



## THE COMMUNITY EMPOWERMENT IN TRAINING IN THE PRODUCTION OF SACHA INCHI OIL AS AN ECONOMIC ALTERNATIVE IN JAMBANGAN, SURABAYA

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### Abstract

This community service activity aims to empower the community in Jambangan Village, Surabaya, through training in making Sacha Inchi Oil as an economic alternative. With support from PT. Pertamina Integrated, this program emphasizes increasing skills and knowledge in the process of processing Sacha Inchi into oil with high economic value. This training is designed to increase community understanding of local potential that can be processed sustainably, while creating alternative sustainable livelihoods. Through structured training sessions, participants will be introduced to modern techniques in processing Sacha Inchi, including production and quality control steps. The importance of economic sustainability and food security in sub-districts is the main focus of this activity. Participants will be equipped with practical knowledge and technical skills to start and manage Sacha Inchi Oil production independently. Apart from that, PT. Pertamina Integrated also provides assistance in the form of facilities and equipment needed to increase the community's production capacity.

It is hoped that the results of this activity will have a positive economic impact in Jambangan Village, as well as strengthening the independence and economic resilience of the local community. Apart from that, it is hoped that this training will be able to create a model of community empowerment that can be adopted in surrounding areas, creating positive change in a wider scope.

**Keywords:** Community Empowerment, Training, Sacha Inchi Oil, Economy

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### INTRODUCTION TO ACTIVITIES

The community empowerment program represents the government's commitment to advancing community welfare through active involvement and collaborative awareness from all levels of society. This program is designed to stimulate the growth of social, cultural, economic and political independence so that communities can become proactive subjects in managing and developing their local potential (Herdiana et al., 2019). One initiative that reflects this commitment is the Community Service Program (PkM), a partnership program that encourages community participation, both individually and in groups.

More than just involving partner groups as participants, the PkM Program seeks to provide an inclusive and participatory approach. This involves a collaborative process that takes into account the real aspirations and needs of local communities. By providing space for active participation for partner groups, this program not only provides technical training, but also builds relationships of mutual trust and sustainable cooperation.

The PkM program which focuses on empowering communities in processing Sacha Inchi nuts is not only about creating economic opportunities, but also encouraging inclusive social and cultural change (Khaeruman et al., 2021). By supporting them in developing their potential, this program hopes to create a fairer, more just and sustainable environment in Jambangan Village, Surabaya.

Given the fluctuating global economic conditions and increasing awareness of natural products, Sacha Inchi Oil has the potential to become a commodity in demand on the international market. Therefore, this training is not just about providing skills, but is also the first step in opening wider business opportunities for the Jambangan community. At a broader level, this community empowerment program is expected to create a positive domino effect in empowering the local economy (Adnyana, 2018). By actively involving the community in the processing of Sacha Inchi, it is hoped that there will be an increase in income, economic independence and an improvement in the standard of living of the Jambangan community as a whole.

The sustainability of this program is also a major highlight, where the development of the Sacha Inchi Oil business is not only a short-term project, but also a long-term investment in the village's economic development. Active involvement of PT. Pertamina Integrated in providing technical assistance and assistance is also the main capital in ensuring the continuity and success of this program. In addition, involving all levels of society, including women and youth, is the key to success in creating an inclusive and sustainable empowerment model. It is hoped that this program can have a real positive impact in creating an empowered and independent environment, so that the Jambangan community will not only become enjoyers of its natural wealth, but also become the main actors in optimizing its economic potential.

By looking at the portrait of hope and potential possessed by the Jambangan community, this community service program was initiated as a concrete step in realizing the shared dream of a prosperous, empowered and sustainable sub-district. Hopefully, through this training in making Sacha Inchi Oil, the Jambangan community can move forward as the main actors in managing and utilizing its natural potential to improve their welfare.

Jambangan Village, Surabaya, is an area that is rich in cultural diversity and natural resources. However, even though its natural potential is very abundant, most local communities still face challenges in optimizing these resources into sustainable economic opportunities. One potential that has not been fully exploited is the Sacha Inchi plant, which has seeds rich in high quality oil and high economic value. In order to empower the people of Jambangan Village, especially in the context of Sacha Inchi processing, PT. Pertamina Integrated also plays a role as a strategic partner through community service programs. This company not only provides financial support, but also provides technical assistance and equipment needed to carry out training in making Sacha Inchi Oil. The existence of PT. Pertamina Integrated as a partner in this program provides more dimensions to community empowerment activities. It is hoped that support from this leading energy company can speed up the training process, ensure the availability of modern equipment, and help the community manage the Sacha Inchi Oil business more efficiently.



