

Implementation of Empowerment of Geluran Cemerlang Business Group Through Rawon Canning With Hermetical Technology Applications In Sidoarjo

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SUMMARY: Geluran Urban Village is an area located on the border of Sidoarjo Regency and Surabaya City, which is a sub-urban area with rapid social changes along with changes in land use in the area, from rice fields to housing and factory environments. These changes, for the local population, lead to a transition of life and livelihood from agricultural to industrial communities, with a low level of skills or expertise. So many work as food and beverage producers who are relatively traditional or work as laundry workers, housemaids, factory workers, etc.

The purpose of this research is to describe and analyze the technology product dissemination program to the rawon food processing community in increasing its economic business in Geluran Village, Sidoarjo Regency.

The method used in this research is a quality descriptive study in implementing a technology product application program for the Rawon Geluran Cemerlang business group to improve its business, in increasing the economic added value of rawon sales and increasing the consumption period of rawon in order to reach a wider market.

The results of the study show that the application program of technology products disseminated to the public can increase turnover, increase the economic value of rawon in tin cans, and can increase the consumption of rawon in cans so as to increase the turnover of rawon sales, in an effort to empower the economy of the Geluran Cemerlang business.

KEYWORDS: Dissemination, Machine, Canning, Hermetic, Sidoarjo.

Date of Submission: 24-12-2019

Date of Acceptance: 07-01-2020

I. INTRODUCTION

The process of impoverishment among the people of the Indonesian nation, which has continued so far, must be pursued in a systematic, neutral manner and does not touch only certain groups of people, both because of ethnicity, religion and race. After the reform of the poverty alleviation program, the government has developed it with funding support from the United Nations Development Program (UNDP), the Community Economic Empowerment Program.

The community economic empowerment program is expected to be able to formulate a poverty reduction mechanism that involves elements of the community, starting from the planning, implementation, to monitoring and evaluation stages. The process of community empowerment is expected to directly involve the community, and theoretically through this participatory development pattern will be able to foster participation, critical awareness and community independence in efforts to reduce poverty, which they experience.

After the Reformation, the government has made a policy of community empowerment in the national scale since 2007, and continues to get the support of the government and the community so that there are developments in various efforts to empower these communities.

The "Bright Business Group" led by Ms. Sunarsih is a business engaged in the processing of typical East Java foods, Rawon in Geluran Village, Taman District, Sidoarjo Regency. So far, it has been a trading business engaged in the traditional rawon food business and has been a target target of the Department of Cooperatives and Trade to shift to the production of more hygienic and certified rawon processing, namely Rawon Canning.

Whereas Geluran Urban Village in this case is the government that has a commitment to advance home industry entrepreneurs in the form of MSMEs that are spread in Sidoarjo Regency.

Rawon processing production patterns are generally still in the scale of households with traditional production methods, with traditional business management systems as well as financial management such as managing household businesses. From the aspect of the production process, because it is done in a traditional way, the quality of production cannot be guaranteed both in terms of quality, nutritional content and hygiene of the rawon production, to be able to enter the modern market, and to compete with the production of food that is standardized and certified, it is necessary to have a new breakthrough is the diversification of rawon processing

by the application of hermetic machinery technology that can produce rawon in the form of cans whose hygiene is guaranteed and the consumption period is longer and can be marketed in various regions.

II. FORMULATION OF THE PROBLEM

The problem faced by the Geluran Cemerlang business group is how to empower business groups that always increase from year to year but in the end the business is not developing and not sustainable, and how is it so that entrepreneurs especially those engaged in food namely rawon both new and old can produce results hygienic processing and has a high economic added value and a longer consumption period.

III. LITERATURE REVIEW

Explicit implementation includes actions by private (private) and public individuals or groups that are direct to the achievement of a series of continuous goals in predetermined policy decisions. Furthermore van Metter and Van Horn provide an understanding of implementation as actions taken by individuals / officials or groups of government or private that are directed at the achievement of the objectives outlined in the policy decision. (Ekowanti, 2012)

In addition, this study also examined the pattern of community economic empowerment, of course there will be a process of alignment between the interests of the Geluran Kelurahan government and local community groups. On the other hand, community development as stated by David Corten (1986) in his book "Community Development (Asia Experience)". It was explained that: Community Based Development, must be able to develop socio-culturally compatible, where the social processes of the community will be developed more productively and economically able to develop themselves into efficient, effective and economical social fabric for the development of prosperity with the community.

