

INCREASING ADDED VALUE BY UTILIZING LOCAL POTENTIAL TO INCREASE COMMUNITY INCOME IN PELABUHAN DALAM VILLAGE

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Kata Kunci: *[Added Value; Local Potential; Inner Harbor Village]*

Abstrak: The service of sriwijaya university assisted villages was carried out in the village of Pelabuhan Dalam, Pemulutan District, Ogan Ilir Regency, South Sumatra. This service aims to increase the income of rural communities, especially for housewives by utilizing local commodities, namely rice by processing them into food products that have a selling value so that they can create value-added which means income for all production factors used. The method used is the guidance and empowerment of the community towards the use value of rice commodity which is a local commodity that is widely produced in Pelabuhan Dalam Village. The result of this service activity is in the form of creating creativity and empowerment in making semprong cake with raw materials for rice flour. The existence of this activity, the village community can increase community knowledge.

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Introduction

Economic development and development in the community is certainly something that must be considered, namely carried out in accordance with the potential and capabilities that exist in the community (Hasan & Azis, 2018; Elizabeth, 2019). Each region has different local potentials, both human resources or natural resources and has certain characteristics and different ways of managing the results of existing resources. (Hardiani, et.al, 2021). This potential wealth is able to provide abundant benefits for the economic prosperity of the local community, good resources will bring economic value to the community (Ramadhan, Agussabti & Arida, 2017). However, the reality is that the abundant wealth of resources is on the contrary less beneficial to the community, not because of the low quality of its resources, but because of the low ability of the community to manage and utilize these resources optimally (Widyasanti, Putri & Dwiratna, 2016).

Village potential is the power, strength, ability and ability possessed by a village that has the possibility to be developed in order to improve community welfare (Janah & Ismawati, 2020; Rumijati, Asfiah & Fuadiputra, 2021). Village potential can be categorized into 2 groups, namely; The first is physical potential in the form of land, water, climate, geographical environment, livestock, and human resources. The second is the non-physical potential in the form of the community with its patterns and interactions, social institutions, educational institutions, and village social organizations, as well as village officials and civil servants (Sagajoka, Nona, Antonia & Gobhe, 2021).

Optimizing the use of local potential is one of the steps in community self-reliance that utilizes local potential and resources (Lestari, Diningrum, & Haqiqi, 2019). One of the villages that has potential resources that can be developed is Pelabuhan Dalam Village, Pemulutan District, Ogan Ilir Regency. This village has rice resources where most of the people have a livelihood as rice farmers who have low income categories. So far, the rice agricultural products produced by the community are only for personal sale and consumption and are not processed further. If the community is able to create derivative products from rice, it will create added value which means an increase in income from production factors (Sumarauw, 2022; Setijono, 2016).

Added value is the added value of a commodity because it undergoes a processing, transportation or storage process in a production. In processing, value added can be defined as the difference between the value of the product and the value of the cost of raw materials and other inputs, excluding labor. Margin is the difference between the value of the product and the price of the raw materials only. This margin includes the components of the production factors used, namely labor, other inputs and remuneration for processing entrepreneurs.

The lack of community knowledge in knowledge in processing agricultural products into processed products that have added value is an obstacle in utilizing local potential in Pelabuhan Dalam Village. Through community service activities, academics can help provide knowledge to the community in Pelabuhan Dalam Village regarding the use of local commodities (rice) into processed rice products that have added value and can increase people's income.

METHOD

This service activity aims to increase the income of rural communities, especially housewives by utilizing local commodities, namely rice by processing them into food products that have selling value so that they can create added value. The method of implementing community service carried out is the method of counseling and training. The extension method is related to providing knowledge to the community regarding the use of local potential and then discussing questions and answers with the community. The training method relates to the practice of making processed products from rice to the community, introducing products that can be processed from rice. The implementation of this community service is related to industrial economics. Diffusion of science and technology: used for activities that produce products for consumers.

The target audience selected were housewives (Farmers' Families) who were in the Port of Dalam Village, Pemulutan District, Ogan Ilir Regency as many as 20 people. The success of this activity will be evaluated based on the objectives to be achieved. This activity will also end with a request for a response in the form of filling out a questionnaire for feedback on future activities.

RESULTS AND DISCUSSION

Activity Implementation

This service activity was carried out with several visits to the Port of Dalam Village. Before appointing a village where the service activities will be carried out, the service team has held discussions and looked for a suitable village for the implementation of the service. After several discussions, the Service Team consisting of Prof. Dr. Bernadette Robiani, SE, M.Sc., Dr. Mukhlis, SE, M.Sc., Deassy Apriani, SE, M.Sc., Hamira, SE, M.Si and the 11 students of the Faculty of Economics, Unsri who were involved determined that Pelabuhan Dalam Village as a village for service activities in 2022. Determination of the village This is done by carrying out site visits or surveys conducted by several students (Devotion Team) in the village.



