that must be sought by local and foreign

Keywords : Women; Creative; Industry; Rumahan Badean

INTRODUCTION

Blimbingsari District is one of the sub-districts in the Banyuwangi Regency area that has great potential in developing food processing businesses. In Blimbingsari District, leather processing is found both from cows and goats. The business of processing food made from cowhide has not been widely developed by the community in Badean village even though the potential from the processing of cowhide is quite supportive because it is close to the cow market and slaughterhouse in Rogojampi. In processing food from cowhide, it has economic value when done properly and will produce food as shown in Figure 1



Figure 1 Potential for processing crackers rambak in Badean village, Blimbingsari sub-district
 (Survey by the proposing team)

In accordance with government programs, namely empowering rural communities and the people's economy, so it is necessary for us to explore all the potential that exists in the countryside, including excavation and utilization of profiles from Badean Village in the form of rice fields and rambak food processing home industries. Meanwhile, academics are helping with everything related to needs and can be useful in increasing income for rural communities.

In Blimbingsari District, Banyuwangi Regency, 70% of the productive age population work as farm laborers and farmers. Most of the Blimbingsari people receive education through general education and Islamic boarding schools. Knowledge of cowhide processing is only obtained from field experience. The Blimbingsari community still needs further guidance to improve their ability and transfer of cowhide processing technology.

In Blimbingsari District there is a lot of cowhide processing, but it is underutilized. Cow skin that can be used as dry food is in the form of beef rambak crackers. So that the large number of cowhide ingredients can be used as a dry snack.

The legality of the production of dry snacks made from cowhide is not one of the problems, because the marketing of these products can be developed not only marketed around the Blimbingsari District but can be marketed at the souvenir center in Banyuwangi Regency, the production results can be shown in Figure



Figure 2 Processing of cowhide into rambak crackers at gress pol. One portion costs between IDR 2,000 (Direct observation by the proposer team)

This cowhide processing business can be done by anyone, including certain levels of education. Considering that most members of the community are capable of processing cowhide and collaborating with various parties and related agencies, in addition to that, the optimization of the utilization of cowhide produced by the very high quality of processing by the Badean community also needs attention to optimize its existence.

Cowhide is commonly found around the Blimbingsari District, Banyuwangi Regency. So far, the use of cowhide is only limited as a material for making shoes. So that cow skin can be used to be processed as dry snack food in the form of rambak crackers which are produced by the community and can be sold in the form of dry food snacks. Blimbingsari Subdistrict, Banyuwangi Regency has the potential for producing cowhide skins into rambak crackers which have the potential to be a producer of rambak crackers.

RESEARCH METHOD

Research design

Partners in PKM activities for Empowering Creative Women in the Home Industry of Various Snacks Business in Badean Village in Banyuwangi Regency, East Java Province is a group of home industry businesses in Badean Village which is engaged in a productive economy and leads to an independent economy. The problems experienced by partners are related to the production of processed snacks, business management and marketing management of various processed foods and beverages with the basic ingredients of cowhide.

The method of implementing PKM activities for Empowering Creative Women in Various Snacks Business Home Industries Badean Banyuwangi Village in Banyuwangi Regency, East Java Province is illustrated in the following diagram in the form of solutions offered to overcome partner problems, namely:

