

Assistance Processing "Bolen Durian melted" As Featured Products Desa Pakis In Economy Improvement Society

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Abstract: National economic growth is largely determined by the dynamics and development of the regional economy, while the regional economy in general is supported by small and medium-scale economic activities. The village of fern is a mountainous area located on the slopes of Mount Argopuro the which is identical to the agricultural and plantation areas so there are many local ingredients Including fruits, vegetables, rice, corn, coffee and so on. There are Several problems in the village of fern based on the data from the village of the University of Jember that the village of ferns has problems in marketing local fruits, for example durian. Training activities on the processing of various products, one of the which is the melting durian bolens and supplies on how to market a variety of processed products that are ready to be marketed. Assistance Activities, PKK members will each form a group of five people to process various processed products. Guidance Activities, PKK members will be equipped with how to package a variety of interesting processed products and how to market Reviews their products.

Keywords: Bolen durian melt, PKK, creative economy.

I. PRELIMINARY

The village is the object of devotion village built in the program are Pakis village. Pakis village is a village located in the district of Panti, Jember, East Java. Pakis village is adjacent to other villages in the vicinity, namely;

Table 1. Plan a village position fern

North	Mount Argopuro	House
East	Sacred homes	House
South side	Kemuningsarilor	House
West Side	Badean	Bangsalsari

Most residents work as farmers Pakis. This is in accordance with the natural state and territory there are many paddy fields. The number of citizens in Pakis village, there are about 6799 people who were divided into four hamlets Pertelon, Gludug, fern, Cempaka, Kemundungan and Ketajeg. Pakis village, a village less strategic, because ferns are in the outskirts of Jember north. Access to the district town can be reached within 15 minutes by a motor vehicle. While access to the district can be reached within 40 minutes by motor vehicle.

It is known that the village Ferns have a fairly extensive agricultural land. This is evidenced by the many citizens who make agriculture as the main livelihood. Almost every major region Pakis village surrounded by rice fields, gardens and fields of crops. The livelihood of the villagers Pakis mostly farmers, plantation workers and farmers, but there are some people who work as civil servants and private employees.

Guided village service program is in line with the work program that was developed by the district of Jember, namely the development of Panti subdistrict Pakis village into a tourist village through Rengganis Tourism Village program. The concept, there is the management of tourist destinations Rengganis waterfall. Advance tourism potential falls ir be followed by other potential developments that are owned by Desa Pakis. Service programs proposed village built is expected to synergize with the program being launched by the Government of Jember so that potential Panti subdistrict Pakis village can explore optimally. Through this program, the economy of the village community could Pakis meingkat and welfare of the population can be optimized. This program is intended to be able to advance the Pakis village in the whole sector, not only excel in the rural tourism sector, but then removes another potential in the village. Pakis subdistrict parlors programmed excel not only in rural tourism sector through the development of a waterfall Rengganis, but also excels as a tourist village durian, travel Kampung coffee, and rich in a variety of processed products made from local fruit Pakis village. In addition to support from the district administration of the program since 2015 by the government of President Ir. Joko Widodo that every village in Indonesia got the funds for the projects of approximately 1 M so that the village government in charge to carry out the mandate in running the work program. Indirectly village government could be self-sufficient in the economy due to assisted and given the authority to manage the fund in accordance with the needs of rural communities.

There are several core courses in the village built service programs aimed at the development of rural economy through some Pakis featured field villages, waterfalls Rengganis tourist destinations, the tourist village of durian, the

