

## Entrepreneurship Village Program in Sukoharjo, Sleman Through Development of Agricultural Products

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### ABSTRACT

Tanjungsari Hamlet is one of the hamlets located in Sukoharjo Village, Ngaglik District, Sleman Regency, Special Region of Yogyakarta. Tanjungsari have the potential for agricultural products that can be developed into superior products. Two agricultural products are chili and gadung. Chili agricultural products are usually directly sold to nearby markets without being processed first, which can harm the community when chili prices fall. Meanwhile, for gadung tubers, there are already business actors who process them into gadung chips but still use traditional tools so that the products produced are of less quality and the marketing is less extensive. Another obstacle in optimizing chili and gadung results is human resources that have not been supported, namely not having the ability to process products and market them. Therefore, the program provided is the Entrepreneurial Village Program for the development of chili and gadung agricultural products into ready-to-eat chili sauce and Gadung Chips "TJS". The method used is training and mentoring. The target of this program is two groups' people, which each group consisting of 10 farmers who cultivate chili and gadung tubers. To overcome the problems that occur, an entrepreneurial village program has been carried out from July-December 2023. Programs that have been implemented include training programs for processing chili peppers into ready-to-eat chili sauce, training on processing taste variations, providing packaging, providing processing tools, marketing research, promotional media and developing sales systems, and institutions. The product name is called "Sambal TJS" and "Keripik Gadung TJS". After all the programs, the conclusion are the people in Tanjungsari Village have products that are ready to be marketed and also gaining knowledge about marketing TJS products and how to build a business network and marketing.

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## INTRODUCTION

Sleman Regency, one of Regency in Special Region of Yogyakarta Province, has quite a lot of natural potential in the agricultural sector. According to BPS, the largest agricultural product in Sleman Regency is chili with details in 2019 there were 55,385 quintals, in 2021 there were 52,119 quintals, and in 2022 there were 65,093 quintals (BPS, 2023). Sukoharjo Village, is one of the villages in Ngaglik District, Sleman Regency, has abundant agricultural products. The majority of residents in this village work as farmers. Based on the survey results, it is known that Sukoharjo Village has several agricultural products with superior potential, namely chilies and gadung. These two agricultural products are often found in Tanjungsari Hamlet, Sukoharjo Village.

Farmers in Tanjungsari grow a lot of chilies and only use them for daily consumption or sale. There are no processed products from this chili plant yet. Chili will have more value if they are processed into products with high selling value. They sell chili agricultural products at quite cheap prices. This tends to be detrimental to farmers because prices can drop drastically due to the influence of the season. Chilies are usually sold directly because farmers do not understand how to process chilies into products with high selling value.

Meanwhile, gadung is a kind of forgotten tuber in Indonesia. Usually, it is processed by boiling or making chips. The production process of gadung in Tanjungsari Hamlet is still carried out very simply and using available tools. Meanwhile, the product packaging only uses simple plastic and no flavor variants of the chips have been produced, resulting in a lack of consumer interest.

There are many strategies that can be implemented to improve product quality and marketing. As has been done by Tanjung et al. (2021) and Oktalyra et al. (2021) who successfully empowered the community through training on the use of social media for product marketing. Nur and Wijayanti (2021) provide assistance to micro businesses affected by Covid-19 through training in the use of social media. Furthermore, Herawati (2020) stated that Instagram social media advertisements and celebrity endorsers had a big influence on buying interest in the online shop Krispbo.id chocolate banana chips. Product variety is also very necessary. As carried out by Pribadi dan Perlambang (2018) who provided assistance through training in making and packaging shredded meat and chili powder for partner groups in Tanjung Rejo Village, Wuluhan District, Jember Regency. Kamuri et al. (2024) improve the productivity of UMKM through digital marketing content training and education in order to improve their competitive advantage. Sutherland et al. (2024) state that marketing by e-commerce businesses have proven to offer lifelines for residents in regional, rural, and remote (RRR) locations traditionally reliant on agricultural income.

Improvements to product packaging are very necessary to attract consumer interest. As has been done by Rafifah et al. (2022) who stated that the design elements on the packaging of new chocolate product variants are very influential. Swasty et al. (2019) provided training on persuasive culinary product packaging for cooperatives and UKM. Irfandri et al. (2021) provided assistance in developing cayenne pepper plants to improve the family economy in Koto Parambahan Village, Kampar District, Kampar Regency. Balamakin et al. (2023) also improved the quality of Saka Granola products by providing assistance with new product variations. Maski et al. (2024) state that Information Technology (IT) utilization on the performance of Small and Medium Enterprises (SMEs) in Malang.

