

**PEMBERDAYAAN & PENDAMPINGAN KELOMPOK
PEREMPUAN DALAM PENGEMBANGAN, PEMASARAN
& MANAJEMEN USAHA BUAH PEDADA & KERAJINAN
ATAP NIPAH DI KOTAWARINGIN**

**Tiara Ramadhani, Michael Jeffri Sinabutar,
Ryand Daddy Setiawan, Miftahul Ulum**

Universitas Bangka Belitung
tiaramadhani30@yahoo.co.id

Abstract

The Existence of the Covid-19 pandemic has an impact on life and economic decline unevenly, such as the level of people's purchasing power decreased due to social restrictions that do not allow people to interact with each other, so it greatly affects sales income, especially in marketing that still uses and relies on conventional systems. In this case, alternative efforts are needed to restore the economy in a stable way. One of them is by socializing and assisting to do digital marketing that is online so that it is more widely known by the public without having to market directly. In this socialization and mentoring activity, one of the MSME products developed by the people of Kotawaringin Village, the majority of workers are women, namely Matahari products, nipah leaf roofs and pedada syrup. In addition, in marketing the products produced such as sun products, pedada syrup, and nipah leaf roofs, MSME actors must create content that presents product information with their marketing systems through e-commerce / platforms that are widely used by the public such as Google, Facebook, Instagram, and so on. In developing a product, MSME actors must pay attention to several things which include the presentation of product photos and videos, the use of influencers, Adjustment / Relationship / Bond to certain parties, as well as testimonials and reviews from consumers. The presentation of product information/promotion through photos and videos is required to use good language and social media that is used specifically to market the product.

Keywords: Women Empowerment, Group Assistance, Development, Marketing & Business Management

Abstrak

Adanya pandemi Covid 19 memberikan dampak bagi kehidupan dan penurunan ekonomi secara tidak merata, seperti tingkat daya beli masyarakat menurun yang diakibatkan karena adanya pembatasan sosial yang tidak memperkenankan masyarakat untuk saling berinteraksi, sehingga sangat mempengaruhi pendapatan hasil penjualan terutama pada pemasaran yang masih menggunakan dan mengandalkan sistem konvensional. Dalam hal ini diperlukan upaya alternatif untuk mengembalikan ekonomi secara stabil. Salah satunya dengan sosialisasi dan pendampingan untuk melakukan pemasaran secara digital yang bersifat online supaya lebih dikenal luas oleh masyarakat tanpa harus memasarkan secara langsung. Dalam kegiatan sosialisasi dan pendampingan ini, Salah satu produk UMKM yang dikembangkan masyarakat Desa Kotawaringin yang mayoritas pekerjaannya perempuan adalah produk Matahari, atap daun nipah dan sirup pedada. Selain itu, dalam memasarkan produk yang dihasilkan seperti produk matahari, sirup pedada, dan atap daun nipah, pelaku UMKM harus melakukan pembuatan konten yang menyajikan informasi produk dengan sistem pemasarannya melalui e-commerce/platform yang banyak digunakan oleh masyarakat seperti google, facebook, instagram, dan sebagainya. Dalam mengembangkan suatu produk, pelaku UMKM harus memperhatikan beberapa hal yang meliputi penyajian foto dan video produk, penggunaan influencer, Adjustment / Hubungan / Ikatan pada pihak tertentu, serta testimoni dan review dari konsumen. Penyajian informasi/promosi produk melalui foto dan video diharuskan menggunakan bahasa yang baik serta media sosial yang digunakan khusus untuk memasarkan produk.

Kata kunci: Pemberdayaan Perempuan, Pendampingan Kelompok, Pengembangan, Pemasaran & Manajemen Usaha.

INTRODUCTION

Kotawaringin Village is a village located in Pudding Besar District, Bangka Regency, Bangka Belitung Province which has an area of 88.28 Km². Kotawaringin Village consists of 3 (three) hamlets, namely East Kotawaringin, West Kotawaringin and Sungai Dua. The various potentials possessed by Kotawaringin Village include natural resources, human resources, building resources, social resources and various cultures contained in Kotawaringin Village.

Kotawaringin Village has a vision of "Realizing Village Government Cooperation with Masyarakat in Village Development in a Fair and Wise and Dignified Manner". In line with this vision, the Kotawaringin Village Government (Pemdes) has empowered the existing potential, one of which is pedada fruit (mangrove fruit), woven lidi plates and nipah leaf roofs. Various innovations from the local potential in Kotawaringin are carried out by the Village Government through innovations in the field of agricultural products by involving rural communities. The innovation that is currently being developed to become a typical village is pedada fruit, which is processed into dodol and syrup that has a distinctive taste and is efficacious for health. efforts to process budah pedada into various products have begun in 2017, which are managed directly by the PKK and KWT. Pedada fruits usually bear fruit 3 times a year. As for marketing, it often participates in exhibition events such as bangka expo.