Figure 1 Community Service Team in Sacha Inchi Oil Making Training

This training not only involves the technical aspects of processing Sacha Inchi, but also targets improving managerial and marketing skills. In this way, it is hoped that the Jambangan community can manage their business independently, improve product quality, and market them more widely, both locally and regionally (Agusdin et al., 2022). Apart from that, this activity is also in line with the regional government's efforts to improve community welfare through economic diversification (Khaeruman & Mukhlis, 2018). It is hoped that Sacha Inchi Oil can become a sustainable economic alternative and be able to make a positive contribution to community income, while expanding employment opportunities at the local level.

Taking into account the increasingly open global economic potential and increasing demand for natural products, developing the Sacha Inchi Oil business can also be a strategic step in increasing the competitiveness of local products (Goyal et al., 2022). With assistance from PT. Pertamina Integrated, it is hoped that this program can be a catalyst in the economic transformation of the Jambangan community, creating a sustainable positive impact for the entire community.

Processed products from Sacha Inchi Oil have the potential for sustainability and significant economic benefits compared to the sale of raw seeds. However, it is unfortunate that in many villages, processed products such as Sacha Inchi Oil still have minimal recognition and knowledge among the public. The main problem faced is the lack of understanding of the correct processing techniques to produce Sacha Inchi Oil with high selling value and optimal shelf life. This lack of understanding creates obstacles to potential business development and marketing of Sacha Inchi Oil products at the local level. This condition is exacerbated by capital constraints which are often the main limitation for individuals or groups who want to be involved in the business of processing and marketing these products. Marketing has an important role in creating, introducing and delivering products to consumers (Dewi, 2021). In this case, Sacha Inchi Oil processed products need to be integrated into an effective marketing strategy so that they can be recognized by the wider community.

The importance of marketing is not only for business purposes, but also as an effort to educate the public about the benefits and how to use Sacha Inchi Oil. The public needs to be given information about the advantages of this processed product, including the high nutritional value and health benefits contained therein (Hidayati et al., 2023). With better understanding, it is hoped that people can increase their appreciation for their own local products. Marketing efforts can also be a means of overcoming capital problems which are often the main obstacle for entrepreneurs. Effective marketing can increase the attractiveness and market demand for Sacha Inchi Oil, so that the potential for obtaining capital or funding from third parties becomes more open. Partnership strategy and support from related parties, including support from PT. Pertamina Integrated, can provide additional impetus to overcome capital constraints.

The importance of educating and empowering the community regarding the processing process and benefits of Sacha Inchi Oil creates opportunities for training programs such as the one initiated in Jambangan Village, Surabaya. Through a holistic approach, this program not only provides technical skills in processing, but also includes marketing strategies and education to the community. Thus, it is hoped that this program can overcome the obstacles faced by the community in optimizing Sacha Inchi Oil's economic potential at the local level.

The community's powerlessness in optimizing the potential of Sacha Inchi Oil can be understood as the result of several critical factors. First of all, the knowledge and skills possessed by the community are often limited, especially in the context of Sacha Inchi Oil processing. Lack of understanding of the technical steps and production processes can be a major obstacle in maximizing the added value of these raw materials (Sedyastuti, 2018). Apart from that, technological aspects are also an important factor that influences people's competitiveness in entering the business world. Limitations in mastering technology, especially appropriate technology (TTG) which is relevant to the processing of Sacha Inchi Oil, puts society in a disadvantageous position. In this way, community empowerment through the introduction and mastery of technology is crucial for increasing the productivity and competitiveness of their products.

From an understanding of community conditions and the problems they face, developing empowerment programs becomes a necessity. This program will focus efforts on increasing knowledge, skills and mastery of TTG technology in processing Sacha Inchi Oil. Community Service (PKM) is the right means to achieve this goal, because it involves active community participation as an integral part of the empowerment process. Through PKM, this community empowerment program will utilize the diversity of resources and knowledge possessed by the community. The aim is to stimulate motivation and create awareness of its potential, so that people not only become users of natural resources, but also producers who have added value.

This program will emphasize technical skills training, including the application of appropriate technology in the processing of Sacha Inchi Oil. Apart from that, outreach activities and workshops will be held to increase public understanding about the economic and health benefits of this processed

product. Through this approach, it is hoped that PKM can become a catalyst for changing the community paradigm from limited empowerment to a community that has the capacity to manage their local resources sustainably. Over time, this program is expected to have a positive impact on increasing the skills, independence and standard of living of the people in Jambangan Village, Surabaya.

## **IMPLEMENTATION METHOD**

The methods that will be developed in the Community Service Program (PKM) will be adjusted to the status and needs of the partner groups that will be assisted. The approach used will be flexible and responsive to the conditions and characteristics of the community in Jambangan Village, Surabaya. Following are some of the methods that will be applied:

### **1. Preparation Stage**

#### **a. Location and Time of Activity**

This PKM activity will take place in Jambangan Village, Surabaya City. This location was chosen considering the potential of Sacha Inchi Oil which could be developed by the local community. The implementation of PKM activities is planned to be carried out in October 2023. The selection of this month takes into account weather and seasonal factors that support the continuation of activities in the field.