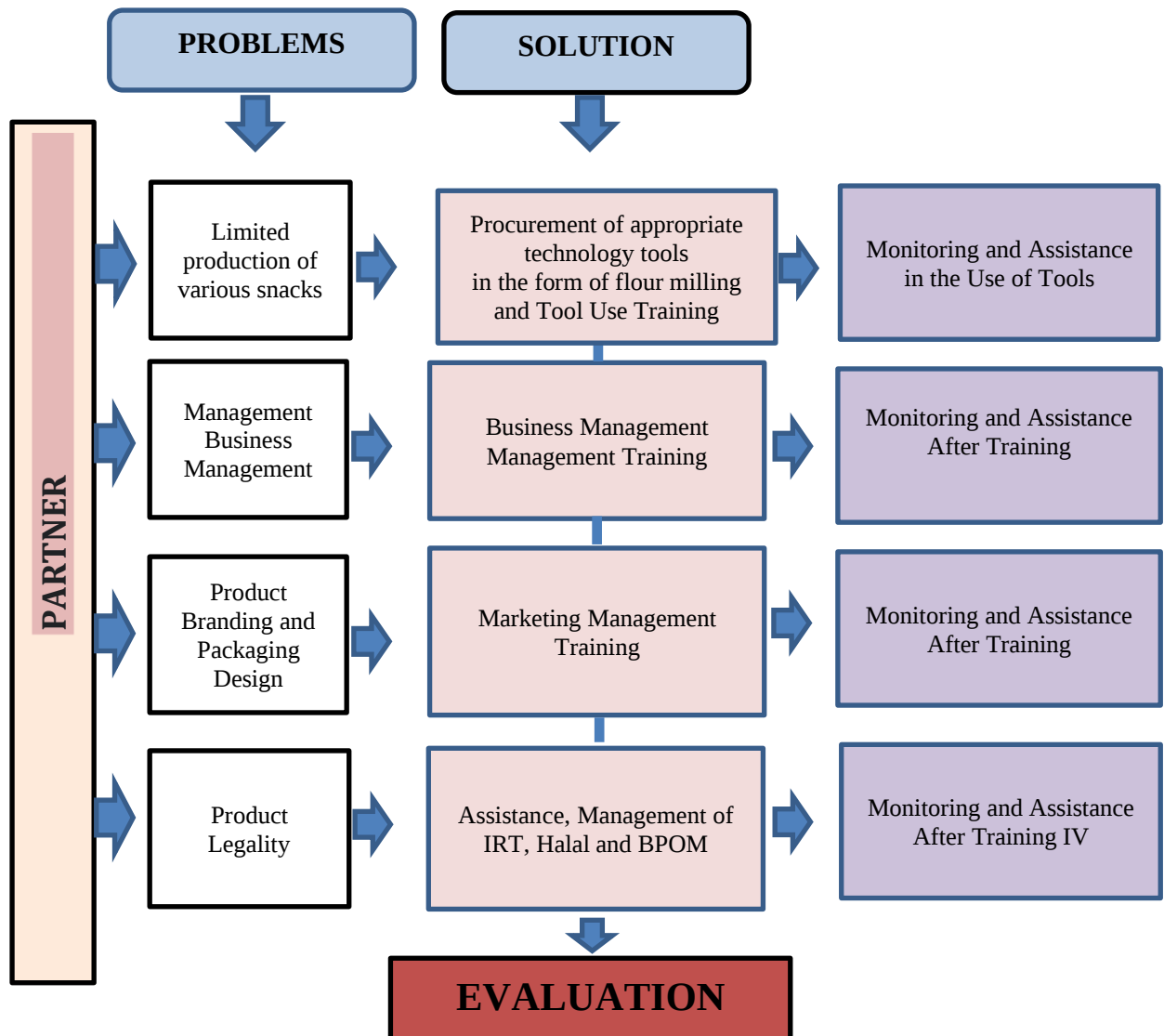


Figure 6. Methods of implementing PKM activities Popularity Polo Desa Grogol

The participation of partners in the implementation of the Community Partnership Program, namely being actively involved directly and actively both during training and mentoring, obtaining permits at the Health Office to obtain IRT, licensing at MUI to obtain Halal, administering permits at BPOM.

Evaluation of program implementation and program sustainability is carried out by providing a questionnaire as a measuring tool to measure the satisfaction of training participants during the training and assistance from the proposer team. The continuation of this PKM activity is the cultivation of polo plants, when the polo marketing area is expanding and the demand for polo production is increasing from consumers, the need for polo raw materials also increases. Meanwhile, agricultural land for polo crops is still mixed with other plants, such as coffee, wood and so on. The implementation of this PKM is considered successful if all problems are solved if there is a solution to the problem that cannot be completed by the proposing team within the given time limit, the assistance will still be carried out as a follow-up to the PKM program.

RESULTS AND DISCUSSION

The people of Badean Village want the results of the production of cracker rambak snacks to be sold outside the Blimbingsari sub-district and even outside the district so that they experience an increase in their economy and welfare as other villages in Banyuwangi Regency. Therefore, the community service implementation team provides solutions to the problems faced by the cottage industry. The solutions offered to solve this problem include:

1. Solutions to the problem of sales management and entrepreneurship management. In solving sales and management problems, the following descriptions of solutions are provided:
 - a) Provide training and assistance on entrepreneurial management.
 - b) Providing training and assistance on business management c) Providing training on marketing strategies
2. Solutions to the problem of ligands of production products that have not been registered with the Health Service, MUI, POM hall.