tourist village of coffee, as well as the diversity of processed products made from local fruit Desa Pakis .. With their destination water attractions indirectly bring visitors inside the country and abroad can come to these destinations that will have an impact on the economy of the people there through selling superior products village as a souvenir / souvenir so expect the rural economy Ferns can thrive apart from the agricultural sector , Of the agricultural sector, that most of the villagers in Pakis Jember are farmers in the fields and gardens, the results of such farms include coffee and fruits. During this time the coffee is only sold in the middlemen are not processed into superior products so that the village needed a new breakthrough is the tourist village of coffee. In addition, the durian fruit is one of the pieces featured in the village of Pakis because most people grow Durian and so we need a breakthrough that Durian fruit is not only marketed outside the city but how to cultivate Durian superior products of Pakis Jember Regency include ice cream durian, Bolen melted durian, durian sticks, and other products. Besides that, durian skin that had been discarded and only becomes waste can now be utilized as an alternative fuel to replace fossil fuels with leather processing into briquettes durian. Some Pakis village potential development program over the years, had run a coaching program of the University of Jember via CCN brings the utilization of Durian for ice cream. Through this guided village service program, we plan to continue the program and develop the potential of the other in the village of Pakis Jember

II. METHOD

The training was first performed on the introduction of agricultural and plantation products which can be utilized as the flagship product of the village, the election results of estates worth and potential to develop into the flagship product of the village, the exposure of superior products in accordance with the characteristic of the village, and counseling about how marketing superior products through social media and online stores. Training conducted on PKK Pakis Institution Jember. It is expected to begin this training, PKK members understand what it must be prepared after it is expected to become a pioneer in every village / farmer groups in the village of Pakis Jember.

Mentoring and Tutoring do after their training and continually needed because if only one lets not achieving the expected goals. Note that to change a habit requires a sustainable motivation so expect the community members of the PKK in the village of Pakis Jember be reliable in the village creation superior products and marketing.

A. Target Service Program

The objectives of this service is the community members PKK Panti subdistrict Pakis village of Jember in East Java. Participants of this devotion is all PKK members Panti subdistrict Pakis village of Jember and community representatives from every hamlet in the village of Panti subdistrict Pakis Jember.

B. Sequence Implementation Service

In this training, the method used is training with chronological strategy. This strategy is done by giving something gradually, starting early light, up to more severe stages. The method used in the implementation of activities Service Program Patronage Village are giving the material in question and answer, mentoring, and coaching. The step by step implementation of devotion performed to partners are as follows.

1. Phase I: training

At this stage, the audience to all members of the PKK in the village of partners:

- (1) Provide material introduction and plantation crops which can be utilized as the flagship product of the village,
- (2) Provide election materials and a decent crop that potential to be developed into a flagship product of the village,
- (3) The materials provide superior products exposure in accordance with the typical village,
- (4) Do counseling on how marketing superior products through the online shop for example, social media
- (5) Do a debriefing with all members of the PKK
- (6) Provide an opportunity for all members of the PKK in the village of partners to share the difficulties of using local fruit become the flagship product of the village.
- (7) Provide an opportunity for all members of the PKK in the village partners to exchange ideas on experience in developing village products.

2. Phase II: Accompaniment

At this stage in discussions with members of the PKK in the village of partners:

- (1) Asked a member of the PKK choosing local berries are ready to process into the flagship product of the village.
- (2) Together with members of the PKK in the village of partners, the implementation team devotion analysis superior product that is characteristic of the village and the existence of local materials that will be developed.
- (3) At this stage, divided into six major groups of PKK members representatives from every hamlet in the village of partners.

3. Phase III: guiding

At this stage, do coaching local fruit processing into a village featured product:

- (1) Asked a member of the PKK in the village partners will prepare the basic material is processed into the flagship product of the village.

- (2) Asked a member of the PKK in the village to join his group partners and cooperate in the processing of the village featured product with the guidance of team executive devotion
- (3) The design team guiding the PKK in rural local partner in fruit processing become the flagship product of the village.

4. Stage IV: Implementation and Evaluation

At this stage, marketing simulation of a superior product that has through the village exhibits superior products for the realization of a tourist village. Followed by the making of this article carried by the implementation team devotion.