#### **b. PKM Program Socialization and Community Preparation**

Before implementing PKM activities, the program socialization stage is a crucial step to ensure community participation and readiness. The first stage, an initial meeting was held with the local community in order to introduce the Community Service Program (PKM). In this meeting, the focus was given to explaining the objectives of the PKM program, the benefits that can be obtained by the community, and the importance of active participation from residents. Next, the implementing team socialized in detail the program objectives, described the economic potential and increased skills that could be obtained through training in making Sacha Inchi Oil, and detailed the positive benefits expected from this activity. Followed by an explanation of the training method, including information regarding training materials, duration of activities, and ways of community participation in learning (Herdiana et al., 2019). Through discussions and questions and answers, community readiness was identified, including aspects of time availability, enthusiasm and potential obstacles that participants might face. Providing technical information regarding types of activities and field implementation is also carried out to provide a clear picture to the public. In addition, efforts were made to mobilize and stimulate active community participation through the formation of local committees, gathering support, and providing space for ideas and input from the community to ensure the success of PKM implementation.

Through this socialization stage, it is hoped that the community in Jambangan Village can better understand and respond positively to the PKM program. Good preparation before implementation will be the key to success in achieving the goal of community empowerment through training in making Sacha Inchi Oil.

## 2. Implementation Stage

### a. Introduction and Official Opening

The activity begins with an introductory session and official opening which will be held in October 2023. Mr. Sanny Noema Safaah, ST., as the event opener, will give a speech to provide direction and motivation to the participants. In this session, the objectives of the program will be explained, its benefits for the community, as well as the expectations from implementing training in making Sacha Inchi Oil.



Figure 2 Opening of activities by the Head of Jambangan Village, Surabaya

### b. Implementation of Technical Training

Technical training activities will cover various aspects, from planting Sacha Inchi, seed processing techniques, to product quality control. Training material will be delivered through lectures, demonstrations and direct practice in the field.

### c. Procurement of Equipment and Raw Materials

PT. Pertamina Integrated will play a role in supporting activities by providing equipment and raw materials needed for training. This includes Sacha Inchi processing equipment, machinery and raw materials.

### d. Monitoring and Evaluation

During the training, the monitoring team will ensure that each stage is carried out properly. Evaluations will be conducted periodically to evaluate participant progress and identify areas that need improvement.

### e. Question and Answer Session and Discussion

After the technical training, a question and answer session and discussion will be held. Participants can ask questions, share experiences, and provide input. This session aims to ensure good understanding and provide participants with opportunities to interact.



### 3. Closing Stage and Final Evaluation

The activity ended with a closing session involving Mr. Sanny Noema Safaah, ST., to give appreciation to the participants and evaluate the entire program. The final evaluation will be used as input for future program improvements and development.



Figure 3 Handover of Press Machine Assistance from PT. Pertamina Integrated

## DISCUSSION OF THE IMPLEMENTATION OF DEVOTION

### 1. Community Empowerment in Community Empowerment in Training on Making Sacha Inchi Oil as an Economic Alternative

In October 2023, Jambangan sub-district, Surabaya, witnessed the success of community service through the implementation of the process of making Sacha Inchi Oil. Inaugurated by Mr. Sanny Noema Safaah, ST., this event encouraged the realization of encouraging results for the local community. The main objective of this activity is to empower the community by providing training in making Sacha Inchi Oil, an initiative that is expected to become an economic alternative that has the potential to improve welfare at the local level.

Full support from PT. Pertamina Integrated is a determining factor in the success of this program. By providing financial support, technical guidance and logistics, PT. Pertamina Integrated provides a strong foundation for the effectiveness of efforts to increase community skills and knowledge regarding the processing of Sacha Inchi into high economic value oil.

Comprehensive training covers various aspects, from Sacha Inchi cultivation to product quality management. Participants, the majority of whom came from the local community, succeeded in gaining the technical skills needed in the Sacha Inchi Oil processing industry. With an emphasis on marketing and business strategy, participants are expected to increase the competitiveness of Sacha Inchi Oil products in an increasingly complex market. Overall, the program evaluation shows the active participation and enthusiasm of participants, as well as the adoption of new knowledge applied in the Sacha Inchi Oil production process. This success not only achieves the goal of

community empowerment at the skill and knowledge level, but also paves the way for the possibility of sustainable economic alternatives for the community in the Jambangan sub-district.