Figure 1. Availability of Locations for Community Service Activities

The second visit was carried out to establish communication between the service team and the local village, such as agreements and permits for the use of the village location for the implementation of service activities (Figure 1). This discussion was represented by the Service Team, namely M. Fajri Haidir for signing the document on the availability of the location for the activity in Pelabuhan Dalam Village.

The next activity or third visit was a discussion with the village head and village officials regarding the determination of the date of the service activity (core event), the determination of the participants and the number of participants as well as the provision and preparation of the place for the service activity. The results of the discussion with the Village Head of Port Dalam, the activity will be held on Friday, August 5, 2022, at the office of the Village Head of Pelabuhan Dalam (Figure 2).



Figure 2. Discussion on Determining Community Service Activities with the Village Head

This service activity is the fourth visit carried out by the dedication team. This service event started at 09.00 WIB and was held at the Port of Dalam Village Head's Office. The service activity was opened by the Village Secretary, namely Mr. Hendri, S.Sos and the chief executive of the service activity, Prof. Dr. Bernadette Robiani, SE, M.Sc (Figure 3). Before starting the event, the service implementation team continued to carry out health protocols by distributing masks to service participants (Figure 4). The activity continued with a group photo with the participants and village officials and closed with a prayer reading.



Figure 3. Speeches from the Head of Pelabuhan Dalam Village and the Head of the Community Service Team

The next activity is the core activity of this service, the first is the presentation of the material presented by Prof. Dr. Bernadette Robiani, SE, M.Sc, on understanding local commodities that can generate added value (Figure 5).



Figure 4. Health Protocol

Pelabuhan Dalam village is one of the villages that produces a lot of rice commodities. Most local people only take advantage of the rice commodity by selling it directly to rice producers, so there is no added value generated from the rice commodity. With this service activity, hopefully the public will understand more about the many added values produced from rice commodities, one of which is making rice flour into semprong cakes. Rice flour is an added value that can be created from rice commodities, the presence of rice flour can produce various kinds of food, pastries and others that can be used as business opportunities in the local village. This opportunity is what we describe in Pelabuhan Dalam Village so that the village community can take advantage of these opportunities.



Figure 5. Submission of Materials

The next event continued with the practice of making pastries, namely semprong cake (Figure 6). Semprong cake is one of the foods or pastries that is easy to make and has a promising business opportunity. One of the ingredients for making semprong cakes is rice flour, which is an added value for the rice commodity from the village. The practice of making semprong cakes was carried out by two resource persons who were brought directly to the service location, namely Mrs. Erlis and Mrs. Panilia. The two speakers are successful MSME actors in their area, he has been in the semprong cake business for 7 years.



Figure 6. Practice of Making Semprong Cakes and Distribution of Gifts



Figure 7. Group Photo

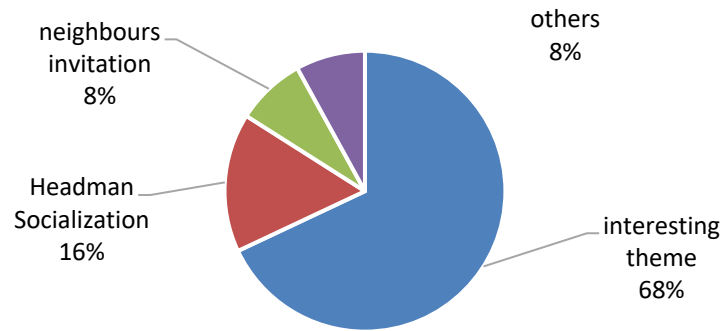
As an appreciation of the enthusiasm of the participants, the service team held games to enliven the service activities by asking questions about the material that had been explained. The existence of this additional activity made the event more lively and enthusiastic, this could be seen from the enthusiasm of the participants raising their hands to answer several questions about community service activities. The prize given by the dedication team for those who won the games was a set of semprong cake-making equipment and its raw materials (Figure 6).

Realization of Troubleshooting

One of the goals of this service activity is to provide new skills as opportunities, especially for housewives in Pelabuhan Dalam Village. The rice commodity in the village is the main source of income in the village, the rest of the local people are just daily labourers. The rice produced in the village is directly sold to producers outside the village. With this service activity, it is hoped that it can grow their own business opportunities for the residents of Pelabuhan Dalam Village in managing the added value of the commodities they produce, especially by making semprong cakes.

