



THE STRENGTHENING MSMEs WITH AGRICULTURAL PRODUCTS AND PROCESSED PRODUCT THROUGH THE EMPOWERMENT OF HOUSEWIFE DURING THE COVID-19 PANDEMIC

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Abstract

Community Service Program (PkM) in Petiken Village Driyorejo District, Gresik Regency East Java province, aims to grow and improve the ability of homemakers to process agricultural products to earn income to enhance welfare through active involvement, both initiative and participatory. This activity will be carried out using the PRRA (Participatory Rapid Rural Appraisal) and RRA (Rapid and Rural Appraisal) methods among homemakers and the Faculty of Agriculture Assistant - UWKS and students. With this PkM proposal, FP - UWKS, as one of the universities in Indonesia, especially East Java, which carries out activities, can contribute to efforts to improve community welfare by empowering homemakers. This PkM is important to be proposed and carried out to support accelerating the achievement targets of the UWKS College Strategic Plan, where the UWKS Main Research and Service Umbrella is following the Rector's Decree in 2012.

The umbrella for superior research and service for the LPPM-UWKS institution is "Scientific and Environmental Insight", where this institution's flagship umbrella is a basic reference for lecturers to develop self-reliance and creativity in arranging service activities at UWKS.

Keywords: *UMKM, Processing, and Empowerment.*

INTRODUCTION

Petiken Village is located in the middle of the Driyorejo housing complex, as an independent town in Gresik Regency, which is bustling with daily trade by small traders as individuals and even on a household scale. Businesses carried out by individuals, groups, small business entities, and households are known as MSMEs, namely Micro, Small, and Medium Enterprises (Rosita, R. 2020).

The principles and objectives of MSMEs as micro, small and medium enterprises: kinship, independence, economic democracy, togetherness, sustainability, environmental insight, the balance of progress, fair efficiency, and national economic unity. Based on this background, the PkM activity was carried out: "Strengthening MSMEs with Agricultural Products and Products Through Empowering Housewives During the Covid-19 Pandemic", to determine how far the Covid-19 pandemic conditions have affected people's lives.

METHODS AND PROCEDURES

Petiken is one of the villages in Perumnas, Driyorejo Gresik District, It is full of trade of various types, so it can be an opportunity to improve the economy, especially for the surrounding community. Therefore, by looking at conditions like this, Wijaya Kusuma University, especially the Faculty of Agriculture, followed up by assisting the people of Petiken Village in improving the economy and opening up business opportunities by processing various types of agricultural processed products through active involvement in both initiatives and participative from the mother. - housewife in

Petiken Village.

The method of this activity will be carried out using the PRRA (*Participatory Rapid Rural Appraisal*) and RRA (*Rapid and Rural Appraisal*) methods among members of the group of housewives in Petiken Village, Driyorejo District, Gresik Regency and the Assistant of the Faculty of Agriculture - UWKS and students.

This PkM activity provides counselling about home ornamental plant business ideas for beginners by utilizing narrow land yards. In addition, it also introduces innovation/appropriate technology in various processed herbal drink products from medicinal plants and spices, as well as different processed the telang flower products to increase economic value, with training or demonstration plots.

So that the group of housewives in Petiken Village, Driyorejo Village Gresik can independently manage the narrow yard around the residence, hoping that it can provide positive benefits for families and communities. Assistance continues to be carried out by placing a group of housewives in Pelikan Village as a community group assisted by FP - UWKS.

From this PkM activity, it is hoped to help develop the mainstay area to accelerate economic recovery during the COVID-19 pandemic.

In addition, this PkM also helps with various efforts to improve the economy by utilizing local resources through the empowerment of homemakers. According to Soleha (2020), the results of his research state that one of the most sought after and widely undertaken businesses by MSME actors is providing food and beverages with a percentage of 20.9%, including various agricultural processed beverage products.

RESULTS

Understanding of Covid-19 and Its Impact on People's Lives (dr. Sophie TH)

Covid-19 is Corona Disease 2019 (Covid-19), a disease caused by Coronavirus infection, spreading for more than 2 years in Indonesia. Many victims have fallen, both from the general public and health workers on the frontline. People don't need to panic, but of course, stay alert. There are many solutions to prevent the transmission of the COVID-19 virus, namely by enforcing and implementing 5 health protocols: wearing masks, washing hands with soap, maintaining distance, staying away from crowds, and reducing mobility.

The social impact caused by the Covid-19 virus stems from the lack of interaction between residents, giving rise to differences of opinion between residents, plus the emergence of many hoax news circulating in the community. Government policies, such as social restrictions, have become a stressor recently experienced by almost all citizens. Various kinds of meetings such as weddings, seminars, workshops, and even worship in places of worship are now difficult to do.

Furthermore, the limitation of time for business is also one of the problems because sometimes there are no buyers and no profit in trading, which can cause the corporation to go bankrupt. Then the

implementation of social restrictions that require closing businesses, especially food and beverage serving businesses, is also a problem during the COVID-19 pandemic.

They are switching to online sales by ordering through marketplaces or social media and delivery using online motorcycle taxis or shop delivery facilities.

