

Accompaniment of Housewives' Role in Increasing Family Income Through Utilizing Potato Harvest Remains in Dieng Village

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Abstract

The role of housewives is very important in the family and society in general. A housewife is responsible for running the household and supporting the family's welfare. The assistance aims to help housewives, especially those who work as farm labourers in Dieng Village, utilize the remaining potato harvest into processed products with a higher selling value. Mentoring was provided to 10 homemakers working as agricultural labourers for 14 days, 14-30 September 2023. The problems were a need for more knowledge and skills in processing potatoes into processed products and challenges in marketing these products. In response to this problem, we designed a series of assistance on potato processing and marketing strategies via social media. The approach taken in this service activity uses Participatory Action Research (PAR). The PAR approach includes research by identifying problems that occur. Action assists in managing potato waste and marketing via Instagram. Participatory activities supported by homemakers can realize results and increase productivity and the family economy. Potatoes have many uses and can be processed into various foods. This assistance has shown positive results, and housewives have been able to innovate in processing leftover potatoes and marketing them through social media.

Keywords: Housewife; Potato Processing; Innovation; Marketing Strategy

INTRODUCTION

A housewife has a very important role in the family and society. Even though this role is often considered trivial or underappreciated, a housewife runs the household and supports the family's welfare. The role of the housewife may also change over time with changes in family and community dynamics. In Dieng village, many housewives have various professions, such as teachers, mushroom factory workers, traders, farmers, and agricultural labourers. They help their husbands meet life's needs, contributing to the family's well-being (Telaumbanua & Nugraheni, 2018). However, some of those who do not have land have to work as farm labourers with additional income from picking up potato harvest residues from the land where they work, even though the selling value of potato harvest residues is low (Yatun, 2023).

In this context, assistance empowers housewives by utilizing potato harvest residues in processed products with higher selling value. This assistance also aims to help them improve product innovation and marketing strategies through social media. Branding material is very important in building the image and identity of a brand (Utami & Putri, 2023).

Dieng potatoes have high flexibility as a basic ingredient for various recipes and foods (Turasih, 2019). herefore, there is a great opportunity to process it into processed products such as potato chips or potato rolls, which can increase income for housewives in Dieng village. However, the challenges of globalization affect local Micro, Small, and Medium Enterprises (MSMEs), including product innovation and marketing (Rohmah et al., 2023). Therefore, a new approach is needed to help local MSMEs to be able to compete in the current digital era (Sedyastuti, 2018). (Turasih, 2019). Therefore, there is a great opportunity to process it into processed products such as potato chips or potato rolls, which can increase income for housewives in Dieng village. However, the challenges of globalization affect local Micro, Small, and Medium Enterprises (MSMEs), including product innovation and marketing (Rohmah et al., 2023). Therefore, a new approach is needed to help local MSMEs to be able to compete in the current digital era (Sedyastuti, 2018).

One way is to use digital technology such as social media, Instagram, and WhatsApp to promote processed potato products. Through social media, product information can be disseminated to consumers efficiently through writing, photos, or videos(Hanjani & Wulaningrum, 2019; Siagian et al., 2020). Through these efforts, it is hoped that the family economy of housewives can improve and provide benefits to the Dieng village community more broadly. This socialization is given following the expectation that they have deep abilities to carry out promotions

The Community Service Approach (PKM) used is Participatory Action Research (PAR). PAR is a research approach that involves the active participation of 10 housewives who work as agricultural labourers. This assistance is carried out for 14 days, from 14-30 September 2023. It is hoped that this assistance can help female agricultural workers increase their income through product innovation and marketing. This socialization is given following the expectation that they have deep abilities to carry out promotions (Fiona et al., 2023)

METHOD

The PKM approach with PAR is considered suitable for solving problems in Dieng Village because this approach involves all stakeholders (farmworkers, communities, and assistants) in identifying problems and designing strategies to solve problems. The PAR approach involves all parties who intend to be changed or enhanced by actively working together to take an activity to change or improve a particular condition(Afandi et al., 2016; Lantu et al., 2016). PAR has three words that are always related to each other: participation, research, and Action as shown by the flowchart (Figure 1).

