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Development of Tape Products as a Superior Local Food Process through a Learning Activity Studio for Women in Kolam Village

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ABSTRACT

Village The pool is located in the District Percut Sei Tuan, Regency Deli Serdang is majority village its people eyed livelihood as farmers, construction workers, traders, and a small number as Civil Servants (PNS). Tape is one of the products processed by the majority of women in Kolam Village which is well known to the village community and some people outside the village, and it is not uncommon for Kolam Village to be called Kampung Tape. Small and Medium Home Businesses run by dozens of women in Kolam Village are one of the icons that have the potential to improve the economy of village communities. The obstacle felt by women in developing processed tape products is the limited production of local residents' usual sweet potato farming used by SMEs as raw material for tape processing, packaging that only relies on banana leaves as packaging tape, market reach that has not yet expanded, limited equipment so that eat a long time, lack of innovative understanding of women in reprocessing sweet potato shavings waste, lack of understanding of women in Standard Operating Procedures (SOP) for managing home businesses of tape products. This is the reason the non-formal Learning Activities Studio (SKB) is a good and appropriate alternative to provide solutions and understanding for mothers in Kolam village in developing superior SMEs for tape products which will later increase production which will automatically improve the family and village economy.

INTRODUCTION

Village Pool in the District Percut Sei Tuan, Regency Deli Serdang is majority village its people eyed livelihood as farmers, construction workers, traders, and a small number as Civil Servants (PNS), the various professions of the residents in Kolam Village represent the diversity of skills possessed by the Village community, where the head of Kolam Village wishes to "Create an Independent Kolam Village Community" one of one of the village government's efforts to create an independent society, namely by providing freedom for its people to become entrepreneurs. From population data obtained from the office of the Kolam village head in 2022, 17,542 people consisting of 60% women and 40% men, most of whom are entrepreneurs, This has been done by the majority of women in Kolam Village which can help improve the economy in a family.

Tape is one of the products processed by the majority of women in Kolam Village which is well known to the village community and some people outside the village, and it is not uncommon for Kolam Village to be called Kampung Tape. Small and Medium Home Businesses run by dozens of women in Kolam Village are one of the icons that have the potential to improve the economy of village communities.

Based on survey results, information that found that There are several obstacles felt by women in developing processed tape products, namely the limitations of the local residents' usual sweet potato farming output SMEs use it as raw material for processing tape, packaging only relies on banana leaves as packaging, the market reach is not yet widespread, making residents only sell tape products around the village, not only that, there are limited tools that can help speed up the tape product production process. Which Enough eat long time , making Tape production is only carried out once every two days. As well as the lack of innovative understanding of mothers in reprocessing sweet potato shavings waste when producing tape products which should be reprocessed into a product that can be used in the community. And there is a lack of understanding among mothers regarding Standard Operating Procedures (SOP) in managing home businesses of tape products. This is the reason the non-formal Learning Activities Studio (SKB) is a good and appropriate alternative to provide solutions and understanding for mothers in Kolam village in developing superior SMEs for tape products which will later increase production which will automatically improve the family and village economy. .

SITUATION ANALYSIS

From the formulation problem on then the planned solution For finish problem This is as following :

1. Reaching all sweet potato farmers, not only around Kolam Village but also around the Percut Sei Tuan sub-district area.
2. Providing innovation in managing sweet potato shavings waste in producing Tape products into flour which can be reused by women as food.
3. Providing guidance in producing other innovative products using superior Tape products according to standards so as to increase the sales value and innovation of additional products in Kolam village.
4. Providing training and assistance to women in processing Tape products in accordance with standard operating procedures (SOP), providing assistance to improve packaging and product marketing skills, as well as business financial management.

Thus, the existence of a Learning Activities Studio (SKB) is hoped by residents as a forum for non-formal education in providing understanding and knowledge that can support the development of women's home businesses in Kolam Village.

IMPLEMENTATION METHOD

this program implemented for 6 months with details outlined in Table 1. Program carried out is training For develop quality And type tape products in the village available pool seen as following :

