

Community Engagement by Enhancing Knowledge and Entrepreneurial Skills for Matongeng-tongeng Partners in Mallongi-Longi Village, Pinrang District

Pengabdian kepada Masyarakat dengan Meningkatkan Pengetahuan dan Keterampilan Mitra tentang Kewirausahaan Bagi Kelompok Mitra Matongeng-tongeng Desa Mallongi-Longi Kabupaten Pinrang

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Abstract

The Community Partnership Program (PKM) activity takes place in Mallongi-longi village, Lanrisang sub-district, Pinrang Regency. The main objectives of this activity encompass several aspects, namely: a) Enhancing the knowledge and skills of partner members related to entrepreneurship within their group. b) Improving the understanding and skills of partner members in processing corn and banana harvests into economically valuable products. c) Enhancing the knowledge and skills of partner members in utilizing digital-based marketing. Partners in this activity face several issues, namely: a) Lack of understanding and skills among partner members regarding the concept of entrepreneurship within their group. b) Lack of understanding and skills among partner members in transforming corn and banana harvests into economically valuable products. c) Limited knowledge and skills among partner members in utilizing digital marketing methods. To address these issues, the implemented method involves training, discussions, and guidance that involve collaboration between the activity implementers and members of the Matongeng-Tongeng farmer group as partners. This activity is carried out for two days and involves ten partner members. Evaluation and monitoring are then conducted periodically for two months. From the implementation, significant results are observed, including an increase in the knowledge and skills of partner members in the field of entrepreneurship, their ability to process harvests into higher-value economic products, and their capability in utilizing digital marketing.

Abstrak

Kegiatan Program Kemitraan Masyarakat (PKM) berlangsung di desa Mallongi-longi, Kecamatan Lanrisang, Kabupaten Pinrang. Tujuan utama dari kegiatan ini mencakup beberapa aspek, yaitu: a) Meningkatkan pengetahuan dan keterampilan anggota mitra terkait wirausaha dalam kelompok mereka. b) Meningkatkan pemahaman dan ketrampilan anggota mitra dalam mengolah hasil panen jagung dan pisang menjadi produk yang memiliki nilai ekonomis. c) Meningkatkan pengetahuan dan keterampilan anggota mitra dalam memanfaatkan pemasaran berbasis digital. Mitra dalam kegiatan ini menghadapi beberapa permasalahan, yakni: a) Kekurangan pemahaman dan ketrampilan anggota mitra terkait konsep wirausaha dalam lingkungan kelompok mereka. b) Kekurangan pemahaman dan ketrampilan anggota mitra dalam mengubah hasil panen jagung dan pisang menjadi produk bernilai ekonomis. c) Keterbatasan pengetahuan dan ketrampilan anggota mitra dalam memanfaatkan metode pemasaran digital. Untuk mengatasi permasalahan ini, metode yang diimplementasikan adalah berupa pelatihan, diskusi, dan penyuluhan yang melibatkan kerja sama antara pelaksana kegiatan dan anggota kelompok tani Matongeng-Tongeng sebagai mitra. Kegiatan ini dijalankan

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selama dua hari dan melibatkan sepuluh anggota mitra. Evaluasi dan pemantauan kemudian dilakukan secara berkala selama dua bulan. Dari pelaksanaan tersebut, terlihat hasil yang signifikan, di antaranya peningkatan pengetahuan dan keterampilan anggota mitra dalam bidang wirausaha, kemampuan mereka dalam mengolah hasil panen menjadi produk dengan nilai ekonomis yang lebih tinggi, serta kemampuan dalam memanfaatkan pemasaran digital.

Keywords: Program Kemitraan Masyarakat (PKM), Desa Mallongi-longi, Pengetahuan dan keterampilan, Hasil panen jagung dan pisang, Pemasaran berbasis digital.

1. Introduction

1.1. Situational Analysis

Bananas and corn are two agricultural commodities that play a crucial role in Indonesia's economy. They are not only primary sources of food for the population but also have significant social and economic impacts. Bananas, as one of the tropical fruits cultivated in various regions of Indonesia, have long been an integral part of the local food culture. Besides being delicious and nutritious, bananas also have significant export potential, contributing to the country's foreign exchange earnings (Bakhtiar et al, 2016). Meanwhile, corn also plays a crucial role as animal feed and an industrial raw material. The demand for corn from the livestock feed and food processing sectors continues to rise with the growth of the livestock and food industries. However, challenges related to productivity, quality, distribution, and value addition still need to be addressed to maximize the potential of these commodities in supporting Indonesia's food security and economic development.

