

Community Service Empowerment of Agricultural Products

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ABSTRACT

Dusun Dlingseng is located in Banjaroyo Village, Kalibawang District, Kulon Progo Regency, which is the location of regular and international KKN in February and March 2019, where the majority of villagers rely on their main livelihood as farmers and ranchers. In addition to these two sources of livelihood, Dusun Dlingseng is also where the Banjaroyo Embung operates or often known as a mini reservoir. Where apart from being a place of recreation, this Embung and its surroundings are a place for the Dlingseng community to sell their garden produce. Agricultural products produced in Dlingseng Hamlet such as cassava, coffee, corn, cassava, coffee, rambutan, coconut, durian and others are grown on the farmers' respective lands. Usually they process cassava into "slondok" a typical Kulon Progo snack. They sell their products in the nearest market or at collectors who come at a low price. This community service is needed by the village with a program that supports the progress of the Dlingseng hamlet in processing existing natural resources and a program to train them to promote their production and sell them other than in the market in order to get more profit.

KEYWORDS

International KKN;
Agricultural Product;
Community Service



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1. Introduction

Community service is a process of self-empowerment movement for the benefit of the community. Community service should be continuous and long term because building a community requires a long process. There are many aspects that must be touched to make a good society, its character, culture, to the mindset we must also touch to truly create a civilized society. This service is a form of self-dedication as well as empowering the surrounding community which is carried out by students. This program is also part of the implementation of the University's Tri Dharma process. This service has the main goal, namely to increase student empathy and awareness of the community by applying the knowledge gained during college. Dusun Dlingseng is located in Banjaroyo Village, Kalibawang District, Kulon Progo Regency, which is the location of regular and international KKN in February and March 2019, where the majority of villagers rely on their main livelihood as farmers and ranchers. In addition to these two sources of livelihood, Dusun Dlingseng is also where the Banjaroyo Embung operates or often known as a mini reservoir. Where apart from being a place of recreation, this Embung and its surroundings are a place for the Dlingseng community to sell their garden produce. Research on agricultural products has been studied by previous researchers used for reference from regular and international KKN programs. An empirical study of consumer willingness to buy agricultural products online and the factors that influence it is investigated by Guo [1]. The design of an anti-intrusion storage system for agricultural product sales data based on multi-layer cross entropy was investigated by Guo [2]. Research and application of real-time monitoring and early warning thresholds for multi-temporal agricultural product information was investigated by XU [3]. The dynamic impact of negative public sentiment on agricultural product prices during COVID-19 was investigated by Liu [4]. The export competitiveness of agricultural products and agricultural sustainability in China was investigated by Long [5]. Research on online marketing strategy simulation of branded agricultural products based on differences in opinion leader attitudes was studied by Liao [6]. The twin-weighted support vector machine as a potential discriminatory analysis tool and

evaluation of its performance for near-infrared spectroscopic discrimination of geographic origin of diverse agricultural products was investigated by Jang [7]. The study of the E-Commerce Information Sharing Game Model in the Agricultural Product Supply Chain Based on Fuzzy Big Data and LSGDM was researched by Ming [8]. The coordination of the supply chain of fresh agricultural products based on consumer behavior was investigated by Yan [9]. The synthesis of a molecularly molded metal-organic framework @absorbent polymer for the solid phase extraction of organophosphate pesticides from agricultural products was investigated by Li [10].

The quality of e-commerce agricultural products and the safety of the ecological environment of origin based on 5G Internet of Things technology were investigated by Zhu [11]. Integrated virtual water trade management taking into account the self-sufficient production of strategic agricultural and industrial products was investigated by Delpasand [12]. Semantic segmentation based on PSO and K-means on agricultural products was studied by Zhang [13]. The technological innovation of intelligent marketing of agricultural products in the big data era is researched by Liu [14]. The principles and recent advances in electronic nose for quality inspection of agricultural and food products were investigated by Mohd Ali [15]. Bioaccumulation and health risk assessment from exposure to potentially toxic elements by consuming agricultural products irrigated with wastewater were investigated by Dovlatabadi [16]. The status of major mycotoxin contamination in agricultural products and foodstuffs in Europe was investigated by Luo [17]. The techno-economic analysis of off-grid solar-powered cold storage systems to prevent wastage of agricultural products in hot and humid climates was investigated by Sadi [18]. Recent developments in solar drying technology for food and agricultural products: A review researched by EL-Mesery [19]. A simple and fast sample preparation method based on ionic liquid treatment for the determination of Cd and Pb in dry solid agricultural products by graphite furnace atomic absorption spectrometry was investigated by Ling [20].

