

EDUPRENEURSHIP-BASED COMMUNITY EMPOWERMENT THROUGH CUCUMBER FOOD CREATIONS

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Abstract

This study discusses "Edupreneurship-based Community Empowerment through Cucumber Food Creations" conducted by researchers in Cirawamekar Village, Cipatat District, West Bandung Regency. This study aims to explain how edupreneurship-based community empowerment is carried out by a student team from the Pendidikan Masyarakat UPI Laboratory through a Holistic Village Development and Empowerment Program grant (PHP2D) funded by the Ministry of Education and Culture of the Republic of Indonesia. This study uses qualitative methods, data collected by interview, observation and documentation. The results of the study show that community empowerment programs can run well if community participation is built, so that it has an impact on people's skills and income. The environment is an asset that can be utilized, so that it will create local wisdom products that have a selling value. Cucumber chips processed food product, as a creative product of an empowerment program that can be an alternative income if the price of cucumber drops.

Keywords: community empowerment, edupreneurship

Abstrak

Penelitian ini membahas tentang "Pemberdayaan Masyarakat Berbasis Edupreneurship Melalui Kreasi Makanan Mentimun" yang dilakukan oleh peneliti di Desa Cirawamekar Kecamatan Cipatat Kabupaten Bandung Barat. Penelitian ini bertujuan untuk menjelaskan bagaimana pemberdayaan masyarakat berbasis edupreneurship yang dilakukan oleh tim mahasiswa dari Laboratorium Pendidikan Masyarakat UPI melalui hibah Program Pengembangan dan Pemberdayaan Desa Holistik (PHP2D) yang didanai oleh Kementerian Pendidikan dan Kebudayaan Republik Indonesia. Penelitian ini menggunakan metode kualitatif, data dikumpulkan dengan wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa program pemberdayaan masyarakat dapat berjalan dengan baik jika partisipasi masyarakat dibangun, sehingga berdampak pada keterampilan dan pendapatan masyarakat. Lingkungan merupakan aset yang dapat dimanfaatkan, sehingga akan tercipta produk kearifan lokal yang memiliki nilai jual. Produk pangan olahan keripik mentimun, sebagai produk kreatif program pemberdayaan yang dapat menjadi alternatif pendapatan jika harga mentimun turun.

Kata kunci: pemberdayaan masyarakat, edupreneurship

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INTRODUCTION

Cirawamekar village is a village located in Cipatat District, West Bandung Regency, West Java Province. Cirawamekar Village was founded in 1982 and has an area of 893.847 Ha. This village is divided into 17 RW and 48 RT whose population is not concentrated in one area, because Cirawamekar village is located in the highlands which of course has varying degrees of slope. Cirawamekar village has a height of 310 meters above sea level with a temperature

of 18-29°C and has an average rainfall of 1270 mm per year with 4 months of rain. The location of Cirawamekar village is suitable for agricultural land so that many people make agriculture the main choice for livelihood in this village (Rohimatunisa, 2018; Susanti et al., 2017; Tejakusuma, 2018).

Many agricultural products are abundant in Cirawamekar village because this village has soil with high nutrients and stable soil pH. Various agricultural products found in Cirawamekar village include cucumbers, tomatoes, bananas, rice and various types of vegetables. Cucumber farming land with an area of 64 ha and a yield of 5.6 tons/ha makes cucumber the largest food crop commodity and has the best potential in this village. Human resources in Cirawamekar village are also one of the potentials that can be empowered. The majority of the people of Cirawamekar village have reached their productive age and can carry out various activities to improve the economy.

Not all of the cucumber harvest, which is the largest food crop commodity in Cirawamekar village, is sold, usually if it is not sold the cucumber will be used for personal food needs and some are simply thrown away. The results of interviews with farmers also said that in the dry season agricultural products decreased because the temperature in Cirawamekar Village increased. This makes farmers only experience a decrease in income. The people of Cirawamekar Village do not yet have the skills to process the harvest from these cucumbers and the rest of their harvest whose price decreases after the main harvest. Cucumber harvests are also mostly sold directly raw without being processed first. The community needs other skills that can be used when the dry season comes or when the harvest ends by maximizing sales from cucumbers that are processed first. In addition to skills problems, they also have limitations in equipment that will support their processing production. With the current Covid-19 pandemic, people increasingly need other sources of income due to a decline in their income.

