

Community Empowerment of Pondok Kelor Village Through Shallot Processing Innovation

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ABSTRACT

Keywords:

Shallot; Processing
Innovation; Community
Empowerment

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Shallots farming in Pondok Kelor Village, Paiton District, Probolinggo Regency is a potential that has opportunities for farmers in the future, many farmers in the village plant shallots as a superior crop that gives high expectations from their agricultural business. Based on these assets and potential, it is necessary to have an innovation from the processing of shallot agricultural products to increase the income of the shallot harvest. The form of service that will be carried out is community empowerment in making processed red onions into ready-to-eat food products, namely Brambang Chips. Brambang chips are processed products that are made, namely a chip product made from shallots. With the development of this processed product, shallot farmers can find out the potential and manage their assets optimally so that they are able to support the achievement of the economic welfare of the community in the environment.

Please cite this article in APA style as:

Bali, M., Nurhayati., Mukarromah, N. Awliya'. (2022). Community Empowerment of Pondok Kelor Village Through Shallot Processing Innovation. *Communautaire: Journal of Community Service*, 1(1), 1-7.

INTRODUCTION

Shallots are a non-substitutable spice plant, meaning that other ingredients cannot replace the function of shallots. In addition to the tubers, young spring onions can be processed as an additional flavoring in food. Shallots can live and grow in the lowlands to an altitude of 1000 m above sea level, but optimal growth and land are 0-450 m above sea level (Ridwan et al., 2019). Meanwhile, if it is in the highlands, the ideal altitude is 1500 m above sea level; shallots tend to have a longer lifespan, smaller tuber size, and less bright skin color, making them less attractive (Bahtiar et al., 2022).

Shallots are plants that are very much needed and become a basic need in everyday life, especially in cooking, because most Indonesian specialties use shallots as a mixed seasoning. Therefore, many people plant it because the profits from these agricultural products also promise profits for farmers (Riastuti et al., 2021). As with shallot farmers in Pondok Kelor Village, one of the potential assets that can generate profits is if their potential can be managed and utilized properly and correctly. However, the process or stages do not always run smoothly in planting or cultivating shallots. Some of the obstacles and obstacles that were passed were erratic weather factors such as bad weather (Mandru, 2018), less than optimal care, so it is not uncommon to be attacked by caterpillars and fungi, which can lead to failure in harvesting and cause losses in production (Lidya et al., 2019). In addition, the problem faced by farmers is that the harvest is abundant. Still, the profits obtained do not reach a significant target, so farmers have difficulty in funding when entering the planting period.

Pondok Kelor Village is one of the villages in Paiton District, Probolinggo Regency. Most of the people in Pondok Kelor Village are shallot farmers. Based on the data obtained, the economic flow of the rural community relies on onion farming. The total population of Pondok Kelor Village is 3400 residents. The exact location selection was carried out at Pondok Kelor Jl. Raya Paiton No.147 Dusun Cempaka RT. 11/RW. 06 Paiton District, Probolinggo Regency, this is because shallots are the main commodity of the area, but the profits obtained by farmers are not maximized.

The potential of shallots in Pondok Kelor Village can be a business opportunity by utilizing it as an innovative product that can increase income and the harvest's selling value. One of them is making Brambang Chips products made from shallots and using social media to market these processed products to improve the economy in Pondok Kelor village so that marketing can be even more expansive.

Social media is the latest development of new internet-based web technologies that make it easier for everyone to communicate, participate, and share with each other (Widodo, 2015), and form an online network so that they can disseminate their content (Arfan, 2018). Social media, also called social networking, is a web-based service that allows each individual to build social relationships through cyberspace, such as making a profile about himself, showing someone's connections, and showing what relationships exist between one owner and another account owner the system Provided, where each social network has its characteristics and different systems (Rachmawati, 2011).

The purpose of this community service activity is a) So that the empowerment or processing of shallots in Pondok Kelor Village can be more developed, especially in marketing. b) To find out the obstacles experienced by the Pondok Kelor community in planting shallots and how to overcome these obstacles. c) To find out the process carried out in Brambang Chips' processing methods.

Furthermore, the benefits of this community service activity are a) To increase the income and business opportunities of the Pondok Kelor community from the processing of shallots. b) Increase the creativity of the Pondok Kelor community in making products made from shallots. c) Increase marketing products through social media.

METHOD

To increase the capacity of Pondok Kelor community resources, initial training activities have been carried out for three days, from Friday to Friday. Sunday, 01 s.d. 03 April 2022. The number of participants who participated in this activity was 15, dominated by women. To achieve the target, the material presented is as follows: a) How to deal with problems that usually occur during the onion planting process. b) Utilizing business opportunities with products that have become the characteristics of Pondok Kelor Village. c) How to process shallots into a product. d) Implementation of marketing strategy. In this activity, it is also necessary to provide assistance to control actions, follow plans and objectives, and help solve problems that may arise in implementing activities. In addition, at this stage, there will be socialization and service from several students of Nurul Jadid University. This activity lasts for 12 months.

In the implementation of this program, the participation of partners is the primary key in the processing and marketing processed shallot products. Partners are suppliers, land owners, and providers of the primary raw material for shallots resulting from agricultural land. In addition, partners are also the object of this program based on the goals and benefits targeted and community economic business development. Partners' participation in this activity is to prepare kitchen equipment such as gas stoves, pans, containers, and so on as a means of processing shallots. Then, the primary raw materials needed are fresh shallots, garlic, wheat flour, tapioca flour, eggs, margarine, water, powdered broth, salt, stove, and LPG gas. Furthermore, partners actively participate during product manufacture or activities and promote and market products to consumers, including partner participation as a local area marketing media.