Based on the problems existing in Tanjungsari Hamlet, the chili farmer group will be a training program on processing chilies into chili sauce for sale, providing processing tools and providing packaging. The gadung tuber farmer group will be given a program to improve product quality through training in processing gadung chip flavor variants, providing chip processing tools and providing packaging. Meanwhile, the Karang Taruna group will be given a training program on the creation and use of digital media to help chili and gadung business groups in marketing their products.

One solution approach to accelerate economic escalation in villages is the implementation of a collective entrepreneurial movement by all village residents in the form of an entrepreneurial village. Entrepreneurship as a strategy for growth and development of the welfare and prosperity of a village community is based on the existence of resources and access to representative facilities and infrastructure provided by village communities in order to achieve positive changes in socio-economic conditions in rural areas. Entrepreneurship has been proven to be a solution for society to solve various problems (Purnomo, 2022). Rural economic development can be driven by the existence of entrepreneurial villages which transform into a massive awareness movement and activity. The presence of a productive entrepreneurial village can have the potential to stimulate economic development and growth in the village in a real and implementable way through the Natural Resources and Human Resources in the village. Through this Entrepreneurial Village program, it is hoped that it can help increase the selling value of chili agricultural products and improve the quality of gadung chips products in Tanjungsari.

## METHOD

This activity was carried out from July-December 2023, precisely at the Gadung Chips and Chili Sambal production site in RT 02 and RT 03, RW 05, Sukoharjo Village, Ngaglik District, Sleman Regency. The activity was carried out by the HIMASTA Universitas AKPRIND Indonesia student team, implementing the 2023 funding PPK Ormawa from Kemendikbudristek Indonesia.

The method of implementing the activity is as follows or in Figure 1.

- Identifying the potential, problems and needs of the village community. This stage was carried out through observation and interview surveys, namely with the community, business actors, youth organizations and the Head of Sukoharjo Village.
- The target audience is the women of the RT 02 and RT 03 farmer groups in RW 05 Tanjungsari Hamlet, Sukoharjo Village. It consists of 2 groups with 10 people in each group.
- Providing training on processing the products "TJS Gadung Chips" and "TJS Chili Sauce" at KWT Melati Kulon Progo
- Providing training and mentoring as well as providing marketing and marketing tools to improve product quality during the program.
- Marketing research is carried out to evaluate the results of product variations in order to improve product quality.

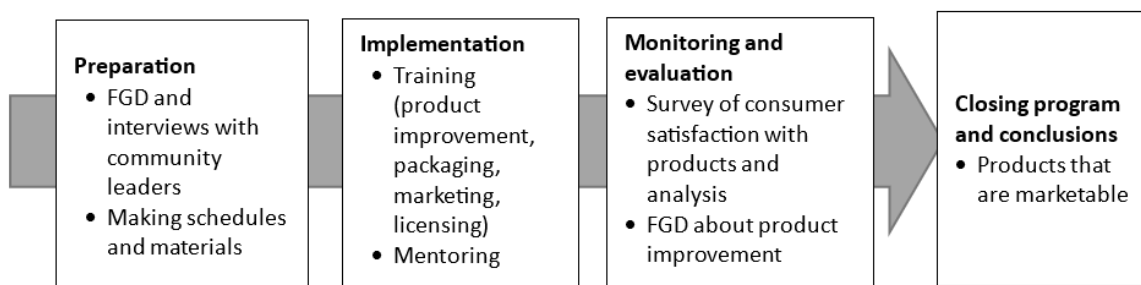


FIGURE 1. Activity flowchart

## RESULTS AND DISCUSSION

Tanjungsari Hamlet is one of the hamlets in Sukoharjo Village, Ngaglik District, Sleman Regency. Tanjungsari Hamlet, especially RT 02 and RT 03, RW 05, is the target of the PPK Ormawa activities. In the initial stage the team conducted a survey (Figure 2). The production process of gadung tubers in

Tanjungsari is still carried out very simply and using available tools. This is one of the obstacles in the production process. Meanwhile, the product packaging only uses simple plastic and no flavor variants of the chips have been produced, resulting in a lack of consumer interest. Another obstacle too, is that KWT women do not understand the use of social media so their marketing is not widespread because they only entrust them to local UMKM and sell them in front of their homes, or rely on collectors who buy directly at the location. This causes losses for gadung farmers because the manufacturing process is very complicated and requires a lot of time and energy.



