

Community Empowerment Based on Local Potentials Through the Creation of “Cassava Nugget” Products in Dukuh Binangun, Werdi Village, Paninggaran District

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Abstract.

The problems studied in this study are how the process of potential-based community empowerment through processing of cassava nugget product creations and how the results of community empowerment based on local potential through processing of cassava nugget product creations in Hamlet Binangun, Werdi village, Paninggaran district. The objectives of this study include (1) to determine the process of community empowerment based on local potential through the processing of cassava nugget product creations in Binangun hamlet, Werdi village, Paninggaran sub-district (2) to find out the results of community empowerment activities based on local potential through the processing of cassava nugget product creations in Binangun village hamlet, Werdi, Paninggaran sub-district. This service method uses a descriptive qualitative approach. The results of research from community empowerment activities based on local potential through the processing of cassava nugget product creations are fostering an entrepreneurial spirit, utilizing existing natural potential, increasing skills by creating products that have selling value, and increasing family income or income.

Keywords: *Community empowerment, local potential, and cassava nuggets.*

I. INTRODUCTION

Hamlet Binangun, Werdi Village has quite extensive agricultural land. This is evidenced by the number of farmers as the main livelihood. Most of the Werdi Hamlet is surrounded by rice fields and plantations. With such natural conditions, local residents make use of the existing land for their livelihoods. Residents whose livelihoods are farmers try to take advantage of the fertile natural potential, namely by cultivating crops such as vegetables, tubers and others. One type of tuber that is often found in this village is cassava [1][2].

With this natural potential, it becomes a profitable opportunity for the local community if it is utilized properly [3]. One of the obstacles in the effort to exploit this potential is the lack of community sensitivity to the natural potential that is owned and the lack of community skills to manage this potential. In addition, some people in the

Binangun hamlet of Werdi village prefer to migrate so that the existing natural potential is neglected.

In fact, if the community is sensitive and equipped with the skills to manage this potential [4], it can be an effort to increase family income and reduce the number of unemployed considering the high unemployment rate in the village.

Table. 1. Unemployment data of Werdi village

Unemployment	
Number of labor force (population aged 18 - 56 years)	1744 people
The total population aged 18 - 56 who are still in school and not studying	387 people
Total population aged 18 - 56 years who become housewives	658 people
Total population aged 18 - 56 years who work full time	165 people
The number of working population aged 18 - 56 years is not fixed	533 people
The number of people aged 18 - 56 years who are disabled and do not work	0 people
The number of disabled and working residents aged 18 - 56 years	1 people

Table. 2. Family real income of Werdi village

Family Real Income		
Number of Family Heads	757	Family Heads
Number of Family Members	3326	People
Total Income of Head of Family	IDR 750.000	
Total income of working family members	IDR 500.000	
Total Family Income	IDR 1.250.000	
Average income of family members	IDR 284.501	

Given the low per capita income of the family in this village, a solution is needed to boost the economic level of the community. One of the efforts that can be done is through community empowerment. Empowerment is creating a local community that has the initiative or idea and the ability to carry out the initiative on its own [5]. In addition, the goal to be achieved from community empowerment is to form independent individuals and communities [6]. This independence includes independence to think, act and control what they do. Community independence is a condition experienced by society characterized by the ability to think, decide and do something that is deemed appropriate [7].

The empowerment process contains two tendencies. First, the empowerment process which emphasizes the process of giving or transferring some power, power or ability to the community so that individuals become more empowered. The first tendency can be called the primary tendency of the meaning of empowerment. While the second tendency or secondary tendency emphasizes the process of stimulating, encouraging or motivating individuals to have the ability or empowerment to determine what their life choices are through the process of dialogue [8].

Community economic empowerment is an effort to empower a community [9], which is carried out by making the community aware of the situation or conditions around it and the empowerment effort is carried out in a village or a village where many people live in unfavorable conditions and want to change their life to become a community [10]. be better and become an independent and empowered society in the economic sector [11]. Community empowerment can be done by providing skills to the community to manage their natural potential [12]. With these skills, it will be able to absorb labor from the local community and can increase community income, as well as reduce unemployment and improve community welfare [13]. In a difficult economic situation like today with a decreasing level of employment opportunity and a tendency to increase in poverty and unemployment, it is necessary to take concrete action to overcome these problems. One of them is the community empowerment program [14]. This program is carried out to create a more prosperous, advanced, and independent society. Community empowerment efforts can be carried out through various sectors, one of which is the utilization of natural resource potentials. Empowerment is carried out by providing skills to local communities through the utilization of existing natural potentials [15]. One of the efforts to exploit natural potential, such as the abundance of cassava in the area, is to create products made from cassava. The product creation is the processed cassava nugget which of course has a selling value and competitiveness because the product is different from other cassava products in general.