Market demand and government regulations for the quality assessment system of agricultural products in China were investigated by Nie [21]. Advances in solid-state fermentation for bioconversion of agricultural wastes into value-added products: Opportunities and challenges researched by Chilakamarry [22]. Analysis of production complexity, level of fertilizer savings, and decision on emission reduction efforts in two parallel agricultural product supply chains were investigated by [23]. The choice of entry mode and its impact on competition between organic and conventional agricultural products were investigated by Pu [24]. The effect of pluviculture products in reducing greenhouse gas emissions from agricultural peatlands was investigated by Lahtinen [25]. Microalgae-based wastewater treatment coupled with production of high value agricultural products: Current needs and challenges investigated by Morillas-España [26]. The trend of global virtual land trade in relation to agricultural products was investigated by Qiang [27]. Protect origin, leave the farm? Products of heritage, industrial ideals, and the revocation of the Spanish turrón were investigated by Reisman [28]. Oriented conversion of agricultural bio-waste into value-added products - A schematic overview of the circulation of key nutrients was studied by Ren [29]. The characteristics of azole-resistant *Aspergillus fumigatus* attached to agricultural products imported to Japan were investigated by Nakano [30].

Agricultural products produced in Dlingseng Hamlet such as cassava, coffee, corn, cassava, coffee, rambutan, coconut, durian and others are grown on the farmers' respective lands. Usually they process cassava into "slondok" a typical Kulon Progo snack. They sell their products in the nearest market or at collectors who come at a low price. From these problems, this community service contributes to processing agricultural products in order to get more profits. Therefore, a program that supports the progress of the dlingseng village in processing existing natural resources is needed and a program to train them to promote their production and sell them outside the market.

2. Method

The activity plans in order to implement the solutions offered, in detail are:

- Administrative training was held on February 12, 2019 at 18.30 – 22.00 at the residence of Mr. Listyanto as the Secretary of the Farmer Group. Where the administrative training aims to provide information as well as the steps for making letters, proposals for submitting assistance, and filing letters.
- Training on making virgin coconut oil VCO was held on February 12, 2019, at 14.00 – 16.00 at the residence of Mr. Paulus Surata as the Head of Dlingseng Hamlet. This training aims to increase knowledge and also provide business ideas for Dlingseng residents (especially for housewives).
- Business training with the social media platform Instagram which was held on February 13, 2019 at 15.00.

3. Results and Discussion

The administrative training was held on February 12, 2019 at 18.30 – 22.00 at the residence of Mr. Listyanto as the Secretary of the Farmer Group as shown in Fig. 1. The picture shows that this activity was attended by 15 people, representatives of farmer group members. On this occasion, the servants provided information as well as the steps for making letters, proposals for submitting assistance, and filing letters. In its implementation, the servants act as facilitators, and the residents as parties related to the making of proposals and letters. The output of this program is a book/hard file containing examples of proposals, letters, and correspondence that were made jointly by students and residents of Dusun Dlingseng who participated in the training.



Fig. 1. Farmer Group Members in Administrative Training

VCO making training is the main program in addition to administrative training. The purpose of this training is to increase knowledge and also provide business ideas for Dlingseng residents (especially for housewives). This VCO-making training was held on February 12, 2019, at 14.00 - 16.00 at the residence of Mr. Paulus Surata as the Head of Dlingseng Hamlet as shown in Fig. 2. The picture shows that this activity was attended by 20 people, representatives from each RT. On this occasion, we invited one of the lecturers in the Department of Agrotechnology, namely, Mr. Rudi Wiryawan to be a resource person. The

resource persons provided information about what VCO is, the benefits of VCO and the steps on how to make VCO.



Fig. 2. Community Participation in VCO Making Training

The Business Training Program through Instagram is held based on the wishes of the local community, this is based on the lack of knowledge and skills of residents in using social media as shown in Fig. 3. The picture shows that to see the potential for products processed by Dlingseng Village, social training This media is also focused on using social media to market local products from Dlingseng Village. This program training starts from the steps for creating a g-mail account, creating an Instagram account, using the Instagram application, and setting the account into a business account. In this activity, they are also taught how to give captions or product descriptions that are interesting, informative and creative. This training is conducted with the aim that local products can reach customers more broadly, more flexibly and efficiently.



Fig. 3. Instagram Training with Residents at Pak Dukuh's House.

4. Conclusion

The conclusion can be drawn from the implementation of the Thematic Community Service Program in Dlingseng Hamlet, Banjaroyo Village, Kalibawang District, Kulon Progo Regency, Yogyakarta Special Region, which took place from February 1, 2019 – February 18 2018, among others, being able to adapt well, so that a cooperative relationship was successfully established. cooperative relationship between the residents of Dusun Dlingseng and students. All programs, both main programs and auxiliary programs, can be implemented and receive support from the residents of Dlingseng Hamlet. Activities in the form of assistance programs carried out by students received positive responses from all residents of Dlingseng Hamlet.

Author Contribution

All authors contributed equally to the main contributor to this paper. All authors have read and agreed to the published version of the manuscript.

Conflict of Interest

The authors declare no conflict of interest.

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