**FIGURE 2.** Production Equipment and Raw Gadung Chips and Chili Farm

Meanwhile, chili farmer group is only used for daily consumption or for sale. There are no processed products from this chili plant yet. Chilli agricultural products will have more value if they are processed into products with high selling value. However, residents in Tanjungsari Hamlet immediately sell chili agricultural products at quite cheap prices. This tends to be detrimental to farmers because prices can drop drastically due to the influence of the season. Chilies are usually sold directly because farmers do not understand how to process chilies into products with high selling value.

### Implementation Program

Based on the results of the existing problems, the team conducted a comparative study with KWT Melati Kulon Progo on August 2023. It was attended by a group of 20 peoples from the Chili and Gadung Chips group (Figure 3). The results of the activity are that partners gain knowledge about the use of gadung tubers, namely making gadung chips and adding flavor variants in the form of onions, balado and chilies for making chili sauce, shredded chilies, chili powder (Bon chili) which can be used for spicy variants of gadung chips from the resource person, namely UKM Various Processed KWT Melati Chilies in Kretek, Kulon Progo and also becomes a forum for sharing or sharing experiences between UKM Various Processed KWT Melati Chilies in Kretek, Kulon Progo and KWT women related to food processing from chilies and gadung tubers.



**FIGURE 3.** Training on Processing Gadung Chips and Chili Sauce

After conducting comparative studies and training, the team began producing gadung chips and chili sauce with better quality. In this activity, the PPK ORMAWA team provides regular assistance starting

from the trial stage, the production stage which will be carried out from August-September 2023 (Figure 4).



**FIGURE 4.** Assistance and Provision of Equipment for the Production of Gadung Chips and Chili Sauce

The product results are then obtained by the team and partners periodically (Figure 5). In the production of Gadung Chips, partners produce various flavor variants, including Gadung Chips with Onion, Seaweed, Balado and Original Flavors. Meanwhile, for chili sauce, there are variants of Sambal Teri, Pete and original flavors. Based on these results, partners have been able to produce products that are ready to be marketed to consumers either directly or via social media as in Instagram, Facebook and TJS Local Product Tik-Tok, which have received positive responses from consumers towards the product. Each product has also undergone PIRT registration by the ORMAWA PPK team so that the product can be marketed widely.



**FIGURE 5.** Results of New Product Variations

### Monitoring and evaluation

To find out consumer responses to product quality, both taste and appearance, the team also conducted market research by distributing questionnaires to consumers. The results show that the majority of respondents stated that the "TJS" gadung chips product had good quality, while the majority of respondents said the "TJS" chili sauce had very good quality. Furthermore, most respondents were also interested in buying again because of the good taste quality.

From the entire series of programs that have been implemented for approximately 6 months, the community has increased insight into increasing innovation to continue the product of Gadung Chips and "TJS" Chili Sauce. The innovation referred to is having expressed ideas that are able to create, improve, develop and perfect existing products. The products that have been produced have been distributed to minimarkets and shops as well as through existing social media.

Partners also understand that innovations need to be carried out to: improve quality, meet customer needs, open new markets, develop and implement knowledge, make product improvements or changes, make product efficiencies, and improve company branding. From an economic perspective, innovation in

new product variations can also increase income. This is because the number of consumers who buy increases so that the amount of production also increases.

## CONCLUSION

In Based on the activities carried out by the PPK ORMAWA HIMASTA, Universitas AKPRIND Indonesia, in Tanjungsari hamlet, Sukoharjo Village, Ngaglik District, Sleman Regency, DIY at RT 02 and 03 and RW 05, it can be concluded that the people in Tanjungsari Village gained knowledge about how to process gadung before it is made into chips. and chilies before being made into ready-to-eat chili sauce, then having TJS gadung chips and TJS chili products that are ready to be marketed and also gaining knowledge about marketing TJS products and how to build a business network and knowledge about halal permits for products that have been produced. Partners have also been able to read opportunities related to product marketing and appropriate strategies for improving product quality so that they sell well in the market.

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