Nevertheless, many members of the community, when asked about issues related to corn and banana production and processing, often highlight several crucial aspects (Hasri, 2019). One frequently mentioned problem is the suboptimal agribusiness management in both sectors. Additionally, the need for infrastructure, technology, and institutional development is also emphasized to support increased production, productivity, and value addition from plantation yields. The threat of forest and land degradation, including land conversion, is a serious issue, especially with the ongoing reduction in forest area due to mining practices. Furthermore, the significant extent of critical land and the shortage of human resources in the processing process also pose important concerns in addressing the production and processing challenges of both commodities (Ita, 2022).

This situation creates real challenges for the community in Mallongi-Longi Village, located in Pinrang District. This district has a reputation as one of the major contributors to national food supply, making it an important food-producing region (Alfi et al, 2023). In line with this, staple crops, including corn and bananas, have become the preferred choices of farmers in Pinrang District. Based on available data, in 2020, the productivity of corn and bananas in the Matongeng-Tongeng farmer group in Pinrang District reached 7-8 tons per hectare (ha), with a cultivated area of 12,000 ha. It is estimated that the harvest can yield approximately 84-96 tons for corn and 35.7 tons for bananas (BPS, 2021). The corn and banana harvests also contribute to the income of farmer group members (Salempa, Hasri, & Sulfikar, 2019). Farmers in the Mallongi-longi village in Pinrang show great interest in cultivating corn and bananas, given the increasingly profitable prices of dried corn and bananas. Currently, the price of corn and bananas has reached Rp 4,700/kilogram. However, group members tend to sell their corn and banana harvest directly to middlemen at lower prices..

1.2. Issues and Problem Solving in the Area

Based on the situational analysis above, the implementing team highlights the priority core issues that can be addressed during the Community Engagement program. The main issues to be addressed in this program are as follows:

- a. Lack of knowledge and entrepreneurial skills among partner groups.
- b. Insufficient knowledge and skills among partners in processing corn and banana harvests into economically valuable products.
- c. Lack of knowledge and skills among partners in digital marketing.

Referring to the description of the issues of both partner groups, the implementing team of the Community Engagement emphasizes the priority core issues that can be collectively addressed with the partners during the

program implementation, namely: 1) Insufficient knowledge and entrepreneurial skills among partner groups; 2) Insufficient knowledge and skills among partners in processing corn and banana harvests into economically valuable products; 3) Insufficient knowledge and entrepreneurial skills among partner groups; and 4) Insufficient knowledge and skills among partners in digital marketing. Therefore, the focus of the activities of the Community Engagement team is to conduct training to enhance knowledge and skills in entrepreneurship and the ability to process corn and banana harvests into finished products with economic value, as well as the ability to market the processed products of corn and banana in the Mallongi-Longi village.

2. Methods and Technology

The activities and methods to be carried out involve providing understanding and empowering health center staff and the community to enhance their insights, abilities, skills, and technology in understanding the relationship between health science and mathematics in dealing with various infectious diseases, especially Covid-19. The methods to be used include providing education, training, discussions, and collaborative education between Lanrisang health center staff and the implementers.

2.1. Solution Steps

The solution steps for the above issues are as follows:

- a. The "Tudang Sipulung" method, which involves sitting down with the community and farmer/farmer family groups, followed by group discussions and feedback sessions that allow them to express their opinions, views, or suggestions regarding problems and their solutions. This desk study method is intended to focus on the issues and activities to be carried out, including intensive discussions with partners.
- b. Entrepreneurship training for Partner groups, starting with lectures and discussions on entrepreneurship and its benefits.
- c. Education and training on how to process corn and banana harvests using hygienic, effective, and efficient tools and materials into finished products with economic value.
- d. Cashbook training provided to groups, beginning with lectures, discussions, and demonstrations on how to inventory income and expenses so that partner groups can understand the profits or losses from their efforts.
- e. Proper financial management training and mentoring provided to partner groups, starting with lectures, discussions, and demonstrations.
- f. Marketing assistance provided to partner groups, starting with lectures and demonstrations on effective promotion and marketing using social media.
- g. Program Monitoring and Evaluation; monitoring and evaluation of processed corn and banana production to ensure that partners continue to produce, are continuous, and their marketing developments.

