

Development Of Regional Superior Products Through Vco-Based Health And Care Product Diversification In Trenggalek

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ABSTRACT

Along with efforts to accelerate economic growth by the Trenggalek Regency Government through the Trenggalek GEMILANG (Movement for Bright Industry Quality) 2015-2020 in strengthening regional autonomy, one of the leading products used as a pilot project is the production of Virgin Coconut Oil (VCO) with the slogan one village one. product. The Trenggalek Regency Government seeks to develop this VCO production community business, in an effort to increase Regional Original Income (PAD), where VCO companies in the area are generally home industrial businesses, whose main production input comes from coconuts which are widely available in the Trenggalek Regency area.

The aim of this program is to increase the quality and quantity of VCO production and diversification, in order to meet market needs in the field of "health and care" products, with certified quality products so that they can be sold to the free market and able to compete in the global market, as the superior product of the Regency Trenggalek.

The methods implemented in the development of the Regional Leading Product Development Program (PPPUD) are as follows:

1. Need assessment and development of quality and capacity as well as efficiency of the "VCO production system" (Edahwati, Luluk., (2011), as raw material for the diversification of Herbal Health and Care products.
2. Counseling and assistance for the development of diversification of Health and Care products made from VCO raw materials oriented to the quality of BPOM certified products.
3. Counseling and assistance for the development of brand image and brand name for diversified products to ensure trust and fulfillment of market needs.
4. Counseling and assistance for the development of business institutions to become business entities that have legal validity to be able to carry out cooperation and business agreements based on the VCO product.
5. develop brand image Year II, a diversified product "Health and Care" made from BPOM certified as raw material is developed to be widely sold in the free market, with the herbal / natural Warm Mix application to meet market needs.

The results of the development of community empowerment for VCO producers show an increase in the quality and capacity and efficiency of the VCO production system along with verification of Health and Care products made from VCO raw materials for the surrounding community, so that the joint efforts of the people of Chang Kring hamlet are created, as a regional superior product in Trenggalek Regency.

KEYWORDS: Regional superior product, diversification, VCO, Trenggalek

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I. BACKGROUND

Trenggalek Regency is one of the regencies in East Java which has local revenue which is still minus and is lagging behind compared to other regions in East Java Province. Trenggalek Regency is in the southern area and far from ports and trade centers as in the North East Java region. So it is very good if this area is developed as an industrial production area based on relevant natural resources, namely coconut plantations. This is because Trenggalek Regency is one of the potential coconut plantations in East Java, which is generally owned by the community. Thus the government and the people of Trenggalek Regency need to obtain assistance with good and efficient processing technology, in order to provide added value for local people's plantation products. So that in general, later it can increase community income, and be able to empower the economic role of the people of Trenggalek Regency through the processing industry of diversified VCO processed products from smallholder plantations in Trenggalek Regency.

The center of coconut cultivation in general in Trenggalek Regency is the People's Plantation in Trenggalek, the area of smallholder plantations in the Trenggalek Regency area, approximately 16,191 hectares of Trenggalek, with an annual production rate of coconut production in smallholder plantations of 74,067 tons

with an average productivity of 462 tons equivalent to copra / Ha / Year. The condition of old / damaged coconut (TT / TR) covering an area of 858 hectares, immature plants (TBM) covering an area of 990 hectares, and producing plants (TM) covering an area of 14,519 hectares ([http://www.disbun.jatimprov.go.id/komoditi_kelapa .php](http://www.disbun.jatimprov.go.id/komoditi_kelapa.php)).

The abundant coconut fruit production, in the community of Trenggalek Regency, has been used a lot of material for "making VCO" (Welasih, Catur, Hapsari and Nur. 2009), even in 2005-2010 the making of VCO by the people of Trenggalek Regency had boomed and became a superior local products. However, in accordance with developments due to unfair business competition and poorly maintained production quality standards, in the following years it receded and only a few community groups remained in the VCO product business, one of which was the Pariwidya Business Group which still survive today.

The advantages of VCO as a purified coconut oil product, can be used as a "drug for infection from bacteria and viruses" (Arif, L., (2006), besides that it can also be used for various needs of raw materials for care and health, as a diversified product from VCO. The technology for making diversified VCO products in the form of soap, telon oil, massage oil and lip blam among the people of Trenggalek Regency has been known for a long time. Many of the VCO processed diversified products processing industry is carried out by certain families by means of the Small Home Industry independently by the people of Trenggalek Regency. However, because the manufacture is done traditionally and the packaging is not attractive and has no impression at random and there is no characteristic of which region and aspects of quality standards are not guaranteed because there is no lab test and distribution permit, the continuity of production and marketing unable to be maintained in a sustainable manner by the product producer community diversification of local VCO preparations. This in turn has an impact on unfair competition, which also impacts on quality standards that are not guaranteed as well as brands and production that are not able to be competitive in a sustainable manner. The importance of industrial development in the community in the area of the Regency, given the need for coordination among producers of diversified VCO processed products and the need for community empowerment in the coconut plantation producing environment in the region. With the PPPUD program in Trenggalek Regency, it is hoped that it will be able to describe all of the problems mentioned above by optimizing the marketing of diversified VCO processed products through the development of a "Health and Beauty" Brand Image with the application of packaging design design technology based on local wisdom and beauty in Trenggalek Regency. As for the obstacles to empowering the community of home industry producers of the diversified VCO processed products, it is hoped that they can be resolved comprehensively.