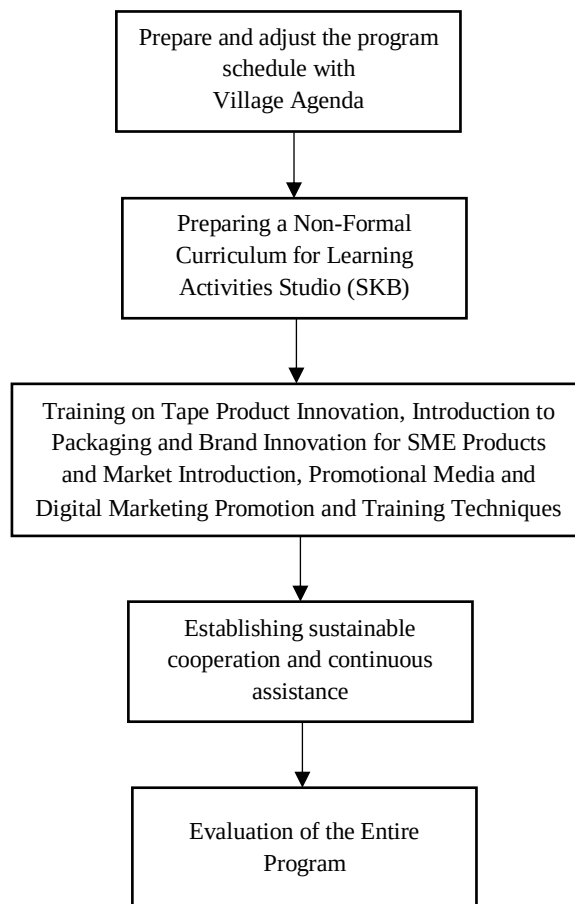


Figure 1. Flow Activity

RESULTS AND DISCUSSION

a . Results Identification Need Public

Livelihood public Village Pool part big profession as farmers, construction workers, and most women work as tape craftsmen . From the survey results, there are 20 SMEs run by women in Kolam Village, producing similar products, namely tape. Where almost all the same obstacles are felt by women in Kolam Village, such as tape products for sale with price cheap so that income spelled out Enough low . This is due to a lack of innovation in the management and development of tape products into products that are market standard and have greater selling value. This is due to women's lack of understanding of information technology so that public No thinking wide in build market they . By because that's it , team writer need holding a development program village through the Learning Activities School (SKB) for women with give education And knowledge around management business And developing tape products so that they can market business products in accordance with market standards.



Figure 2. Survey beginning Activity meet with Pond Village Mothers

On stage First program implementation begins with survey field use method observation direct to head village Village Bubun , interview to figure public and fishermen village the . Question in interview the use question structured .



Figure 3. Several obstacles for women in developing a tape product business in Kolam Village

Some of the obstacles found during the survey of women in Kolam Village were the management of the tape product business which was still traditional, lack of innovation in packaging techniques, market reach which was only around Kolam village and unstable financial management in running the business.

b . Description Concise Audience Target

Target from this program is women Village The pool consists of from moms as well as productive teenagers Because village the own source Power natural agricultural products form you can get sweet potatoes made as material standard in manufacture product valuable food sell . Next , location Village Pool very strategic make village the potential as villages that can become reference village other For increase economy village the .

c . Form Interventions to be Provided To Target

As for form intervention that will given to public specifically mothers in the village Pool Subdistrict Percut Sei Tuan is get training And assistance in a way direct And intense that can be dig potential public in development of superior products processed from tape as a brand for Kolam village so that it can improve the economy of the village community.

d. Pioneering partnership

Ormawa PPK program partnership started with organization Set Student Major Education Accountancy University Muhammadiyah North Sumatra, Community Village Pool , BUMDES. Then minimal can cooperate with Service Deli Serdang Cooperative , Department Empowerment Public Village (PMD) Deli Serdang Regency , Department Industry And Trade (Disprindag) Deli Serdang Regency .

e. Formulate indicator success And method the measurement in accordance topic

Indicator success from the Ormawa PPK program in the Village Pool Subdistrict Percut Sei Tuan is as following :

1. Its creation understanding And interest society , especially women Village Pool against utilization product processed tape so increase mark sell .
2. Its creation Learning Activities Studio (SKB) to develop innovation and creativity of women in Kolam village so that it can improve family functions are played appropriately by women .
3. The creation of the Kampung Tape brand local products results work pool village women use introduce Village Pool to public outside .
4. Formed community processor superior product tape consisting of from moms even productive teenagers to improve the quality of human resources in produce product standard tape processing market .
5. Its creation Work The same between Faculty Teacher Training and Education University Muhammadiyah North Sumatra Accounting Education Department Student Association with community Village Pool, BUMDES And Government Village Pool nor services related in ongoing development .

f . Form Support Government Local

Government local ie head Village Pool Subdistrict Whip Sei Tuan gave support full in running the Ormawa PPK program that is , namely start from provide place For training , and follow share in gather mothers who have Tape business for follow training held .

g . Elaborate Form Coaching Group Target

Coaching carried out in the village Pool through a number of training ie as following :

- Training Innovation Product Featured Village , that is training For develop types processed from Tape like become cake gabin , rondo kemul And various product others of interest in the center public .
- Packaging Training , ie training manufacture packaging For increase marketing Tape products . Previously packaging from Tape products still from leaf inclined bananas No durable Because easy withered And No interesting . So need exists development possible packaging interesting candidate consumer For buy tape products .
- Digital Marketing Training , namely a training For speed up improvement amount products sold with utilise current digital sophistication This like through social media and marketplaces.
- Training Drafting Report Finance Digital Based , ie give training to inhabitant related How preparation report good finances And correct order of flow cash enter And current outgoing cash in walking business can more directional , as well accurate And profit earned can reviewed more fast through report finances that have been arranged .

CONCLUSIONS AND RECOMMENDATIONS

Village Pool in District Percut Sei Tuan, Deli Serdang Regency , the majority its inhabitants Work as farmers , laborers buildings , traders , and civil servants, have potential significant economy through the resulting tape product by race Mother . Although tape products already Enough known , development more carry on hampered by a number of factor like limitations material standard sweet potato , packaging simple , reach limited market , lacking tools adequate , and lack understanding about innovation and SOPs. Studio Activity Non-formal learning (SKB) is possible become solution effective For overcome obstacles the And help race Mother develop tape business , which is on Finally will increase economy family And village . Activity monitoring or ongoing observations during activity walk For ensure And control harmony implementing the program with planning that has been done set . This monitoring aims to implement it in accordance with plans that have been set . Evaluation is effort evaluate program quality and the results in a way periodically with use the right approach . Data updates will done every two month very after the program is complete accomplished . Update done form improvement amount product quality from product And income Village Pool Subdistrict Percut Sei Sir. Cooperation Also will Keep going done And intertwined Good in the ongoing process activity or post activity so that production Keep going ongoing , networking partner the more wide And product known public wide as well as public feel impact from development This .

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