2.2. Program Evaluation

Evaluation is conducted after the program implementation by visiting partner locations in Mallongi-Longi Village, Pinrang District, or is detailed as follows:

- a. Reflection on the implementation of the Community Engagement program conducted by the program leader and members together with partners and the community to identify the program's strengths and weaknesses.
- b. Strengthening and improving the program, as necessary, to create an effective program in addressing issues in corn and banana flour production from corn and banana flour.
- c. Establishing cooperation in the form of a Memorandum of Understanding (MoU) between the implementing institution and partners for the sustainability of the program.

3. Implementation and Activity Results

3.1. Implementation of Activities

The first activity carried out in this DRTPM program was the program's orientation at the location, which took place in the Lanrisang Subdistrict of Pinrang District on June 25, 2023. The purpose of this orientation was to provide an overview of the program and explain the objectives of the upcoming activities. Subsequently, training sessions for partners were conducted from June 26 to August 2023.

3.2. Results of Activity Implementation

On June 25, 2023, a training activity was conducted with the aim of enhancing the knowledge and skills of partners in entrepreneurship. This activity involved the Matongeng-tongeng partner group in Malonggi-Longgi Village. The primary focus of this activity was to introduce the program, which includes training to improve the partners' understanding of entrepreneurship, processing corn and banana harvests into economically valuable products, and digital marketing.

From this activity, it is expected that partners will be able to grasp the objectives of the ongoing activities. After the orientation phase, the plan is to continue with training sessions from July 1 to July 20, 2023, aimed at enhancing the partners' knowledge and entrepreneurial skills. Subsequently, training on product processing is scheduled for July 25 to August 5, 2023, followed by digital marketing training from August 10 to August 17, 2023.

Following the training sessions with partner groups, the next step is to proceed with product production and social media campaigns, scheduled for August 19-20, 2023. Participants in this event are partner community groups in Malonggi-Longgi Village, with extension lecturers from the DRTPM PKM team, consisting of lecturers and students, as well as the head of Malonggi-Longgi Village. The activities will take place in the yards of residents' homes, as shown in Figure 1 and Figure 2. The success of this activity will be evaluated based on the participants' ability to understand the concepts of entrepreneurship knowledge and skills, effective product management, and proficiency in implementing digital marketing in the Pinrang District.



Figure 1. Corn and banana flour production activity.

3.3. Supporting Factors

Several supporting factors during the program's implementation include:

- a. Strong support from the government, facilitating the execution of activities.
- b. The partner groups highly appreciate this program and actively participate in all activities conducted by the DRTPM team.

3.4. Obstacle Factors

We encountered several obstacle factors during the implementation of this PKM Activity. One of them is the use of the Bugis language as the common language by some members of the community, which required us to conduct training in both Bugis and Indonesian languages. Additionally, the distance between the PKM location and the campus was quite far, which posed challenges to the execution of this activity.



Figure 2. Digital promotion activity for corn and banana flour.

3.5. Post-Activity Monitoring and Evaluation

Post-activity monitoring and evaluation were conducted twice, precisely on August 20-21, 2023. This monitoring activity is part of the evaluation of the series of activities that took place on those two dates. Positive reactions came from the Matongeng-tongeng Farmer Group members. They expressed their happiness and gratitude for the implementation of the program, which has made a significant contribution to the community, broadened their knowledge, and they hope that PKM programs like this can continue in the coming years..

4. Conclusion

The PKM Activity Program "Empowering Farmer Groups Through the Application of Simple Technology in Processing and Digital Marketing of Corn and Banana Products in Mallongi-Longi Village, Pinrang District" is an initiative that has been designed to provide assistance and convenience to rural communities, especially in Mallongi-Longi Village, in the processing and marketing of corn and banana products they produce. With this program, rural communities become capable of independently selling their own products, namely corn and banana flour, and marketing them through online methods that allow partners to expand their customer base, both locally and internationally.

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