II. COMMUNITY DEVELOPMENT OBJECTIVES

The purpose of developing this superior product is to explore the potential of coconut fruit through "making VCO" (Christian, Laras., And Prakoso, Adi., (2009), as a raw material for the diversification of Herbal Health and Care products, which have high added economic value. so as to improve the economy of the community in the environment.

III. COMMUNITY DEVELOPMENT METHOD

In this empowerment the team conducted a survey on "the need for economic empowerment" (Corten, David, C. (1986), which is needed by the Parawidya business group, namely a community group that produces VCO in Cangkring hamlet, Sumberingin village, Karangany District, Trenggalek Regency. The stages carried out in this empowerment are as follows:

- a. Need assessment survey on the ability of VCO production in the parawidya group in processing coconut fruit into VCO.
- b. Counseling and assistance in the development of VCO product diversification into Herbal Health and Care products to increase the economic added value of products produced by productive groups of parawidya.
- c. Development of product brand image for Health and Care product diversification through BPOM certification and local wisdom-based packaging.

IV. RESULTS OF EMPOWERMENT AND DISCUSSION

a. Increasing the Quality and Quantity of VCO Products.

From the results of the need for assessment of the VCO production system, it is possible to develop a VCO production system that is more effective and efficient and more economical, namely through the production process with the application of enzyme technology for making VCO oil which is efficient in year 1, sufficient data can be obtained so trials are conducted. in the framework of strengthening joint ventures in predetermined business groups. Furthermore, program socialization and dissemination will be carried out, as well as training for the community of craftsmen or VCO makers. Until the most efficient production system is achieved with a guaranteed quality of production that can be accounted for. Production system using cold extraction which has been carried out then carried out a lab test of VCO content, the results show that the

production system with cold extraction is able to produce quality VCO with a lauric acid content of between 48-54%. Lauric acid is the main ingredient in VCO, which is determined by the Southeast Asian VCO association at a minimum of 46%, so that the production with the cold extraction system can be said to be of high quality and meet the minimum standards set by the Association.



Figure 1: Cold Extraction VCO Content Test

b. Diversification of Health Products and VCO-Made Methods

Furthermore, after the VCO production results have been successfully carried out efficiency and increased production quality, the next action is to develop counseling and training activities to convert "Health and Care" products made from VCO as raw material. From the results of previous research it is known that VCO can be used directly for herbal medicinal purposes, but diversified products can also be developed in the form of soap, telon oil, massage oil and lip blam and other Health and Care products, if they are produced according to standards. and the quality is maintained and the packaging is attractive both in terms of appearance and shape as well as various variances in aroma, so this potential can be developed by being introduced outside the Trenggalek area to foreign countries.



Figure 2: Diversification of VCO-based Health and Care Products

c. Product Brand Image Development

VCO-based diversified Health and Care products that have been successfully created, then developed a product image brand with certification from the BPOM, through the development of Standard Operating Procedures that meet the requirements of BPOM. This Brand Image development is carried out with a perspective based on local wisdom, as a characteristic of regional superior products that can be introduced to modern markets both at home and abroad. The brand image development is made into an illustration on the label design that describes the characteristics of the existing culture in Trenggalek, namely the Trenggalek Culture and the location where the Health and Care Herbal production is made of VCO. For this reason, the application of packaging design design technology based on local wisdom, namely the Chang Kring Brand Name and illustrated images of the local cultural arts of Trenggalek Regency in the form of Turonggo Yakso Cultural Arts. As mentioned above, as a regional superior product, the development of brand image is carried out by prioritizing local culture as the name of the product in various packages that will be developed. This is to increase sales of VCO processed diversified products, so that it is hoped that it will have a broad impact on the people who manufacture diversified VCO processed products from Trenggalek.



Figure 3: Packaging design design for the development of a Product Brand Image

d. Institutional Development.

In the process of institutional development to become mass production, the process of product development for Diversification is then trained to community groups around VCO makers freely, to manufacture VCO Soap, VCO Telon Oil, VCO Lipbalm, VCO Massage Oil, and various other diversified herbal products. Diversified product development is carried out not only for the type of product but also for business development, namely by partnering with these various producers in a trade organization, namely CV for their institutions so that the empowerment implementation team continues its activities to provide guidance and assistance for the establishment of the CV if it is their choice.

V. CLOSING

- The implementation of community empowerment making VCO must be carried out in a sustainable manner starting from increasing the quality of production, increasing the production system to make it more efficient and more guaranteed of quality. Besides, it must also be accompanied by an increase in production capacity in order to guarantee the fulfillment of market needs in accordance with market demand.
- To provide an increase in economic effects to the community, it is necessary to follow up with product diversification made from VCO as raw material, so that it can provide employment opportunities for the surrounding community to make derivative products and be trained to the surrounding community so that there is an even distribution of economic stretching of various VCO products and their diversification.
- Product Brand Image Development is very important for product marketing purposes accompanied by label and packaging designs that are able to guarantee and protect product quality to maintain consumer confidence and the market in general. The development of a product brand image as a regional superior product must pay attention to the brand name of various local wisdom products, local culture which can be described in the label design as the identity of the product to be used as a regional superior product.
- The institutional development of a business group without a clear legal umbrella must be developed into a legal umbrella business entity, to enable business cooperation and development with various parties with an interest in VCO production and its diversification as a regional superior product that is official and legally valid.

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