

# Empowering Women's Community Groups through Kluwek-Flavored Banana Pelah Chips Innovation for MSMEs in Lembang Marinding, Tana Toraja

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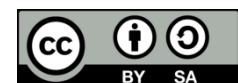
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## ABSTRACT (10 pt)

*The Nusantara Moderation Community Service Program in Religion is an implementation of the decision of the director general of Islamic education number 533 of 2023 concerning technical instructions for the 2023 religious moderation practical work course which was signed on January 26, 2023. Participants in the Nusantara Moderation Community Service program comes from 58 religious universities throughout Indonesia. Location KKN implementation is divided into 30 posts spread across the districts of Tana Toraja and North Toraja. The method used is the ABCD approach (Asset Based Community Driven Development). Based on the method used, namely the ABCD (Asset Based Community Driven) approach. The form of this program has gone through a series of stages starting from getting to know natural resources, social, cultural, religious assets to reflecting on every aspect of the field elements which include education, social, economic and cultural. Various work programs that empower the community are also part of the community service program. These include the gedebog expo umkm exhibition in the form of kluwek fruit flavored banana stem chips with socialization, making demonstrations, FGD, forming business groups, making SOPs, group management assistance, and even launching pammarasan banana stem chips (kluwek fruit) as a typical product of Lembang Marinding. The hope is that the group will continue to produce and develop products even though the Religious Moderation Nusantara KKN is over. Apart from that, we hope that women's empowerment and development of community welfare in Lembang Marinding, Mengkendek District can be realized.*

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## 1. INTRODUCTION

Marinding is a lembang or village located in Mengkendek District, Tana Toraja Regency, South Sulawesi Province with an area of approximately 5.85 KM2. Religious diversity is very prominent in

this Lembang, where there are three types of religions that coexist, namely Christianity, Catholicism and Islam. The most abundant natural resource potential comes from the agricultural sector, wood craftsmen or craftsmen.

No	Neighborhood Name	Total population		Job Sector
		LK	Pr	
1	Salimbano	401	485	Wood craftsman
2	Tondon	345	402	Agriculture
3	Alloan	285	384	Self-employed
4	Barana	566	663	Breeder
Amount		1,597	1,934	Trader

Table. 1 Demographic Data, Gender, and Job Sector  
Lembang Marinding Tana Toraja 2023

Based on data from Lembang Marinding that we obtained from the Lembang Marinding office, the Lembang Marinding community numbers 3,531 people, consisting of 1,597 men and 1,934 women. Of this number, the dominant employment sectors are wood craftsmen, agriculture, entrepreneurs, livestock breeders and traders. The daily work activities of the population are mostly carried out by men. Another asset that needs to be developed is the women in Lembang Marinding in the creative economy sector. As explainedPrasetiyawan & Rohimat (2019)One of the potential national assets is women because they are significant contributors to nation building, both as agents of change and subjects of development. Economic activities carried out by women were initially only a side job to help their husbands to increase household income, but now they can and are capable of becoming the main source of household income. Based on this background, we realize that there is a need to empower women to improve the welfare of society, especially in the economic sector.

Efforts to empower women through various creative economic activities are very necessary to improve the quality of themselves and the lives of women and their families. Moreover, the dynamics of development in the era of globalization require an increase in human resources, both in quality and quantity. The development of the creative economy will not develop if part of the Indonesian population, namely women, do not participate and actively participate in the development of the creative economy. Most of the population in Indonesia are women, if women do not have knowledge and skills in the creative economy, then it is certain that Indonesia will continue to import and depend on foreign products, it is certain that Indonesia will not be independent, and will continue to be buyers, so that financial Indonesian people will be exhausted to meet various needs which are actually produced from abroad(Generous, 2016).