Prospects of Agricultural Product Processing (Ir. Diah Tri Hermawati, MP and Ernawati SP. MSi., PhD.)

Agricultural products are perishable, and quality declines more quickly, so the selling price in the market can decrease, so it is necessary to apply agricultural product processing technology. In its development, agricultural product processing technology is carried out to reduce damage and change the nature of food ingredients to follow consumer tastes and increase the added value of farm products.



Figure 1. Processed Agricultural Products

Agricultural product processing technology is an activity that utilizes agricultural products as raw materials in a production process. The process used includes conversion and preservation through physical and chemical treatment, storage and distribution. This processed agricultural product can be a final product that is ready to be consumed or as a product of raw materials from an industry.

Along with the advancement of the world of technology, it will add convenience in life, including in terms of food processing. Not only semi-finished ingredients that can be processed, but fresh ingredients can be processed into foods that are more durable and more practical to serve. To maintain durability and convenience in storing and practical when served, of course we need an appropriate technology to process food ingredients so that they have added value.

Home Ornamental Plant Business for Beginners with Narrow Land Utilization (Ir. Dwie Retna, S., MP and Ir. Jajuk Herawati, M.Kes)

The hobby of maintaining ornamental plants is now a trend in society. This activity will certainly open up business opportunities that can develop.

Many houseplants are easy to cultivate and provide great benefits: cacti and succulents, monstera, aglaonema, orchids, roses, calathea, sansevieria (in-law's tongue), peperomia, caladium, oxalis with purple leaves, and many more.

Before choosing the type of plant, first, study the plant's character to grow well in a narrow area in the hope that it can sell at a high price.

The benefit of high profit, ornamental plant business tips can do by selling plants and other gardening needs such as pots, planting media, and others.

Selling pots other than plants is one of the tips to increase the selling price of ornamental plants.

Kokedama is the art of making practical, unique and inexpensive pots. Besides being a home decorator, kokedama can also be used as a business opportunity. This Japanese art of planting uses moss compacted and then shaped like a ball as a planting medium. Unfortunately, the existence of moss is difficult to find in urban areas. Therefore, it is replaced with coconut fibre. The uniqueness of kokedama is indeed a distinctive feature compared to planting media such as plastic or clay pots. Kokedama looks different because of their beauty, and the plants that kokedama can make include: succulents, ferns, mini tomatoes, orchids, rosemary, ornamental chillies etc.



Figure 2. Ornamental Plants Business Opportunity with Kokedama

Capturing Business Opportunities for Herbal Drinks and Processed Products of Telang Flowers in the Pandemic Period (Ir. Jajuk Herawati, M.Kes and Ir. Dwie Retna S.)

During the Covid-19 virus pandemic, which is still a threat to society, maintaining a healthy body by eating nutritious foods is critical during this pandemic. In addition to supporting health, people also consume herbal drinks.

The business of medicinal plants and spices as raw materials for healthy herbal drinks seems to be a promising and profitable business opportunity.

Healthy herbal drinks which can make the body feel fit have recently been in great demand by the public, especially during a pandemic. The increasing number of herbal drink enthusiasts makes this beverage business even more reckoned. The response given by the community MSME products of herbal drinks is very positive, apart from the fact that many like the taste and the benefits they get after consuming it. Some processed herbal drink products are tamarind turmeric, ginger wedang, kencur rice, sinom, wedang secang, wedang lemongrass, jamu gula asem, etc.



Figure 3. Various Herbal Drinks and Colored Products
with the flower of the eagle

The high public awareness of health with the slogan " *Back to Nature* " encourages herbal drinks as processed agricultural products to have good opportunities and potential in their development by improving the quality of their products. As stated in Herawati J. et al. (2020a), ginger as a spice plant has bright prospects with the opportunity to develop instant powder products due to creating a healthy lifestyle and diet. Herawati J. et al. (2020 b) concludes that ginger processing has the chance as a household-scale industrial business, with a profit of up to Rp. 299,000/pack of elephant ginger recipe.

In addition to medicinal plants and spices that can use as raw materials for herbal drinks, there

are also ornamental plants with therapeutic benefits, namely the telang flower.

The telang flower ornamental farming business is one of the profitable businesses.

Telang flower or *Clitoria ternatea* is a plant that has a purple colour and is rich in benefits. Usually, Indonesia's people use the telang flower as one of the ingredients to make a delicious dish. Cultivating the telang flower is not too difficult, and it can be started quickly with small capital in a narrow yard of the house. The writings of Herawati J. (2021) concluded that using the yard is one solution to realizing food security and independence.

CONCLUSION

From the results of the implementation of community service activities, it can conclude that the COVID-19 pandemic has impacted Micro, Small and Medium Enterprises/MSMEs, which caused a decrease in demand, including purchasing power and public consumption. In a pandemic, almost all food and beverages businesses are focused on selling online. Therefore, a solution to maintain and increase sales with various innovations in processed agricultural products. There is a change in partner behaviour, where partners have more control over TTG in processing agricultural products to become a product with higher economic value. We need to cultivate the entrepreneurial spirit of partner groups.

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