In addition to pedada fruit, the Kotawaringin Village Government

made an innovation of coconut lidi into a lidi plate managed by the village PKK. In general, the manufacture of plates uses rattan materials, but with the large number of coconut trees in this village, the innovation of coconut sticks becomes a plate. This product certainly has a selling point if it is marketed well. Village innovation products and programs are a manifestation of the desire of the Kotawaringin Village Government to increase women's empowerment. This is the focus of improving the economy of Kotawaringin Village. In addition, KWT also has garden land that grows horticultural crops such as eggplant vegetables, long beans, tomatoes, chilies, cucumbers that thrive. With the various potentials possessed by Kotawaringin, it is basically an advantage that must be developed so that in the future Kotawaringin becomes a village that can realize the vision and can provide welfare to the community. It's just that the current obstacle is that with the existing potential, many people outside Kotawaringin do not know the potential that exists, such as dodol, syrup, plates from coconut sticks, and roofs from nipah leaves. This means that currently the results of the local potential are only known and enjoyed by the people of Kotawaringin. whereas if you look at these products, they can provide selling value and added value not only for the people of Kotawaringin village, but for Kotawaringin Village as a whole. Not only is it improved in terms of the economy, but the society is also empowered as a whole. Of course, not only one party works, there must still be collaboration between various parties including the Village

Government, Communities and social groups in Kotawaringin. The synergy of various parties will certainly lead Kotawaringin to become a developed and prosperous village.

In addition to pedada fruit, the Kotawaringin Village Government made an innovation of coconut lidi into a lidi plate managed by the village PKK. In general, the manufacture of plates uses rattan materials, but with the large number of coconut trees in this village, the innovation of coconut sticks becomes a plate. This product certainly has a selling point if it is marketed well. Village innovation products and programs are a manifestation of the desire of the Kotawaringin Village Government to increase women's empowerment. This is the focus of improving the economy of Kotawaringin Village. In addition, KWT also has garden land that grows horticultural crops such as eggplant vegetables, long beans, tomatoes, chilies, cucumbers that thrive. With the various potentials possessed by Kotawaringin, it is basically an advantage that must be developed so that in the future Kotawaringin becomes a village that can realize the vision and can provide welfare to the community. It's just that the current obstacle is that with the existing potential, many people outside Kotawaringin do not know the potential that exists, such as dodol, syrup, plates from coconut sticks, and roofs from nipah leaves.

This means that currently the results of the local potential are only known and enjoyed by the people of Kotawaringin. whereas if you look at these products, they can provide selling value and added value not only for the people of Kotawaringin village, but for Kotawaringin Village as a whole. Not only is it improved in terms of the economy, but the society is also

empowered as a whole. Of course, not only one party works, there must still be collaboration between various parties including the Village Government, Communities and social groups in Kotawaringin. The synergy of various parties will certainly lead Kotawaringin to become a developed and prosperous village.

The problems faced by partners in the empowerment and mentoring activities of women's groups are as follows:

1. Lack of synergy between various parties to develop processed products of local potential.
2. Lack of environmental support both internally and externally to develop and market processed products of local potential.
3. Lack of training for women's groups to market processed products of local potential.
4. There is no assistance to women's groups in developing and marketing processed products of local potential in order to have added value and selling value.
5. Unavailability of media both *online* and offline marketing and *sales* of processed products of local potential.

MATERIALS AND METHOD

1. Location and Time of Implementation

Empowerment and mentoring activities as a form of community service are carried out in Kotawaringin, Bangka Regency. The preparatory stage until the implementation of the activity takes about 5 months (May - September 2022), while the evaluation of the activity is carried out in September 2022.

2. Trainees

Participants in empowerment and assistance activities in the development, marketing and business management of processed products of local potential are the Village Government and Women's Groups. The number of participants who took part in this activity was as many as 50 people.

3. Materials and Tools

Materials and tools are needed in empowerment and assistance in the development, marketing and business management of processed products of local potential including activity banners, ATK that can facilitate empowerment and mentoring activities.

4. Implementation Method

The implementation of this activity is carried out through the provision of material on developing, marketing and managing processed product businesses with the lecture and discussion method by bringing in speakers who are in accordance with their fields. Next is assistance to women's groups in marketing and business management of processed products of local potential. The stages of implementing these activities are divided into three stages which can be explained as follows:

1. Preparatory Stage

The preparatory stage is the stage that is carried out before the implementation of empowerment and mentoring activities. The preparations carried out include coordination of the Village Government and women's groups in Kotawaringin to determine the time and location of empowerment and assistance.