Research on community empowerment based on local potential through the creation of “cassava nuggets” in Dukuh Binangun, Werdi Village, Paninggaran District. The problems studied in this study are how the process of potential-based community empowerment through processing of cassava nugget product creations and how the results of community empowerment based on local potential through processing of cassava nugget product creations in Hamlet Binangun, Werdi village, Paninggaran district. Therefore, the purpose of this study was to determine the process of community empowerment based on local potential through the processing of cassava nugget product creations in the Binangun hamlet, Werdi village, Paninggaran district and to find out the results of community empowerment activities based on local potential through the processing of cassava nugget product creations in Binangun hamlet, Werdi village, sub-district of Paninggaran.

II. METHODS

This study used descriptive qualitative method [16]. The object of this research is all residents of Dukuh Binangun, Werdi Village, Paningggaran District. Primary data taken from participant observation, direct interviews with the merchant community between schools and secondary data from documentation as supporting data. So that the data collection techniques used in collecting data in this study were: the main technique used in-depth interviews, as a support used observation and document analysis. After the required data has been collected, it is necessary to process it with data analysis. The data analysis technique used in processing the data of this research is ethnographic, namely from the field note, then coding, categorization or classification is then arranged systematically and then the themes are arranged based on the results of the data analysis. As a starting material as well as an analysis knife, if necessary, relevant theories and the results of previous research that support this research are used. The validity of the data to avoid the errors of the analyzed data, the validity of the data needs to be tested in several ways as follows: Collecting data continuously on the same research subjects; Triangulation on other sources that can be accounted for; and checking by research subjects.

III. RESULT AND DISCUSSION

Description of the Situation of the Werdi Village Community

1. Geographical Conditions

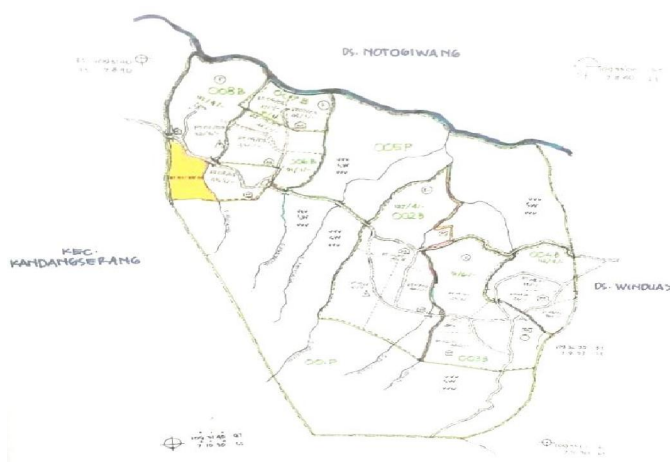


Fig. 1. Werdi Village Map

Werdi Village is one of the villages in the Paningggaran District, Pekalongan Regency. Geographically, Werdi Village, Paningggaran District is approximately 30 km from the capital city of Kajen, Pekalongan Regency. The area is relatively remote, namely the border with Bubak Village, Kandangserang District.

Werdi Village has an area of 200 ha, has 72 ha of dry land and 25 ha of residential area. As for the boundaries of the area adjacent to Werdi Village, namely:

Table 3. Boundaries of Werdi Village

Limit	Village / Sub-district	Districts
North side	Winduaji	Paninggaran
South side	Sukoharjo	Kandangserang
East side	Winduaji	Paninggaran
West side	Bubak	Kandangserang

Werdi Village is located in a hilly fortress area with an area of 200 ha / m², and has a type of soil with a gray clay textured and has a slope of 600 land. Werdi Village has an altitude above sea level of about 600 meters, this makes Werdi Village. It has a tropical climate with two seasons, namely the rainy season and summer, and has 5 mm of rainfall with 7 months of rainy months and an average daily temperature of 350C.

Werdi Village is a typical village that has natural resources that are very supportive for agricultural activities and other activities such as plantations or food processing with raw materials sourced from nature.

Werdi Village consists of 4 hamlets or hamlets, 4 RW and 15 RT. Among others:

- a. Dukuh Werdi
- b. Dukuh Binangun
- c. Dukuh Sawit
- d. Dukuh Karangnangka

2. Demographics

The population development in Werdi Village, Paninggaran District, Pekalongan Regency in 2017 is as follows:

Table 4. Population development in Werdi Village

Total population	Gender	
	Male	Female
2021	1676 people	1684 people
2020	1669people	1675 people

Number of Families	Male Family Heads	Female Family Heads	Total
Number of Family Heads this year	738 FH	9 FH	747 FH

Number of Family Heads last year	746 FH	11 FH	757 FH
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3.Economic Conditions