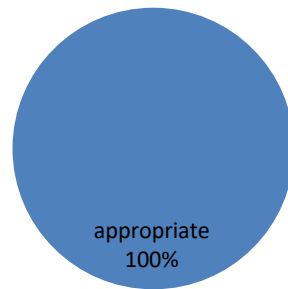
Activity Evaluation

The evaluation of this activity contained many positive responses from the village community. Evaluation is carried out by providing feedback questionnaires from community service participants. The purpose of the evaluation is to see how successful the community service activities are, the level of community understanding after the activity has been carried out and as material for consideration for further activities.



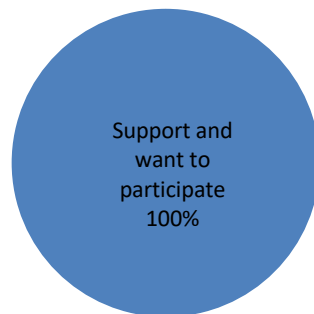
Graph 1. Reasons for Participants Participating in Community Service Activities
 Source: Field Data, Processed (2022)

The results of the questionnaire or feedback conducted by the committee, it was found that 68 percent of the people in Pelabuhan Dalam Village were interested in participating in community service activities because the theme applied attracted their attention. The second result is that 16 percent of participants took part in the activity because of the socialization from the Village Head and the remaining 8 percent reasoned that there was an invitation from their neighbors (Graph 1).



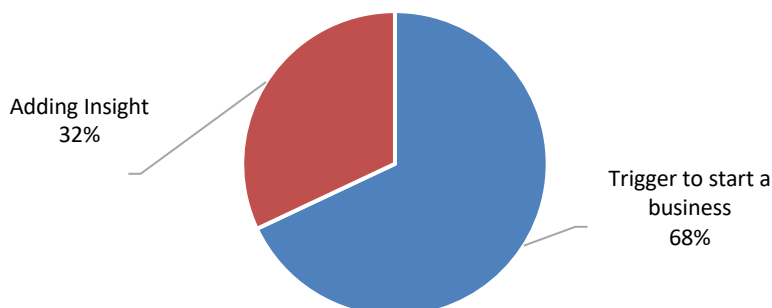
Graph 2. Conformity of the Theme of Community Service Activities with Community Needs
 Source: Field Data, Processed (2022)

The results of participant feedback in Graph 1 are in line with the results of feedback on the next question (Graph 2), namely the suitability of the theme given by the service team to the needs of the village community 100 percent according to the village community according to their desired needs. The community needs training in processing rice agricultural products into products that have added value as business opportunities.



Graph 3. Willingness and Re-participation if Sustainable Activities are held
 Source: Field Data, Processed (2022)

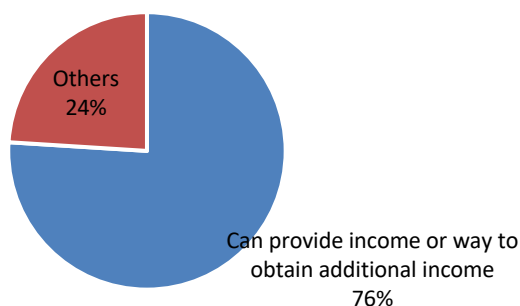
The suitability of the given theme makes the village community enthusiastic and want to carry out sustainable service in the village again. This can be seen from the results of the feedback given to the third question, namely the willingness and re-participation if a sustainable activity is held, 100 percent of the people there support and want to participate.



Graph 4. Benefits for Participants After Community Service Activities

Source: Field Data, Processed (2022)

Graph 4 shows that 32 percent responded that the service activities carried out added insight into the utilization of existing potential. Another response of 68 percent provides benefits that can spur the desire to start a business by utilizing existing potential. The positive response from this service activity shows that the success of the activity and the purpose of the activity has been achieved, namely opening public insight so that they can take advantage of local potential to increase income.



Graph 5. Impact if the Village Development Training is Realized in the Next Several Years

Source: Field Data, Processed (2022)

The hope of the villagers, especially the service participants in this service activity, is that 76 percent can provide income or ways to obtain additional income (financial management) and the remaining 24 percent have other impacts for the welfare of the village.

Conclusion

The service activities in Pelabuhan Dalam Village can be concluded that the knowledge and experience provided by the service team gives importance to the village community,

especially the service participants. This activity received a positive response and could provide business opportunities for the participants by using local potential. With this activity, the people of Pelabuhan Dalam Village can process the added value of the rice commodity produced in the village properly and efficiently independently.

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