Ratnasari (2016)states that the intended empowerment is to build women's self-awareness and

the ability to be independent in determining their lives as human beings without dependency, pressure and discrimination. Based on the location of natural resources in Lembang Marinding, there are many banana trees which in fact are only used to feed pigs, with this, there is a need for development and innovation in processing banana stems into chips so that the benefits of banana trees are not wasted. With the process of developing a creative economy towards empowering women as an effort to achieve community welfare by providing training in processing surrounding natural resource assets which can become a field for the creative economy and business.

The formation of groups engaged in optimal use of banana stems can increase the economic value of the banana trees themselves and women can also develop in creative economic progress. By building a group, namely PKK women, as a forum for carrying out a creative economy so that the group can be empowered and useful in using the system *Social-preneur* can be interpreted as social-based entrepreneurship in its movement. These human resources are invested in an entrepreneurial spirit that is able to mobilize society to improve its capabilities so that it can be competitive. defines Social Entrepreneurship, namely entrepreneurial activities that utilize resources optimally based on social characteristics, namely paying attention to the social conditions of the surrounding environment. (Muhammad Isnain Nurfaqih., 2018).

Empowerment of PKK women or women in utilizing natural resource assets in Lembang Marinding as a form of student role in community service and the role of students as *agent of change and agent of control*. The presence of students is a form of government concern for Lembang Marinding, Mengkendek District, Tana Toraja Regency, South Sulawesi Province.

With this, the main objective of this program is to increase women's skills and income through empowering women with entrepreneurship training so that they can improve their family welfare. This is an opportunity for Lembang Marinding women to turn banana stems into chips as another source of income apart from agricultural products. Optimal use of banana stems can increase the economic value of banana trees and optimize the role of women as an asset for national development.

## 2. METHOD

As a manifestation of the Tri Dharma of Higher Education, in community service there are several service methods used in the Nusantara KKN, namely Asset Based Community-Driven Development (ABCD). Asset Based Community-Driven Development (ABCD) method. This is because ABCD is an approach to community development that is in the mainstream of trying to create a social life order where the community becomes the actor and determiner of development efforts in their environment or what is often called Community-Driven Development (CDD). (Nadhir Salahuddin et al., 2015). Apart from that, in this Nusantara KKN students are expected by the Ministry of Religion

of the Republic of Indonesia (KEMENAG RI) to bring the values of religious moderation which are applied in the service process in Indonesia, which is a multicultural country with many religions.

The main focus of this approach is empowering the community by developing the assets they have and the community as the main actor who will lead to change and determine the success of the Religious Moderation Nusantara KKN by including the division of divisions for each KKN member, namely the education sector, the economic sector and the cultural sector. By approaching society, it becomes a learning community as a form of building enthusiasm that must be embedded in the community itself so that it can become partners with students for better and more sustainable change. The program carried out is caring for Lembang, harmonizing Marinding, the aim of the program is to develop prosperity and build a civilization with good educational character based on group discussions of 16 KKN Nusantara Religious Moderation. With the strength and assets owned, and supported by facilities to formulate a change agenda that is considered important, it is hoped that the sustainability of a program to improve the quality of life can be realized. The stages in this program are:

### **Inculturation**

The initial stage in the ABCD method is inculturation to build trust in community groups. The resulting output is that the community can understand the aims and objectives of the activities that students will carry out and have an understanding that the community itself will move to develop its community. The activities that have been carried out at this stage are socializing directly with the community in the form of attending Protestant funerals, attending church services every week, and other social interactions in order to approach and build a sense of trust. (*trust building*) in society. In this way, important assets in Lembang can be identified. This inculturation activity also studies the customs and cultures in Lembang so that the program that will be selected can actually be implemented. The community work system carried out to meet daily needs can be seen from the way farming is managed in certain months.

### **Discovery**

In an asset-based community development action plan, planning is a very important element to carry out. However, action planning cannot be carried out without prior identification of important information that forms the basis of planning. This process of disclosing information is what we call *discovery*. *Discovery* aims to identify, group and analyze the assets and potential of Lembang Marinding by students and the community. At this stage, the activities carried out are in the form of asset mapping through (*Focus Group Discussion*) FGD and interviews.