The division of roles or tasks in this program is based on each team member's individual competencies and abilities. Indah and Lisa have a role as a companion for onion processing and provide direction on techniques or how to process the product adequately to get maximum results. Mila and Yati, experts in the field of product design, are in charge of producing shallots so that they can generate profits. Dewi and Nadif, who are competent in marketing, are tasked with marketing the products from the shallot processing.

RESULTS AND DISCUSSION

Based on the findings in the implementation of this community service activity, the problems faced by the community can be classified as follows.

Table 1. Constraints Faced by the Community

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| Problems in Production | Shallot farmers in Pondok Kelor Village are one of the potential assets that can generate profits if their potential can be managed and utilized properly and correctly. However, the process or stages do not always run smoothly in planting or cultivating shallots. Some obstacles that were traversed were erratic weather factors such as bad weather and less than optimal care, so caterpillars and fungi were not infrequently attacked by caterpillars and fungi, which could result in crop failure and cause production losses. |
| Problems in the Field of Management | Planning is the first step that will determine whether or not marketing goals are achieved; every producer always pursues good planning to make it more accessible in every step of his work. Planning is essential for manufacturers in the future so that every marketing will make the best possible plan, both corporate level planning, departmental level planning, and operational level. |
| Problems in the Field of Marketing | The potential of shallots in Pondok Kelor Village can be a business opportunity by utilizing it as an innovative product that can increase income and the harvest's selling value. This opportunity is created from the awareness of an entrepreneur or the surrounding community who can see situations and conditions to produce a product in the form of goods or processes that can provide added value and be managed by the community. One of them is by making Brambang Chips products made from shallots. However, these products cannot be appropriately marketed if they are not packaged with optimal and attractive marketing management. |

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The potential of onion farming in Pondok Moringa village can be a business opportunity, namely by utilizing it to make an innovative product that can increase income and increase the selling value of the harvest. This opportunity is created from the awareness of an entrepreneur, or the surrounding community who can see the situation and conditions so that they can produce a product in the form of goods or services which later can provide a benefit and can be managed by the community, one of which is making Brambang Chips products which are one of the primary ingredients is to use onions.

In developing a natural potential, it is necessary to have creativity and innovation in running it. For the implementation plan of the KKN program, the researchers plan to make processed products, namely Brambang chips from shallots with labels and attractive packaging, to attract buyers and also as a form of utilizing plantation products that can increase income and can also become an existing MSME product. in the village of Pondok Moringa.

Before this onion processing activity is carried out, many things need to be known, namely the process of planting shallot seeds and the shallots' harvesting process. For the ingredients used in the shallot processing: 1) Shallots, 2) Garlic, 3) Wheat flour, 4) Tapioca flour, 5) 1 egg, 6) Margarine, 7) Water, and 8) Broth powder and salt.

The steps to make it are: 1) Slice the onion. In a bowl, add the finely chopped garlic and flour. 2) Add margarine, eggs, and powdered stock, mix well, and knead until combined. 3) Divide three pieces of dough. Oval round shape. 4) Let it sit for a while. Then cut into thin slices. 5) Heat a lot of oil, and fry the sliced chips until cooked.

Social media has a role and benefit in marketing the production of shallots produced by farmers in Pondok Kelor Village; at this time, there are two types of marketing, namely Offline Marketing and Online Marketing. Where the two types of marketing have different meanings, and their functions are also other. Offline marketing is traditional marketing done by finding customers or clients through face-to-face meetings with those interested in becoming customers or clients. Another marketing using the website as a marketing medium is known as online marketing.

The social media that farmers in Pondok Kelor Village widely use are Facebook and WhatsApp. According to one of the respondents met, the reason for using social media for marketing is that they want to cut the marketing chain that is long enough so that products can reach consumers. Using social media, farmers' income has increased 30-50% compared to marketing through intermediaries. One of the roles of social media in marketing is that social media can be used as a communication liaison between marketing and consumers. It aims to maintain relationships with consumers.

In marketing communications, social media is included in interactive marketing because social media allows for a reciprocal flow of information that will enable users to participate and modify the form and content of data in real time. Community participation here can be done in two ways; the first is by involving various community elements in the area to promote Brambang Chips products through their respective social media. As a first step, it is considered more effective than creating social media from scratch. While the second method is if the people in the area are still unfamiliar with social media, then this is done by providing socialization and training regarding manufacturing Brambang Chips products.

CONCLUSION

The potential of shallots in Pondok Kelor Village can be a business opportunity by utilizing it as an innovative product that can increase income and the harvest's selling value. One of them is making Brambang Chips products made from shallots and using social media to market these processed products to improve the economy in Pondok Kelor village so that marketing can be even more expansive. Social media has a role and benefit in selling the production shallots produced by farmers in Pondok Kelor Village; at this time, there are two types of marketing, namely Offline Marketing and Online Marketing. The social media that farmers in Pondok Kelor Village widely use are Facebook and WhatsApp. The reason for using social media for marketing is that they want to cut the marketing chain that is long enough so that products can reach consumers. Using social media, farmers' income has increased 30-50% compared to marketing through intermediaries.

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