In solving the product legality problem in Badean village, the following is a description of the solutions provided:

- a. Provided assistance in licensing management at the Health Department to obtain IRT
- b. Provided assistance in licensing management at MUI to obtain Halal.
- c. Provided assistance in licensing management at BPOM to obtain BPOM
3. Solution problem of using simple production equipment in the form of a press and flour and coconut milling the machine
 - a) using appropriate technology tools that are environmentally friendly such as plastic presses of size
 - b) Provision of flour milling equipment to facilitate and speed up the production process

Solutions to the problem of using simple production equipment.

In solving the problem of simple production equipment, of 38cm width these 2-length: sealer Provisionan seal tool and given training on how to use appropriate environmentally friendly technology tools such as an impulse sealer Overall 3mm power 220-240V, frequency 50-60 Hz, watt 400. Equipped with heating regulator and can be adjusted to the required plastic thickness. Equipped with heating element spare parts in use, if there is damage, it can be replaced immediately. Impulse sealer device to be donated to partners.



Figure 3 tools that will be donated

The results of research and community service that have been carried out by the proposer team related to PKM activities to be carried out, as follows: Community Service Program with the title 'Economic Improvement Through Training Batik and Woven Bamboo Crafts in Bulusan Village, Kalipuro District, Banyuwangi Regency with members Harwanti Noviandari, M.Psi is a permanent

lecturer at PGRI Banyuwangi University in the Guidance and Counseling study program in 2019. To improve the skills of housewives so that they can increase family income and produce appropriate technology in the form of various woven and IPR Likentang Batik. As shown in the image below (Harwanti et al. 2019a and 2019b)



Figure 4 Photo with the instructor and all participants during the IBM Economic Improvement Program through Batik and Weaving training, Kalipuro District, Banyuwangi District (Harwanti.. et al, 2019a, 2019b)

Resultsresearch and service

1. The results of the research by Nurdianawati Djumadil and Yunus Syafie in 2019 entitled Analysis of Prospects and Constraints to the Development of Industrial Products Made from Nutmeg Flesh in Ternate City. nutmeg
2. The results of Devi Analia's research in 2015 with the title Nutmeg Development Strategy (Myristica Fragan Haitt) in Tanjung Raya District, Agam Regency (Case Study: Sabik Tajam Nagari Tanjung Sani Farmer Group) whose aim is this research to analyze the strategy of developing nutmeg (Myristic fragan) plants. haitt) in Tanjung Raya District, Kabupa ten Agam.
3. Results of Abu Huraerah's 2018 service. Empowerment of Small Business Actors through Diversification of Processed Nutmeg Fruit Products in Wanayasa Village, Wanayasa District, Purwakarta Regency, West Java Province The objectives of this activity are: (1) empowering the Wanayasa village community through diversification of processed nutmeg products (2) developing processed nutmeg products by involving business actors, such as producers, traders, and distributors, (3) developing a network between stakeholders, namely: business actors, village communities, village governments, BUMDes (Badan Village-Owned Enterprises), Pasundan University, and (4) increasing family income of small business actors in nutmeg production Processed
4. Research Noviar F Wenno 2015 Prospects of Nutmeg Agroindustry in Coastal Areas (A Study for Community Empowerment in Seith Village, Leihitu District, Maluku Regency u Tengah) which aims to find out Nutmeg (Myristica fragrans Houtt) is known as an herbal plant that has high economic value and multi-use. Every part of the plant can be utilized in various industries. Seeds, nutmeg and nutmeg oil are export commodities and are used in the food and beverage industry
5. Results of the Service of Eka Dyah Setyaningsih, Ida Zuniarti, Titik Misriati in 2019 with the title PKM Strategy for Building Strong Businesses Through Assistance in the Kebon Pala Berseri Community, Makasar District, Jakarta Timur whose goal is therefore, there is a need for training on entrepreneurship to improve soft skills

CONCLUSION

Micro, home-based SMEs still require a lot of community service that can be carried out to increase the potential of the community with the aim of increasing community knowledge and skills, the number of ready-made products produced, the quality of ready-made products that are competitive, community income increases with the emergence of businesses. ready-made and product marketing area. So that MSMEs have attractive and competitive products, bargaining value for ready-to-use products that are sought after by local and foreign consumers. So there is a need for dedication to improve community skills, especially mothers in the form of family skills. 1. The role of cooperatives needs to be enhanced with the development of MSME production under the auspices of micro-enterprises. 2. Strengthening small businesses and partnerships needs to be developed and synergized through related agencies.