The activities carried out at this stage include holding meetings with the community and Lembang officials to determine what assets will be deepened in the form of community service programs. In Lembang Marinding, the asset chosen in terms of economics and based on

considerations is banana trees, this is because the use of banana trees themselves is still lacking and they are only used for feeding livestock so that many of the remaining tree trunks are wasted. In the discussion on the same day, the innovation that was intended to be applied to this asset was in the form of processed banana stem chips. Next, the group conducted research first regarding the contents of tree trunks which have many benefits for human health, namely being able to treat and cure various diseases, including: detoxifying the digestive system, reducing weight, controlling cholesterol and blood pressure, curing stomach acid, stabilizing sugar. blood, and there are many benefits of banana stems for health(Sumbawati *et al.*,2023). Processing chips from banana stems has become a business in every region, but in Lembang Marinding they are not yet familiar with processing chips from banana stems, so this is an opportunity to build this business.

The habits of the Lembang Marinding people in preparing food from meat, fish and other dishes cannot be separated from processed kluwek fruit, this is because the people like processed dishes that taste salty and savory. Innovation increased by combining banana stems with processed kluwek fruit, then the group carried out a trial of making banana stem chips with kluwek fruit flavor using ingredients including banana stems sliced thinly into rectangular shapes, and processed kluwek fruit powder and then other ingredients such as tapioca flour, rice flour, water, garlic, pepper, salt, sugar and seasoning. The trial phase went smoothly, the processed chips from banana stems were ready to be exposed by planning an event which, with this new innovative idea, could be realized and sustainable for Lembang Marinding, especially PKK women.

### **Design**

The community together with students held an expo event and held joint discussions *Focus Group Discussion*(FGD) to realize a creative economy as a form of MSME development in Lembang Marinding. The UMKM Banana Leaf Chips Expo event which took place in Tondon Hamlet, Lembang Marinding, was attended by elements of society including Dasawisma Marinding, PKK Marinding, Head of Lembang Marinding, PKK Mengkendek, Lembang Consultative Body (BPL), and Head of the Mengkendek Social and Cultural Session. The activity was opened by community leaders as the Lembang Marinding Consultative Body, by appreciating the brilliant ideas from post 16 students. "Banana stems are usually just thrown away, otherwise they can be used as animal feed, or the young ones can be used as a mixture for chicken dishes, I think this is a good idea It's very good to be used as a form of MSME in Lembang.

After giving appreciation to community leaders, the next event was determining the logo and symbolically handing over the product innovation to Lembang Marinding. The event continued with the presentation of the expo chairman's material related to explaining the contents or benefits of banana stems, marketing techniques if they would become Lembang Marinding MSME products,

then providing understanding related to the creative economy so that it remains sustainable and always generates new ideas. After delivering the material, a practical session was then held by forming a group of PKK mothers and receiving assistance from KKN members from each group to ensure that the practice was carried out correctly. In practice, it will be followed up by the Lembang Marinding apparatus and continued by the PKK women. With the struggle of the PKK women, these banana stem chips can be successful in getting 1st place at the PKK Jamboree.

### **Reflection**

This stage aims to determine the extent to which ABCD has had an impact on change. As the workshop progresses (*workshops*), People are starting to realize the importance of innovation in banana stem plants other than just for feeding livestock. With this innovation, people become more concerned (*aware*) that this could be an economic opportunity in Lembang Marinding. The concept built in empowering PKK mothers is: *socialpreneur*, will invite the public to join the 'plant banana tree' movement. This movement focuses on education about planting banana trees in every resident's house. In the future, planted banana trees can be purchased and used as raw materials for business groups to be processed and resold to the community (internally and externally).