The edupreneurship model can be an alternative option that can be done in order to empower the community to face these various problems (Fortunato & Alter, 2015). Edupreneurship can be defined as entrepreneurship education, namely a learning process that focuses on entrepreneurship activities both in theory and practice (Aquino et al., 2018; Leitch et al., 2012; Meyer & Synodinos, 2019). The affirmation of theory and practice here is none other than because entrepreneurship is not a myth, but a realistic or construct that can be learned through intense learning, training, simulation, and internship processes (Leitch et al., 2012; Lindh & Thorgren, 2016).). In this edupreneurship model, community participation is an important factor driving the success of the program. In addition, the community needs other skills that can be utilized when the dry season comes or when the harvest ends by maximizing sales from cucumbers that are processed first. In addition to skills problems, they also have limitations in equipment that will support their processing production. With the supporting equipment, they can increase the scale of production to be larger and will be able to improve their economy.

Community participation in various physical development programs, especially at the stage of implementation/implementation of development projects, can at least help the community in earning income from wages for their work in physical projects, so that they/communities who are the target of empowerment are able to finance their daily lives during the development project. the physical existence exists (Rukayat, 2020a). To empower the community in Cirawamekar village, of course, it requires active participation from the community to implement the program. Community participation in implementing programs for development in the village is quite high, because the village has the characteristics of an emancipatory community, good social relations (Rukayat, 2020b). Therefore, it can support the

implementation of programs in order to empower edupreneurship-based communities through cucumber food creation. In line with previous research, namely exploring the concept of edupreneurship-based community empowerment that is applied in rural areas, so this research will show that the strength of community empowerment is a collaborative and participatory principle.

METHOD

This research uses a qualitative method with a case study approach. The data collection techniques in this study were collected through observation techniques, in-depth interviews, and documentation of data analysis techniques in this study divided into three steps (Lune & Berg, 2017), namely:

- 1) Data reduction (data reduction) perform data analysis by formulating, selecting the main things, focusing on the important things, and making categories.
- 2) Presentation of data (display data) presentation of data is an attempt by researchers to present data as information that allows for conclusions to be drawn.
- 3) Withdrawal of data presentation, where researchers look for meaning or draw conclusions to answer the problem formulation and provide suggestions based on research results, and conclusions drawn. Conclusion/verification is a follow-up activity from data reduction.

This research is located in Cirawamekar Village, District Cipatat, West Bandung Regency, West Java Province in 2020. The population in this study is the community itself which is shown by the courage to speak English. While research activities are still used to dig.

RESULTS AND DISCUSSION

Results

The research was conducted with the aim of empowering the community of Cirawamekar Village, Cipatat District, West Bandung Regency based on edupreneurship. All members of the PHP2D Laboratorium Pendidikan Masyarakat went directly to Cirawamekar Village to help empower the community there. The main problems of this activity are how to harvest crops in Cirawamekar Village, as well as solutions for villagers. After finding that cucumber is the largest farm product and is a characteristic of Cirawamekar Village, it became the reference/baseline for members of the PHP2D Lab Penmas team to empower the community there by way of socialization to food creation training to make processed cucumbers. This can later be a solution for the villagers, especially the association of cucumber farmers, if the selling price of cucumbers in the market declines/losses.

Researchers conducted observations, interviews and documentation of several residents in Cirawamekar Village such as from the cucumber farmer association, PKK women and even the village secretary. With that we got some answers that are relevant to our research. To strengthen the data from interviews and observations, we include a number of answers from the informants in the following table:

Table 1. Results into the Problems in Cirawamekar Village

Depth of Problems	from the	Sources
Cucumber Production from Agriculture	Cucumber output in Cirawamekar Village is the largest output, and is well known in the market. Cucumber planting of course in the rainy season. Therefore, the main obstacle is water, if it is not the rainy season, it is a	(GN)