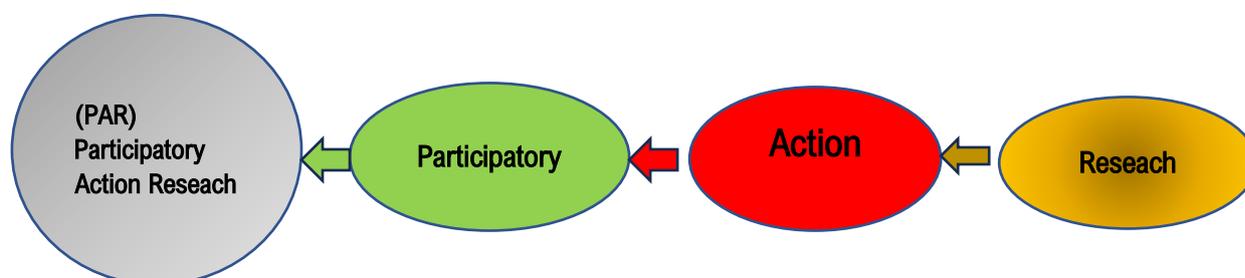


Figure 1. Flowchart

- Research: This stage involves farm workers, the community, and hosts in understanding the problems female farm workers face in Dieng Village. So that the companion can clearly understand the problems they are facing, and make it easier for the companion to mingle and unite so that a sense of mutual trust and mutual support is built between the companion and the community (Afandi et al., 2016)
- Action: After the problem is identified and understood, the next step is to design actions to overcome the problem and the learning process so that it can create business opportunities (Afandi et al., 2016). by assisting housewives in collecting the remaining potato harvest to then process it into typical regional snack products, marketing, and branding products from housewives by utilizing social media as a medium for sales.
- Participatory activities will not be implemented without the participation of all parties (farm labourers, the community, and companions) in identifying problems and how to solve problems together (Afandi et al., 2016)

RESULTS

Activities carried out as Community Service with assistance. Processing of the remaining potato harvest, which lasted for 14 days in Dieng Village, was carried out through several stages based on the sequence of the PAR work methodology for the three variables described as follows. Research Mentoring activities for part of the community, totalling ten housewives who work as Farm Workers, were carried out in Banjarnegara Village. Most of the livelihoods of women in the Dieng village community are farmers and workers. This assistance begins with researching the problems faced by the community by conducting field investigations, namely in the homes of housewives.

An investigation is faced by housewives who work as agricultural labourers using potato harvest residues as a labour activity. Nevertheless, note that the sales value of the remaining potato harvest is very low if sold directly on the market. In this case, the aim is to find a general picture of the condition of housewives working as labourers. Based on the investigations of the mothers, several problems or obstacles were found, such as The selling value of the remaining potato harvest is so high. However, the selling price has dropped drastically from the market, plus the potatoes obtained by mothers through the use of the remaining harvest are already in the category of the smallest level of potatoes. There needs to be more creative ideas for processing potatoes into modern food and a need for understanding regarding technology that can create promotional media.

The next step is Action. The initial step involves identifying viable and rotten potatoes for the production of snack products and socializing them as a creative potato commodity, enabling housewives in Dieng Village to recognize the potential of remaining potatoes. In this activity, there is a need for further development or knowledge through the use of potatoes, which can be a material that can be innovated into something more valuable. This assistance extended to making potato sticks from potatoes, a creative and innovative use of leftover potato farming products. The aims are to innovate recipes, identify new ways to process potatoes into tastier food and grow the insight and potential of the community in Dieng Village. They are understanding for housewives about developing creative economic products from agricultural residues, sharia product innovation, and processing agricultural products into MSME products with higher economic value

than potatoes and selling them directly to the market. The next stage is assistance in making potato sticks. As for the method of making, first, boil the potatoes for 15-20 minutes, then mash them until the potatoes are smooth, then mix them with cornstarch and add spices such as seasoning, pepper, Masako, and seaweed powder; after all the mixture is mixed well, all that remains is put it in plastic then shape it according to the width of the plastic then cool it until it freezes, then shape it into sticks, then fry it over low heat so that the potatoes can cook evenly after the potatoes are cooked, add the toppings in the form of sauce and mayonnaise.

The next stage is socialization about packaging, marketing, and business strategy, including creating a logo (brand), attractive product packaging, market analysis and business strategy, and social media use to develop competitive potato products and market them effectively. This assistance assists housewives in creating a logo (brand) and directing technology as a marketing medium. Also, it facilitates a community platform on social media in the form of an Instagram account with the name Savanafood. It can later be used as a means of promotion through orders and sales to help the household economy by opening a potato food business. The next step was to realize all aspects of the service activity by presenting something that had never been done before processing potatoes into snack food products, making packaging, creating an Instagram account, and creating a logo (brand). A business and consumers must be needed to run the business smoothly because the role of consumers is very important. Instagram makes it easier to find anything in the surrounding environment and makes it easier for consumers to reach the location accurately. For brands and Instagram, it is used to expand marketing reach and be easily recognized. Marketing in Dieng Village is expected to support the economy of housewives and increase knowledge about the marketing system for processed raw materials such as potatoes, thereby supporting the economic growth of residents.