Empowerment is a concept of development that is driven by the community itself with local potential, as well as decision control and resource use (Lestari and Rianto, 2016). In addition, groups in this community are paired with supporting organizations that pay close attention to community needs . Community development, must include the following three things:

a. Holistic

Is a program plan with a focus on total community / holistic needs. The holistic element is reviewed and linked to each role of the pillar of governance, namely the Government, the community and related parties.

b. Technical assistance

Technical assistance provided can be physical and training, namely rawon canning machines with hermetic technology applications, accompanied by technical assistance elements reviewed and linked to each role of the pillar of empowerment, namely the government, community groups and universities, in this case the Hang Tuah University Research Team Surabaya.

c. Integrating various specialties

Comdev focuses its activities on the potentials of the community to meet their needs, so that the principle of to help the community to call themselves can become a reality. The elements of Integrating various specialties were reviewed and linked to each of the roles of the pillars of the Geluran administration, the Geluran Cemerlang business group and the dissemination of technology products from the Hang Tuah University in Surabaya.

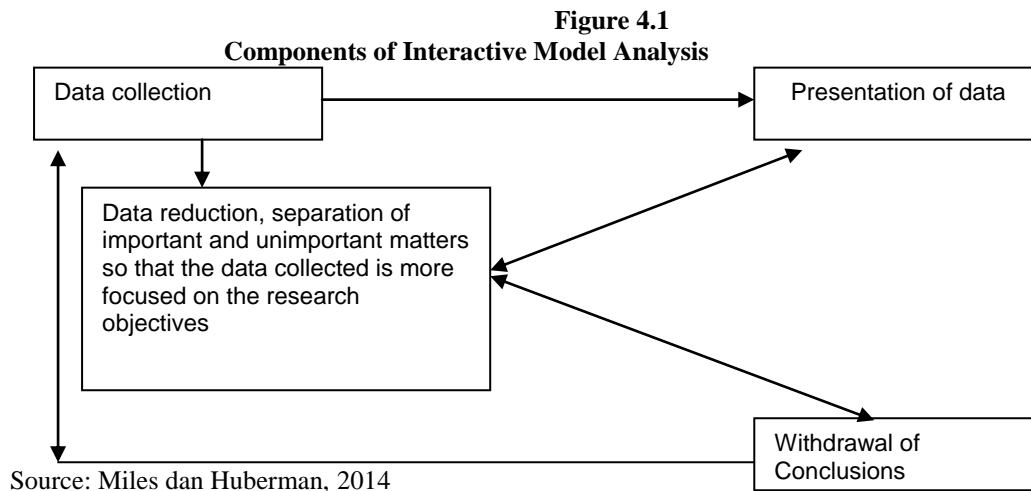
IV. RESEARCH METHODS

In the research action research was carried out in the implementation of the canning technology product program (Kemmis & Taggard, 1988). In addition, the analysis also used a qualitative research method with a descriptive approach. Qualitative research is the collection of data in a natural setting using natural methods and carried out by people or researchers who are naturally interested. While Bogdan and Taylor (Moleong, 2007: 5) state that qualitative is a research procedure that produces descriptive data in the form of written or oral words from the people and actors observed. The focus of this research is the implementation of the Technology Products program which is disseminated to the Geluran Cemerlang business group in Geluran Village, Taman District, Sidoarjo Regency.

Data collection can use primary and secondary sources, primary sources directly provide data and information to data collectors while secondary sources are sources that do not directly provide data and information to data collectors, for example through other people or through documents.