III. RESULTS AND DISCUSSION

In this devotion coordination team consists of a team of dedication team and assisted by three students. Coordination is done is the dedication site survey, a poll by the village chief and the head of the village PKK village fern on superior products, dedication to the purpose explanations 3 students involved. The activities have been carried out include training, mentoring, coaching and evaluation.

1. stage Training

At this stage, the audience to all members of the PKK in the village of partners:

- A. Provide material introduction and plantation crops which can be utilized as the flagship product of the village.

Tim devotion collect PKK members to know the purpose of this service is Mentoring Processing Assorted Seasonal Products From Local Fruits In Rural Community Welfare Improvement Pakis. Village fern is a village on the slopes Argopuro, the area is very fertile so there are a lot of commodities that can be utilized include coffee, local fruit, banana, durian, etc.

- B. Provide election materials and a decent crop that potential to be developed into a flagship product of the village.

Based on the data on the website LP2M for rural village built especially ferns have problems regarding marketing durian fruit. Thus, we explained to members of the PKK that the durian fruit in abundance may diajdikan a superior product Bolen village one durian., Etc.



Figure 1. Coordination Meeting

- C. The materials provide superior products exposure in accordance with the characteristic of the village.

Sebagain PKK members have a side job that is selling cookies for conducting marriage, circumcision, and others. Target marketing is still the scope of the village so that his income is uncertain. Thus, the aim of this service to market in a broader scope through social media. However, there are other obstacles that cake products are sold monotonous less variation and has a typical village, so it takes a village products Identicity with ferns.

- D. Do counseling on how marketing superior products through the online shop for example social media.

The majority of PKK members already have a Facebook account but not used for the sale just for entertainment, so we give a stimulus that social media could be media marketing venue. Target marketing is still the scope of the village so that his income is uncertain. Thus, the aim of this service to market in a broader scope through social media.

- E. Do a debriefing with all members of the PKK

Because the PKK members still do not understand about pemsaran technology. There bebrapa questions: (a) How will we be able to market the cake in only salh social media facebook, Instagram, etc. (B) not all the members of the PKK can create social media accounts. (C) lack of understanding of local material processing into other products.

- F. Provide an opportunity for all members of the PKK in the village of partners to share the difficulties of using local fruit become the flagship product of the village.

G. Provide an opportunity for all members of the PKK in the village partners to exchange ideas on experience in developing village products.

2. Stage Mentoring

- A. Ask members of the PKK choosing local berries are ready to process into the flagship product of the village.



Figure 2. Discussion assistance process

B. Together with members of the PKK in the village of partners, the implementation team devotion analysis superior product that is characteristic of the village and the existence of local materials that will be developed.

C. At this stage, divided into six major groups of PKK members representatives from every hamlet in the village of partners.

There are 30 members of the PKK, were divided into 6 groups so that each group consisted of 5 people.

3. Stage Mentoring

A. Ask members of the PKK in the village partners will prepare the basic material is processed into the flagship product of the village. The basic ingredients (durian) was purchased from a wholesaler in the village of ferns.

B. Request PKK members in the village to join his group partners and cooperate in the processing of the village featured product with the guidance of the implementation team devotion. All the material has been prepared by a team of dedication, the participants are ready to make Bolen duriannya.



Figure 3. The process of guiding the making

C. The design team guiding the PKK in rural local partner in fruit processing become the flagship product of the village.

4. Evaluation Phase

At this stage in the form of publications in Print Media. At the stage of training and mentoring activities, published in the print media Radar Jember:



Figure 4. Output in Radar Jember

IV. CONCLUSION

Based on some of the activities carried out can be summarized as follows:

1. In the training phase, it takes motivation to teachers partners to utilize local fruit become the flagship product of the village.
2. In the mentoring stage, aided PKK members in making Bolen durian
3. In the coaching phase, accompanied by the PKK members to learn marketing through social media such as Facebook, and Instagram

In the mentoring activities, members of the partners are not able to do marketing before attempting to rural communities because technological literacy is still low so it requires longer training.

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