The next activity is Participatory, a work program prepared by the service team, which cannot run if there is no support and participation from the local community. To implement the work program that has been planned, the initial stage in this activity is to hold discussions with housewives who work as farm workers, with a mentoring program for making potato sticks. Furthermore, activities were carried out to socialize the potential for entrepreneurship in agricultural areas and assistance in processing potatoes into snacks. Ten housewives in Dieng village attended this activity. It continues with assistance in processing potatoes. The service team is targeting this assistance to become a patent business for some housewives who work as farm labourers in Dieng village, which, at the time of the assistance activity, was given the name SAVANA FOOD. Savana is a tourist attraction located in Dieng village, and this name is given to make it easy to remember and recognize.

From the program results that the assistant has carried out, it can be seen that there are obstacles for every housewife who works as a farm worker. Then, the companion provides solutions and direction regarding potato processing, creating a brand, business plan, marketing strategy, and operational plan compared to the remaining harvest. Potatoes are sold directly to the market at a very low selling value.

The results achieved in this activity show increased knowledge and reduced blood pressure in the target group, which can be seen in the following table 1.

Table 1. Before and After assistance

Description	Before	After
Entrepreneurial Spirit	Housewives still need an entrepreneurial spirit	The entrepreneurial spirit of housewives began to grow.
Product	Housewives have yet to innovate in processing the remaining potato harvest.	Housewives can process the remaining harvest into a snack product
Utilization of Technology	Housewives does not yet use technology in marketing	Housewives are familiar with using media such as Instagram and WhatsApp for product promotion and marketing.

CONCLUSIONS AND RECOMMENDATIONS

Tea assistance increased Dieng village women's capacity to manage the remaining potato harvest into processed products and marketing them through social media. It shows that assistance in helping to increase income has been achieved. In the future, this activity can be developed not only in Dieng Village but also in villages that have the same problems.

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AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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APPENDIX



Figure 2. Potato sorting and frying process



Figure 3. Potato processing products

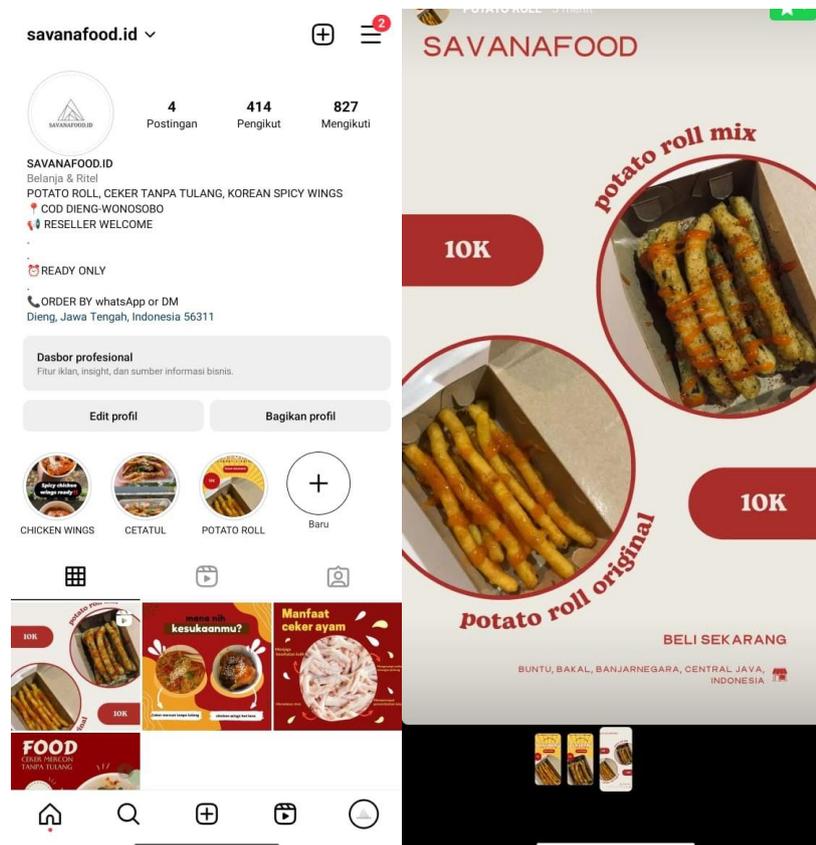


Figure 4. Marketing via the Instagram platform