Community Group Empowerment in Parit Tokaya through Local Potential (Pineapple)

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Keywords :

Empowerment, Regional
Diversification, Pineapple

ABSTRACT

Pineapple is one of the easiest commodities found in Pontianak City. Pineapple has a strategic value related to its content, on the other hand, pineapple is a perishable commodity so that regional diversification needs to be done. In order to synergize the government program in order to realize food security and increase regional economic growth, this Community Service (PPM) activity aims to give a touch of Science and Technology (Science), training and community empowerment. All as an effort to increase the added value of pineapple as a local potential by diversifying to produce culinary made from pineapple, namely candied dried and nata de pina. In pineapple processed training, community groups of Parit Tokaya Urban Village as partners can make dried candied and nata de pina and pack it well. The resulting product is attractive and acceptable organoleptically.

INTRODUCTION

Kelurahan Parit Tokaya is located in Pontianak Selatan Subdistrict, Pontianak City. South Pontianak Subdistrict is located between Pontianak Southeast and Pontianak City with 1,445 Ha or about 13.49% of Pontianak with total population of 84,931 people. Pontianak Selatan sub-district consists of five urban villages and the widest is Kelurahan Parit Tokaya with an area of 540 Ha. Administratively in the western part bordering Kakap River District Kubu Raya Regency and the South bordering with District River Raya Kubu Raya (BPS, 2016). Both areas are buffer areas that supply agricultural products to the city of Pontianak both vegetables and fruits.

Population density in the village of Parit Tokaya reaches 3,062 people per km² with various tribes and religions. The work of the people is very diverse ranging from Civil Servants, private employees, entrepreneurs and casual workers like builders (BPS, 2016). Most of the Tokaya Parit Villages are residential areas with many housing complexes, for example in Purnama Street. Housewives are mostly unemployed or housewives who have plenty of free time besides following routine activities in their residential complex. One of them in residential complex Purnama Agung 7, to fill the spare time mothers took the initiative to establish Bank Trash Rosella with the aim of managing waste that often accumulates. Garbage Bank manages dry waste into a variety of crafts so there is a velocity of money. But the resulting craft is somewhat less salable in the market, so managers began thinking to manage organic waste. However, limited knowledge and skills become the obstacles of this group of mothers.

One of the many commodities circulating in Kelurahan Parit Tokaya is pineapple. Although small pineapple is only generated from this area, the pineapple is supplied by buffer areas, especially the villages in Kubu Raya Regency. The widely cultivated pineapple in West Kalimantan is a variety of Queen or better known as Chinese pineapple (Maulidi and Mustamir, 2012). At harvest time the pineapple is abundant in the markets and along the way. In this condition the price of pineapple is very cheap can reach Rp. 2,000.00. At harvest time not only pineapple fruit that accumulates, waste like skin and eyes also accumulate along the road. Pineapple itself is a perishable commodity characterized by shrinkage of weight and rapid rot, so it does not sell in 2-3 days farmers will experience losses. Though new culinary variety can be produced from pineapple.

Pineapple has a strategic value because pineapple can be a source of carbohydrates, a source of vitamins and minerals (except vitamin D) as well as raw materials of processed products, bromelain enzymes for meat tenderizer agents, beverage industry refiners, gelatin crushers and anti-inflammatory (Manuwoto, 2003). In line with Kurniawan (2008), pineapple fruit contains vitamins (A and C), calcium, phosphorus, magnesium, iron, sodium, potassium, dextrose, sucrose (sugar cane), and bromelain enzymes. bromelain efficacious anti-inflammatory helps soften food in the stomach, interfere with the growth of cancer cells, inhibit platelet aggregation, and have fibrinolytic activity. the fiber content can ease defecation in constipation patients.

As an effort to extend shelf life and product diversification, pineapple can be processed into various processed products. Generally, pineapple fruit flesh processed into wet sweets, jams, and juice with waste of skin, eyes and pith and crown. Skin, eyes, and pith are rarely used when it can still be processed into food products, one of which is nata de pina. New culinary varieties that can be produced as business aspect are candied dried and nata de pina along with entrepreneurial spirit development which includes business concept, production, promotion, and formation of product marketing network.

The creative idea to increase the added value of pineapple is proposed in this PPM activity by doing regional diversification in order to improve the economic and welfare of target audiences. According to Syah (2009), regional diversification in the form of food diversification based on regional approach and socio-cultural diversity. The improvement of the target audiences is expected to have a positive impact on the economic growth of the region, especially the Tokaya Parit Villages.

This PPM activity aims to give a touch of science and technology, training and community empowerment. All as an effort to increase the added value of pineapple as a local potential by diversifying to produce culinary made from pineapple, namely candied dried and nata de pina.