REFERENCES

- Anggiruling, D. O., Ekayanti, I., & Khomsan, A. (2019). Analisis Faktor Pemilihan Jajanan, Kontribusi Gizi dan Status Gizi Siswa Sekolah Dasar. *Media Kesehatan Masyarakat Indonesia*, 15(1). <https://doi.org/10.30597/mkmi.v15i1.5914>
- Anton, L., Yearsi, S. E. N., & Habibi, M. (2020). Identifikasi Kandungan Berbahaya Jajanan Anak Sekolah Dasar SDN A dan SDN B Kota Samarinda Tahun 2018. *KESMAS UWIGAMA: Jurnal Kesehatan Masyarakat*, 5(1). <https://doi.org/10.24903/kujkm.v5i1.828>
- Christine, M., Mulyana, I. J., & Maukar, A. L. (2014). Perbaikan Tingkat Rasa dan Kekenyalan Pada Jelly dengan Menggunakan Desain Eksperimen. In *Seminar Nasional IENACO*.
- FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN PERILAKU KONSUMSI JAJANAN PADA PELAJAR DI SEKOLAH DASAR NEGERI 16 DAN SEKOLAH DASAR NEGERI 120 KOTA MANADO. (2019). *KESMAS*, 7(5).
- Gunadi, R. A. A., Iswan, I., & Ansharullah, A. (2020). Minimalisasi Penggunaan Produk Kemasan Plastik Makanan Jajanan Siswa Sekolah Dasar. *ABDIMAS: Jurnal Pengabdian Masyarakat*, 3(1). <https://doi.org/10.35568/abdimas.v3i1.540>
- Leha Julaeha, Ai Nurhayati, Ai Mahmudatuss'adah. 2016. Penerapan pengetahuan bahan tambahan pangan pada pemilihan makanan jajanan mahasiswa pendidikan tata boga upi. (2016). *Media Pendidikan, Gizi, Dan Kuliner*, 5(1).
- Mursidi A. Dkk. 2019. Pelatihan Penanggulangan Dan Pencegahan HIV/AIDS. *KHAZANAH PENDIDIKAN Jurnal Ilmiah Kependidikan*, Vol. XII, No. 1 (September 2018) <http://jurnalnasional.ump.ac.id/index.php/khazanah/article/viewFile/4061/2372>
- Mursidi A. Dkk. 2019. Pelatihan Membatik Untuk Memunculkan Produk Unggulan Masyarakat Bulusan Dalam Produksi Pariwisata. *KHAZANAH PENDIDIKAN Jurnal Ilmiah Kependidikan*, Volume XIII, Nomor 1, September 2019. <http://jurnalnasional.ump.ac.id/index.php/khazanah/article/view/6175/2857>
- Mustika Himata Sari (2018) Pengetahuan Dan Sikap Keamanan Pangan Dengan Perilaku Penjaja Makanan Jajanan Anak Sekolah Dasar.. *Journal of Health Education*, 2(2). <https://doi.org/10.15294/jhe.v2i2.16916>
- Nasution, A. S. (2020). Hygiene penjamah makanan menyebabkan kontaminasi escherichia coli pada jajanan pasar tradisional. *Promotor*, 3(1). <https://doi.org/10.32832/pro.v3i1.3119>
- Noviandari, Harwanti. 2021. The Effect Of Gadgets On The Development Of Youth In Genteng Banyuwangi. *Gandrung: Jurnal Pengabdian Kepada Masyarakat* Vol. 2 no. 2 (2021): [HTTPS://EJOURNAL.UNIBABWI.AC.ID/INDEX.PHP/GANDRUNG/ARTICLE/VIEW/1364](https://ejournal.unibabwi.ac.id/index.php/gandrung/article/view/1364)
- Noviandari, Harwanti. 2020. Pemberdayaan Pkk Berorientasi Produk Siap Pakai Menuju Kelompok Usaha Mandiri Di Kelurahan Boyolangu Kabupaten Banyuwangi. *Jurnal Bina Ilmu Cendekia*. Vol. 1 No. 2. <https://jurnal.icjambi.id/index.php/jbic/article/view/158>