

Creative Economic Development: Palm Sugar Based on Local Potential as A Datar Village Tourism Support

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Abstract

The purpose of this service program is to make a significant economic contribution and to create a creative and innovative community regarding the packaging of Palm Sugar with the Demonstration method. The partners of this activity are palm sugar makers from RW 06 Serang Village. The problems faced by partners are: 1) there is still a lack of knowledge about the packaging of Palm Sugar. The method of activity is lectures and demonstrations accompanied by questions and answers. The lecture method is needed to explain the packaging of palm sugar, demonstration method to show the working process of palm sugar packaging. while the question and answer session is to give participants the opportunity to overcome the obstacles they may face. The result of this program is an increase in understanding and improvement in the packaging of Palm Sugar. With this service program, understanding and exploring self-potential increases. Starting from identifying ideas as discussion material, then exploring ideas, developing designs, producing, packaging and marketing them. On packaging, i.e. product packaging and trade packaging, through websites or the like.

Keywords: Creative industry, palm sugar packaging, demonstration method, agent of development.

INTRODUCTION

Indonesia is an agricultural country, the agricultural sector still plays an important role in the overall national economy. One of the agricultural sub-sectors which is quite important in national development is plantations. One of the many plantation commodities that has been preserved by the community is sugar palm. Utilization of aren can be used as sugar. Sugar is one of the staple foods of the Indonesian population, namely a source of calories and sweet taste. The palm sugar agroindustry currently has good prospects and is expected to be able to increase the income of families and the surrounding community. By utilizing raw materials derived from palm trees to make palm sugar, the population of palm plants must be large so that this business is mostly carried out by palm sugar craftsmen. The limited knowledge and low level of education of sugar craftsmen has resulted in the lack of attention to the sanitary processes from tapping to product packaging. Likewise, adding ingredients is often excessive and there is a chance that mixed ingredients are added to increase the amount of rendeman.

Datar Village, Dayeuhluhur District is one of the hamlets in Cilacap Regency, Central Java where most of the area is an agricultural area, and is recorded as a center for producing palm sugar. Palm sugar is a source of side income for the residents of Datar Village, Dayeuhluhur District, Cilacap Regency. Palm sugar is an innovative product idea by UMTAS KKNT 2021 students. Made from 100% palm sugar, this palm sugar is packed with the latest branding packaging, which is expected to increase local community interest in entrepreneurship. The purpose of this activity is to make a significant economic contribution and create a creative and innovative community regarding the packaging of palm sugar using the demonstration method.

METHOD

The service activity method used is a workshop through the Demonstration method. The target of this activity is the RW 06 palm sugar maker in the Kelurahan as many as representatives from RT 5. The method of activity is lectures and demonstrations accompanied by questions and answers. The lecture method is needed to explain the packaging of palm sugar, the demonstration method is to show the working process of packing palm sugar. while debriefing to give participants the opportunity to overcome obstacles that may be encountered.

RESULT AND DISCUSSION

The result of this program is an increase in understanding and improvement in the packaging of palm sugar. With this service program increased understanding and exploring one's potential. Starting from identifying ideas as material for discussion, then exploring ideas, developing designs, producing, packaging and marketing them. On packaging, namely product packaging and marketing, through websites or the like. So that the community in RW 06 can generate more income from palm sugar.

With the UMTAS'21 KKNT this is an effort for students to serve the community while also encouraging students to be able to help the community in dealing with problems such as the economy which has been affected due to the Covid-19 pandemic. Against this background, UMTAS'21 KKNT students who carry the theme "Community Service in Flat Village in the Covid-19 Pandemic Situation by Developing a Creative Economy as a Support for Tourism Villages" Students create a work program by developing a product packaging and marketing. So that it can be developed into a creative economic product for the community.

Palm sugar or also known as brown sugar is sugar that comes from liquid sap, the benefits and efficacy of palm sugar have been known for a long time, the benefits and efficacy of brown sugar, there is no doubt, how to process sap water to become palm sugar or brown sugar It took quite a long time, starting from the process of collecting the sap water from the male bunches of palm trees, boiling it to form a tube. Palm

sugar content Brown sugar contains more macro and micronutrients than white sugar. Palm sugar contains micronutrients such as: Mineral salts, Thiamine (vitamin B1) Riboflavin (vitamin B2) Nicotinic Acid (vitamin B3) Pyridoxine (vitamin B6) Cyanocobalamin (vitamin B12) Ascorbic Acid (Vitamin C). The following is the documentation when making palm sugar.



Figure 1. The process of making palm sugar

Benefits and Efficacy of Palm Sugar / Brown Sugar for Health: Prevents increased blood sugar levels, Cleanses and controls the digestive tract, Launches metabolism in the body, Optimizes cell function in the body, Treats small wounds, Substitutes for white sugar for diabetics, because palm sugar low calorie, overcoming anemia, treating typhus, strengthening the heart, reducing heat in the pancreas, helping to strengthen teeth, for shortness of breath healing therapy, treating leprosy, for skin care. The main program carried out by students is in developing palm sugar product packaging. where initially the packaging was only wrapped in dried coconut leaves, then students developed the packaging by adding plastic wrap and adding a logo. The enthusiasm of the women who make sugar in the socialization and demonstration of the packaging of palm sugar can be seen in the women who attend according to the invitation and are eager to ask questions about the parts of the packaging of palm sugar. The women also did hands-on practice on packing palm sugar.

CONCLUSION AND SUGGESTION

The existence of this service program provides a significant increase in economic contribution and creates a creative and innovative community regarding the packaging of palm sugar. Increasing the income of the people in the RW 06 Serang Village.

This dedication program hopes to continue in the packaging of palm sugar as a medium to attract more customers. So that palm sugar makers can generate even more income.

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