METHOD

Methods used in the context of achieving the intended target include: delivering local potential information, touch science and technology in the form of proper sugar technology training (TTG) and entrepreneurship training.

Delivery of information related to local potential, science, opportunities and business tips that may be realized with the utilization of potential areas into new preparations. The method is done in the form of individual or group approach either formally or informally to community group that aims to convey information related to the importance of diversification of pineapple processed products so as to produce products with economic value.

Provision of TTG training as a touch of science and technology, in the form of direct demonstration with community groups, to cultivate local potential ie pineapple into new processed so that later after entering into the field the community group is not awkward anymore. Training is arranged systematically from post-harvest handling, preparation of raw materials, processing techniques and the operation of tools and packaging techniques.

Providing entrepreneurship training to foster entrepreneurial spirit of community groups in reading promising business opportunities that will open up opportunities for job creation. This training provides knowledge of the business concept, production, promotion, and marketing of products generated from local potential.

The target audience for this activity is the community in Parit Tokaya Village, South Pontianak Subdistrict, especially the mothers and girls who are members of Bank Sampah Rosella. The selection

of partners is based on survey results which include interviews and PPM team observation. The survey results show that the partners have seriousness, liveliness and organizational sustainability. This is reinforced by the active Trash Bank Rosella. In addition, members are able to interact with the environment so that it is expected to transfer skills acquired to other groups.

Data collection is done by conducting direct interviews and filling out questionnaires by partners. The data collected includes partners' knowledge of local potential, both processed and business opportunities, partners' capabilities and skills in processing, as well as partner entrepreneurial skills.

RESULTS AND DISCUSSIONS

PPM activities are conducted in Rosella Trash Banks Parit Tokaya Village, Pontianak Selatan Sub District, Pontianak City, involving its members. The results of PPM activities are presented in Table 1.

Table 1. Results of PPM Activities

Activity	Result
Determination of community groups as partners	Partners are serious and play an active role in the sustainability of the PPM program
Partner empowerment	Partners began to utilize their time by producing pineapple preparations (transformed into a micro-productive productive community)
Training of TTG processing of dried candied and nata de pina Entrepreneurship training	Partners acquire pineapple processing skills The production of pineapple (dried and nata de pina) is of economic value

Partners in this PPM activity is Rosella Trash Bank which mostly consists of mothers and women. Determination of partners based on survey results and meetings with Parit Tokaya's devices. Rosella Trash Bank is a group of people who are active in waste management in their environment, besides that their members are also actively involved in various activities such as Posyandu and PKK. This will greatly support the sustainability of the program.

Submission of information related to local potential, science, opportunities and business tips that may be realized with the potential utilization of the region into new preparations get a positive response from partners. Based on the circulated questionnaires, it is known that 94.12% of participants said they have not known the processed pineapple in the form of dried candied and nata de pina.

Provision of training TTG as a touch of Science, in the form of demonstrations and practice directly. Training is arranged systematically from post-harvest handling, preparation of raw materials, processing techniques and the operation of tools and packaging techniques. This training demands partner activeness. Partners are very enthusiastic about training and motivated to make a comeback. This is shown 100% of participants said that the training provided is interesting, memorable and the resulting product has a sale value. The dried candied products and nata de pina produced to increase the economic value of pineapple. Supported also with good and attractive packaging, which will contribute to the shelf life of the product.

Providing entrepreneurship training to foster entrepreneurial spirit of community groups in reading promising business opportunities that will open up opportunities for job creation. The training also received a positive response from the partners, where 100% of the participants said that the training provided was very useful. At the end of the series of activities, 100% of participants expressed interest and willingness to make small business processed pineapple products. In addition, participants are also willing to provide guidance on the pineapple and its preparations to the surrounding community as a form of sustainability of this PPM program.

This activity becomes the trigger (trigger) the emergence of new business, especially SMEs

(Small and Medium Enterprises) by utilizing the local potency of pineapple. This is evident from the activities of partners after getting the skills of pineapple and entrepreneurial processing, they started production on a small scale.

CONCLUSION

This PPM activity empowers the community group of Parit Tokaya Urban Village, Pontianak Selatan, Pontianak City, precisely member of Bank Sampah Rosella. The touch of Science in the form of TTG processing of pineapple improves partner skills and added value of pineapple. This PPM activity initiated the emergence of new business, especially SME (Small and Medium Enterprises) by utilizing local potential.

ACKNOWLEDGMENTS

The authors wish to thank the Politeknik Negeri Pontianak who has funded this research through Community Service Year 2016 and to all parties who have helped the implementation of this research.

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