### **3. RESULTS AND DISCUSSION**

Based on the results of observations made in Lembang Marinding, Mengkendek District, Tana Toraja Regency, South Sulawesi Province. Where most of the people are farmers and entrepreneurs, this results in a lot of agricultural waste not being utilized around their homes, such as banana tree waste. So the use of agricultural waste in the form of banana stems into processed chip products can be a business idea to help improve the community's economy. Utilizing agricultural waste that is around us, such as banana stem waste, is one way to reduce banana stem waste, namely by turning it into a product that has selling value.

By building a purposeful social entrepreneur, carrying out business activities in accordance with applicable business ethics, upholding a sense of social justice, assessing creativity in empowering new ideas from the community, forming a more conducive environment and protecting the environment, implementing a social mission. or social objectives carried out in entrepreneurial activities, a review of the concept of economics which is stated as value-free and as community empowerment, namely creating a society with empowerment, strength or ability and independence.

This article focuses on empowerment, community empowerment in terms of human welfare and empowerment. Based on what has been explained above, empowerment belongs to others, evenly distributed in society without any ethnic, racial or religious barriers. It is appropriate that there should be no discrimination in empowerment for the sake of the progress of the Indonesian state. In line with this, the KKN Nusantara Religious Moderation activity is an activity of the Ministry of Religion of the

Republic of Indonesia under the Directorate General of Islamic Education (Dirjen Pendis) in collaboration with the Institute for Research and Community Service (LP2M) of State Islamic Religious Higher Education (PTKIN) throughout Indonesia. The aim of the KKN Nusantara Religious Moderation activity is to provide learning space for students in the fields of service, and mentoring and community empowerment. Lembang Marinding, Mengkendek District, Tana Toraja Regency, South Sulawesi Province was chosen as the location for the Nusantara Religious Moderation KKN, inseparable from the character of the people who are tolerant in everyday life and maintain harmony between religious communities.

Results of Various Moderated Nusantara KKN Student Service Results in Lembang Marinding in the form of community empowerment with a focus on women's empowerment. This is because the assets with the most potential to be developed are women because the role of women is not yet optimal. Prasetyani et al., (2016) stated that the potential quantity and quality of women is quite large as a supporting factor in the development of women's role in economic activities, especially in the current era of globalization and technology, their contribution is increasingly expected. Therefore, women's empowerment is an effort to realize equal roles, access and control of women and men in all areas of development. The women's empowerment programs carried out by the government and society so far are an effort to always realize the creation and distribution of development benefits for men and women.

Therefore, the result of the service carried out by the Religious Moderation Nusantara KKN group in Lembang Marinding is a social-preneurship-based women's empowerment program in utilizing Lembang's potential in the form of banana trees with human (female) resources in Lembang Marinding. By referring to the Asset Based Community-driven Development ABCD method. So you can take action to serve the Lembang Marinding community, including: training or practice, focus group discussions, marketing assistance, mentoring and measuring the effectiveness of sociopreneurship. In addition, significant changes can be seen in the use of banana stems before and after the expo as well as the enthusiasm of the people of Lembang Marinding to become 1st place winner at the PKK Tana Toraja Jamboree..

#### **4. CONCLUSION**

KKN Nusantara Religious Moderation is one manifestation of the Tri Dharma of Higher Education in community service. With the ABCD approach and religious moderation, this activity aims to empower the community, where students act as facilitators in developing local potential and assets by the Lembang Marinding community independently. Apart from that, it is also to build peace through the multiculturalism of the existing society. It is hoped that the

program that has been developed by the students will support the economy of the people of Lembang Marinding, namely processing banana stems into banana stem chips from the taste of kluwek fruit. The people of Lembang Marinding are able to make these preparations by adding a variety of flavors so that it can be said that their creative economy is starting to advance, seen from the high enthusiasm among consumers so that it has the potential to become a unique new preparation with a distinctive taste in Lembang Marinding, Mengkendek District, Tana Toraja Regency, South Sulawesi Province.

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