Qualitative data analysis in this study was used, the pattern of Miles and Hubberman (2014)), namely data analysis conducted interactively and took place continuously at each level or stage of research until the data obtained was saturated. Miles and Hubberman stated that there were three flows of analytical activities that

occurred simultaneously, namely Data Reduction, Data Presentation, and Drawing Conclusions or verification. This data analysis activity can be seen in the following figure:



V. RESEARCH RESULTS

Geluran Kelurahan is a kelurahan in the Taman Subdistrict, Sidoarjo Regency, East Java Province. which borders Kalijaten in the north, kedung turi in the east, kletek in the west, and sukologok in the south. Various East Java typical food processing products such as rawon, soto, pecel, intercropping etc. in the Geluran Kelurahan environment are managed by local residents, many are still trapped in traditional production systems and business management based on home industries. The production process of food processing products which is supposed to be standardized and able to penetrate the wider modern market, and even to be able to penetrate the export market in the midst of the competition of the ASEAN Economic Community is still far from expectations. This is because there are still many productive local food processing business institutions that are still developing at home industry scale and do not have sufficient knowledge of standardized production processes, certified with registered trademarks and packaged in certain production qualities that can reach a wide market.



Figure 5.1. : making rawon in the traditional way

Food canning with the application of this hermetic technology, is expected to be a way out for the local community, especially the Shining Business Group, towards a more modern production system, whose members are local natives with food processing businesses that have been taking place in the Geluran Kelurahan area.



Figure 5.2 .: making rawon with hermetic technology applications

The implementation of the dissemination program consists of 3 main activities, namely:

- a. Counseling and food canning processing training with the application of hermetic technology to the Shining Business Group, and by using prototype machines that have been made.
- b. Training in making canned food packaging design along with product labeling and handling of canned food product trademarks as products to be widely sold.
- c. Counseling on the standardization of the product process follows the process of obtaining a certification from an authorized institution, especially from BPOM to guarantee product quality for consumers, for the benefit of widespread marketing in the modern market.

Table 5.1
Implementation of Rawong Canning Technology Product Dissemination Program

No .	Partner Issues	Partner target	Solution offered	Method of Implementati on	Interviewe es	The Place of the Chair garaan	Facilities and infrastru ctu re needed	Time
1.	Ignorance of the importance of hygienic, standardiz ed and certified processing businesses and their business prospects	Group of Usaha Cemerla ng	Food canning with the Application of Hermetic Technology which is hygienic, standardized and certified	Class presentations	Dr. Budi Rianto, Drs. M.Si	Village Office	-Laptop, -LCD Projector -Sound sistem	2 hours e
2.	Inability in production managem ent with the application of hermetic technology	Group of Usaha Cemerla ng	Food canning production management with hermetic technology application	Class presentations	Dr. Bagio Swasono, MT	Village Office	-Laptop, -LCD Projector -Sound sistem	2 hours e
3.	Inability to process food hygienicall y, standardiz ed and	Group of Usaha Cemerla ng	Operationalizati on of food processing with the application of hermetic technology	Class Presentation	Dr.Ir.Ninis Trisyani, M.P	Village Office	Stationary Magazine Training materials	2 hours e

	certified with the application of hermetic technology							
4.	Not yet skilled in food canning processing	Group of Usaha Cemerlang	Changes in traditional food processing patterns to hermetic processing	Practice	Dr. Bagio Swasono, Dr.Ninis	Partner	Hermetic processing machine tools	4 hours
5.	Brand Packaging and Labeling Training	Group of Usaha Cemerlang	Canned food branding typical of East Java	Theory and practice	Dr. Budi Rianto, Drs. M.Si	UHT Surabaya	Computer design	4 hours
6.	Assistance, for 3 months	-	-	-	-	-	-	-

5.1. Making Rawon Cans.

1. Preparation.

Making food in cans will require a variety of complete production facilities ranging from the supply of raw materials, the supply of seasonings, the supply of cans that have not been covered, to the process of cooking in cans in a hermetic way. Some of the stages can be arranged as follows:

- a. Provision of Seamer, Autoclave and Boyler Machines to cook food in cans, hermetically at the production site.
- b. Provision of cans as food packaging containers in cans.
- c. Provision of seasoning as an ingredient for canned food mix.
- d. Provision of LPG gas for fuel.
- e. Provision of water in the tub for the evaluation of leakage cans after being seamer or tightly closed.
- f. Provision of various cooking tools
- g. Rent a place for disseminating canned food.

2. Operational test.

Operation test is carried out before the training and counseling is carried out followed by the target community of food education counseling and training, in the place or location of the building where the practice of making canning food is carried out.