## **2. Collaboration with PT. Pertamina Integrated with Jambangan Village, Surabaya City**

Full support provided by PT. Pertamina Integrated is not just financial support, but also includes technical and logistical guidance aspects. Their active involvement in helping the effectiveness of efforts to increase community skills and knowledge regarding the process of processing Sacha Inchi into oil is a key point in the success of this program. Through this support, PT. Pertamina Integrated not only acts as a provider of financial resources, but also as a partner who is committed to ensuring the sustainability and quality of implementation of community empowerment programs.

Technical guidance provided by PT. Pertamina Integrated provides a solid foundation for training participants to understand in depth the Sacha Inchi Oil processing process. This includes technical knowledge related to planting, processing seeds, and managing product quality. The logistics provided also support the smooth implementation of activities, ensuring that each stage of the program can run well and in accordance with established standards.

With holistic support provided by PT. Pertamina Integrated, the success of the community empowerment program through training in making Sacha Inchi Oil is not just about achieving goals, but also indicates a joint commitment to creating a sustainable positive impact for local communities. Sustained support of this kind is key to accelerating economic empowerment and improving the quality of life at the local level.

## **3. Training on Making Sacha Inchi Oil**

Carefully designed training covering a series of technical aspects is a milestone in the success of this program. From Sacha Inchi cultivation to product quality management, participants, the majority of whom came from the local community, managed to gain in-depth technical skills and knowledge in the Sacha Inchi Oil processing industry. Through this approach, participants not only understand the concepts, but are also able to implement their knowledge in daily practice.

In increasing competition in the market, the success of this empowerment program is marked by a focus on marketing aspects and business strategy. Participants were given in-depth insight into effective marketing strategies and how to increase the competitiveness of Sacha Inchi Oil products. This is important considering that increasingly complex markets require an integrated approach to ensure local products have competitive appeal and superiority.

Thus, this program not only provides a technical foundation, but also equips participants with a deep understanding of market dynamics. Participants are empowered to not only become reliable producers of Sacha Inchi Oil, but also smart business people who can compete at a wider market level. As a result, local communities now have the capacity to become impact players in the sector, taking the potential for local economic development to new levels.



A comprehensive evaluation of this empowerment program provides a positive picture, which can be seen from the active participation and high level of enthusiasm of the participants. The success of this program is not only limited to knowledge transfer, but is also manifested in the participants' ability to adopt and implement their new knowledge in the Sacha Inchi Oil production process. In this way, the program succeeded in creating a measurable positive impact on participants' skill and knowledge levels, bringing a sustainable positive impact on the economic capacity of local communities.

The success of this program provides an illustration of the potential for sustainable economic alternatives for the community in Jambangan Village. The evaluation noted that not only was there an increase in participants' skills and knowledge, but also positive indications emerged regarding the potential for increased income and local economic independence. This illustrates that through community empowerment efforts, not only individual transformation occurs, but also the foundations for broader and sustainable economic growth at the community level are formed. Thus, the success of this program is not only measured in terms of participant participation parameters, but also through its long-term impact on the economic welfare of Jambangan Village. With these positive indicators, the community empowerment program through training in making Sacha Inchi Oil has emerged as an effective model for encouraging economic and social transformation at the local level. This community empowerment program is a good example of full support from various parties, including the government and private companies such as PT. Pertamina Integrated, can create a significant positive impact at the local level. The sustainability of this program and further development of local potential are challenges and opportunities that can be explored to improve community welfare in the future.



Figure 4. Practice of Making Sacha Inchi Oil Using Cold Press

## CONCLUSION

Community service through the implementation of the Sacha Inchi Oil production process in Jambangan Village, Surabaya, in October 2023, has brought positive and encouraging results for the

local community. With the inauguration of the event by Mr. Sanny Noema Safaah, ST., this program was successful in empowering the community through training in making Sacha Inchi Oil as an economic alternative that has the potential to improve local welfare.

Full support from PT. Pertamina Integrated is the key to the success of this program. Through financial support, technical guidance and logistics, PT. Pertamina Integrated is not only a financial supporter but also a partner who is committed to ensuring the sustainability and quality of community empowerment programs. Close collaboration between PT. Pertamina Integrated and Jambangan Village prove that holistic and sustainable support from the private sector can create significant positive changes at the local level. This empowerment program not only provides solutions for improving technical skills, but also opens up new opportunities for sustainable local economic development.

Comprehensive training covers technical aspects from Sacha Inchi cultivation to product quality management. Participants, the majority of whom came from local communities, were successfully equipped with skills and in-depth technical knowledge in the Sacha Inchi Oil processing industry. Marketing aspects and business strategy are also the focus to increase the competitiveness of Sacha Inchi Oil products in an increasingly complex market. A thorough evaluation shows the success of this program, with active participation and high enthusiasm from participants. Participants not only receive new knowledge, but are also able to implement it in the production of Sacha Inchi Oil. This success created a positive impact on the participants' skills and knowledge, bringing higher economic potential to the community in Jambangan Village.

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