2. Material

Provision/Socialization Stage
The second stage of this activity is the provision of material directly to participants, which is carried out by the method of lectures and discussions. The material provided at the time of socialization includes the development, marketing and business management of products so that they are known to many people and have added value and selling value.

3. Mentoring Stage

Next is the mentoring activity. In this mentoring activity, participants were accompanied to market processed products of local potential in order to produce a product that is value-added and selling value. Assistance is carried out by assisting women's groups in marketing and business management both *online* and *offline*.

Community service activities with the theme "Empowerment & Assistance of Women's Groups in the Development, Marketing & Management of Fruit Pedada Business & Nipah Roof Crafts in Kotawaringin" are in the form of socialization and counseling and assistance. Socialization and counseling are carried out using the lecture and discussion method. The lecture in question was by providing socialization and counseling to participants by bringing in speakers who were in accordance with the topic, namely about women's empowerment and business management.

The socialization was held at the Kotawaringin village hall and was

attended by participants consisting of women's group mothers, namely the PKK group, the sun group and the Peasant Women's group (KWT). The participants who attended were 30 people, representing each group. In addition, the activity was also attended by representatives from the Kotawaringin Village Government. This group of women not only became participants, but also became partners in service activities.

Socialization activities began with openings, remarks, delivering material by speakers, discussions and questions and answers and closing. The activity was opened by the MC, then the opening remarks were delivered by the Head of Kotawaringin Village which in this case was delivered by Mr. Subaryan, then from the service team represented by Tiara who in this case was the head of the service team. In delivering the material, it was delivered by the speaker Putra Pratama Saputra who delivered material on women's empowerment and Ryand Daddy Setiawan who delivered material on business management. After the delivery of the material by the two speakers, the activity continued with discussions and questions and answers from the participants. There were several participants who asked related to how good business management is for their business products. The speakers provided suggestions and input. In addition, there were participants who asked about Haki. In this case, Haki's assistance will be carried out by the service team accompanied by the speakers.

The materials needed in this service activity are banners, participants, resource persons and socialization materials.

RESULTS AND DISCUSSION

The result of this community service activity is an increase in the knowledge and understanding of the activity participants, namely the PKK group, the women farmer group, the Matahari group and also the Kotawaringin Village Government related to so that the women's groups in Kotawaringin manage local potential processed products such as broiled fruit into syrup and dodol, nipa roof crafts and woven plates can develop, market and manage their businesses so that they are known by many people not only by the people of Kotawaringin, besides that they can market their products more broadly which is done offline and online, and assist them in managing their business so that it is well-administered well. In addition, the implementation of this service activity can help women's groups who have businesses in Kotawaringin to improve their business results so that they can provide welfare for group members and also for society as a whole. With this socialization and mentoring activity, it is also hoped that women's groups who own businesses can obtain Haki for their business products.

CONCLUSION

Community service activities with the theme "Empowerment and Assistance women in development group, Marketing and Management of Bedada Fruit Business and Nipa Roof Crafts in Kotawaringin Bangka Regency" aims to provide socialization and mentoring so that the group women in Kotawaringin who manage local potential processed products such as pedada fruit making syrup and lunkhead, nipa roof crafts as well woven plates can develop, market and management of their business so that they are widely known

people not only by the Kotawaringin community, besides that is so that the marketing of their products is wider done offline and online, and help they are in their business management so well administered.

ACKNOWLEDGMENTS

Thank you to the Bangka Belitung University Research and Community Service Institute (LPPM) for financial assistance in this research through DIPA Bangka Belitung University in 2022. The writing of this research article is an effort to fulfill the mandatory research outcomes in the Departmental Level Lecturer Research Grant scheme (PDTJ) . The authors also thank all sources/informants for their assistance in completing the data during the research.

REFERENCES

- [Http://kecpudingbesar.bangka.go.id/detail-berita/desa-kotawaringin-terbaik-se-puding-besar-calonduta-kabupaten-bangka](http://kecpudingbesar.bangka.go.id/detail-berita/desa-kotawaringin-terbaik-se-puding-besar-calonduta-kabupaten-bangka)
- Mardikanto, Totok, Soebiato. 2013. *"Community Empowerment in a Public Policy Perspective"*. Bandung : Alfabeta.
- Satria, Arif. 2015. *"Introduction to the Sociology of Coastal Societies "*. Jakarta : Yayasan Pustaka Obor Indonesia.
- Sugiyono. 2013. *Educational Research Methods Quantitative, Qualitative, and R&D Approaches*. Bandung: Alfabeta
- Theresia, Andini, Et al. 2015. *"Community-Based Development. A Reference for Practitioners, Academics, and Observers of Community Development"*. Bandung : Alfabeta.