3.Operational assistance.

Operational assistance is carried out until the participants, especially the target who become the food canning production pilot project, can carry out the production process themselves, it is estimated that they will be safe for 3 days.

5.2. Dissemination of the technology to Partners.

After training the selected participants who are ready to produce food in the can, then there will be counseling and information dissemination to all members of the UMKM, so that they can become a pilot for others to follow the hygienic, standardized and certified production patterns to penetrate the free market , modern markets both at home and abroad.

5.3. Food canning work procedures, carried out with the following stages:

a. Preparation phase.

Canning Machine Settings as mentioned above, along with representative participants selected from the Shining Business Group. All work equipment for canning food is provided at the Partner's place.

b. Implementation Phase.

After all the preparations are complete. So at the implementation stage of this training, it is carried out with the following work procedures:

- 1) Cleaning and cutting food ingredients to be cooked according to the desired size.

- 2) The ingredients that have been prepared are then put in a can to be steamed first on the steamer machine and then drained so that the water content decreases, heating is carried out until the cooking conditions are cooked.
- 3) After cooking, the canned food is first drained with water, then filled with the desired seasonings in the can.
- 4) Furthermore, after the seasoning is put in, then the can is seamer / closed tightly with double seamer, and then cooked in an Autoclaf with a high temperature around 115 ° C to 117 ° C, survived approximately 85 minutes.
- 5) After finishing cooking with the cans, the cans are then put in a water bath to check for possible leaks.
- 6) If there are still leaks in the can, then the can is sorted not to be sold to the market.

c. Termination Phase.

The results of cooking foods such as rawon, soto, pecel, etc. in a can that is closed completely / not leaked and then packaged with the desired label or brand, and then ready to be marketed

5.4. Participation of 3 parties in the implementation of the program includes the following:

1. Kelurahan Partner in Geluran (facilitator)

Geluran Kelurahan, providing a place for food canning practices at the Assembly Hall in Geluran Kelurahan, Sidoarjo Regency which is an asset of the Government. Provision of raw materials for beef, chicken, peanuts and tempeh, which will be processed by canning. In addition to the Office, several members also support some of their staff in order to facilitate the mobilization of participants from members of the Shining Business Group.

2. Shining Business Group Partners (target audience / participants).

Providing human resources that are prepared to become laborers in food canning processing, along with the flavor of spices desired by the community, as a flavor of spices in their desired cans. Next with the necessary individual work equipment such as aprons, headgear and others.

3. Dissemination Team from UHT (instructor and trainer)

Provides a variety of canning machine equipment, installs the performance settings of the machine, as well as a description of exposure to counseling materials and training prior to the implementation of training in the field.

VI. CLOSING

1.1. Conclusion

The results of the activities achieved in implementing the technology product dissemination program are as follows:

1. Training on making Rawon Cans with Hermetic applications to improve the quality and quantity of production, the production system becomes more efficient and can increase the quantity of products larger.
2. The use of the Rawon Canned Product Brand under the name "Rawon Dilan", in collaboration with UD Cemerlang as a trademark holder to increase the selling power and marketing competitiveness of the Home Business Industry Partners Ms. Sunarsih and other craftsmen in the same quality production standards can improve Rawon brand image is dilan at the consumer level.
3. Whereas the home industry group of Rawon Product Manufacturing industry will be assisted in solving problems in improving the quality of their products and the quantity of their products, through training on the process of making Rawon products in cans which are more efficient and more hygienic, by utilizing appropriate technology introduced through the DPTM program, which is as much as possible can be reached by entrepreneurs making Rawon products in the regions that are partnered in this DPTM program

1.2. Sugertion

1. Efforts can be made to streamline the results of training on the process of making Rawon Canned products that can be transmitted to the community in the environment so that new businesses will be able to produce standard Rawon Canned products for other rawon entrepreneurs in the Sidoarjo Regency.
2. Build a brilliant business group making canned rawon cuisine in the region, which can provide added value to the economy in the community based on the business of making canned rawon products.
3. Online marketing training both in the form of blogs and in the form of the web, still needs to get attention in the second year, so that the production which has improved both the quality and quantity, can be marketed more broadly.

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