Table. 5. Economic conditions of Werdi Village

a. Livelihoods of residents

Agricultural Sector	Amount
Farmer	1206 People
Farm workers	187 People
Agricultural business owner	17 People

Small Industry & Home Crafts Sector	Amount
Mechanic	1 People
Bricklayer	53 People
Carpenter	62 People
Tailor	8 People
Cake baker	4 People
Weaver	6 People

Medium and Large Industrial Sector	Amount
Private company employees	23 People
Government company employees	3 People

Trade Sektor	Amount
Effects of trade in agricultural products	5 People
Agricultural product trade service workers	8 People

Service Sector	Amount
The owner of a transportation and transportation service business	3 People
Transportation and transportation service business workers	5 People
Government employees	7 People

Police	1 People
Private Midwife	1 People
Civil Servant Retirement	5 People
Private Pension	11 People
Housemaid	79 People
Driver	7 People
Female Migrant Workers	107 People
Male Migrant Workers	505 People

Unemployment	
Number of labor force (population aged 18 - 56 years)	1744 people
The total population aged 18 - 56 who are still in school and not studying	387 people
Total population aged 18 - 56 years who become housewives	658 people
Total population aged 18 - 56 years who work full time	165 people
The number of working population aged 18 - 56 years is not fixed	533 people
The number of people aged 18 - 56 years who are disabled and do not work	0 people
The number of disabled and working residents aged 18 - 56 years	1 people

b. Income per capita by business sector

Agriculture	
Number of farmer households	398 Families
The total number of members of the farmer household	1206 People
The number of farm worker households	54 Families
Number of household members of farm laborers	187 People
Total income per capita from the agricultural sector for each agricultural household	IDR 750.000

Livestock	
Number of farm households	56 Families

The total number of members of the farm household	167 People
Number of household farm workers	32 Families
Number of household members of farm workers	109 People
Total income per capita from the livestock sector for each livestock household	IDR 925.000

Craft	
The number of craftsman households	267 Families
The total number of household members of the craftsman	789 People
The number of handicraft worker households	6 Families
Number of household members of craftsman workers	29 People
Total income per capita from the craftsman sector for each craftsman household	IDR 200.000

Services and Trade	
Number of service and trade sector households	6 Families
The total number of members of the trade services household	26 People
Number of household service workers and trade	7 Families
Number of household members of service and trade workers	32 People
Total income per capita from the service and trade sectors for each service and trade household	IDR 800.000

Family Real Income	
Number of Family Heads	757 FH
Number of Family Members	3326 People
Total Income of Head of Family	IDR 750.000
Total income of working family members	IDR 500.000
Total Family Income	IDR 1.250.000
Average income of family members	IDR 284.500

c. Prosperity level

Family Welfare	
Number of underprivileged families	370 Families
Number of prosperous families 1	184 Families
Number of prosperous families 2	106 Families
Number of prosperous families 3	63 Families
Number of prosperous families 3 plus	34 Families
Total number of household heads	757 Families

The hopes of the people of Dukuh Binangun, Werdi Village

In an effort to increase the economic welfare of the community through empowerment by utilizing local potential, it cannot be obtained instantly. Various efforts must be made, especially from the awareness and enthusiasm of the local community to achieve these goals. From these community activities or efforts, social and economic impacts will emerge that can improve the lives of the people.

The hope of Mr. Lukman as the Head of Werdi Village, he expects:

1. Werdi villagers, especially young people and women who have more knowledge, creativity and innovation, so they don't go overseas so that existing local potentials can be utilized.
2. The community is able to explore and develop the potential that exists in the village of Werdi, especially in the Binangun hamlet.
3. The community masters the skills provided and is able to open new business opportunities.
4. The acquired skills can be used in a sustainable manner.
5. Received attention from the government in providing training to the community.
6. The community becomes more independent and increases community income through the skills they have.

Meanwhile, other hopes of the Werdi community are that this community empowerment have a positive impact on the social and economic life of the community. Can improve people's lives, reduce poverty and unemployment, and can provide new knowledge for young people about the natural environment.

IV. CONCLUSION

This community empowerment program is carried out to create a more prosperous, advanced, and independent society. Community empowerment efforts can be carried out through various sectors, one of which is the utilization of natural

resource potentials. Empowerment is carried out by providing skills to local communities through the utilization of existing natural potentials. With these skills, it will be able to absorb labor from the local community and can increase community income, as well as reduce unemployment and improve community welfare. In addition, existing natural resources are optimally managed.

The recommendation for the village government is to form a UMKM group, the empowerment program should be sustainable so that it will achieve significant development. Recommendations for the community are that the community is expected to be able to actively participate in various programs for treating shellfish waste as long as it does not conflict with the prevailing ethics and norms. The community should control the existence and appropriateness of the program to be implemented.

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