Depth of Problems	from the	Sources
	<p>little difficult to grow cucumbers. The harvest time is quite fast, about 35 days from planting cucumbers. Cucumbers from the first pick can be harvested 15-17 times.</p>	
	<p>Cucumber planting relies on the weather (rainy season only), during the rainy season the harvest can reach hundreds of tons. But of course there are obstacles for cucumbers to rot easily, but there are special treatments/medicines to protect cucumbers during the big rainy season.</p>	(NA)
Sales of Cucumber and Cucumber Food Creation	<p>Constraints in marketing, because sometimes there are times when prices drop, especially those who determine the exact price of the market (cucumber dealer), so the cucumber association accepts whatever price is determined by the market. The ratio can reach 3:1 when the cucumber is in good condition and rotten (for the calculation of the return on investment). When the harvest is over, the price per kilo reaches Rp. 300-500</p>	(IG).
	<p>Rotten cucumbers are still accepted in the market, but the price has dropped. It seems that this cucumber food creation will be a solution for selling cucumbers to be even better in the future. The other cause of the decline in the price of cucumbers is because the quality of the cucumbers is aging while what is needed in the market is of course young cucumbers.</p>	(NA)
	<p>Yield / creative food and the proceeds, then the money will be "rotated" to do the creation of food cucumber even more, and continued sustainability</p>	(PI)
Creative Food Cucumber	<p>For the production process, to be carried out by the PKK Village Cirawamekar , especially women working group 3 who are specialized in the production division.</p>	(TT)

Depth of Problems	from the	Sources
	For the supply of cucumber food creations, PKK women will cooperate with the association of cucumber farmers, where the cucumbers are ordered in advance to make cucumber food creations, and later the selling price of cucumbers from the farmer associations will follow the market price.	(GN)
	The cucumber food creation process can later be carried out at the Cirawamekar village office, because it also has a special place to do production, for another option, the working group 3 women will divide the tasks and make cucumber food creations in their respective homes, to then put together and sold together. Or as for production carried out elsewhere simultaneously.	(TS)
Other results from Cirawamekar Village	For the Cirawamekar village itself so far it has produced other products and has carried out the distribution/sales process both between RT, between RW and between villages with an ordering system via chat. Products that have been successfully sold in Cirawamekar Village include shredded banana heart, cassava chips, Elod crackers, banana chips, and other agricultural products that have been created by villagers.	(EU)

Discussion

From the results of observations and interviews with interviewees, it shows that cucumber farming yields will be maximized during the rainy season, even the process is relatively fast because it takes about 35 days from planting and can even repeat 15-17 harvests from the first harvest. But of course, at the same time, sometimes harvest failures occur if there is continuous heavy rain because it will make the cucumber harvest rotten and have an impact on the price of cucumbers in the market plummeting. Due to the ease of harvesting cucumbers, many of the villagers in Cirawamekar choose to work as cucumber farmers and depend on the proceeds from selling cucumbers. It's just that sometimes the selling price of these cucumbers decreases and even drops if the cucumbers are rotten due to continuous heavy rains or the cucumbers are not selling well because the quality has decreased (old cucumbers).

So with the innovation of cucumber food creation, where the use of cucumbers can use old cucumbers, this will be a solution for cucumber farming associations and other villagers. Because with that cucumber farmer associations can still maintain the stability of their sales prices well, and for villagers and PKK women who are directly involved can produce cucumber

food creations smoothly so that this condition will be mutually beneficial. With the formation of a food creation team consisting of PKK women and the Laboratorium Pendidikan Masyarakat PHP2D team, Cirawamekar Village can maximize agricultural output and the potential of human resources (village residents) through cucumber food creations.

In the end, the goal of the PHP2D Lab Penmas team to empower the Cirawamekar village community through edupreneurship-based cucumber food creations can be achieved well to help Cirawamekar village progress and develop again.

These cucumber food creations can later be distributed by the villagers along with other Cirawamekar Village products, such as shredded banana heart, elod crackers, banana chips and others. It is hoped that the distribution of production from Cirawamekar Village can be further expanded with the existence of edupreneurship and training from the Penmas Lab PHP2D team to residents in Cirawamekar Village and this knowledge can be put to good use by residents so that this program can become a sustainability program in Cirawamekar Village.

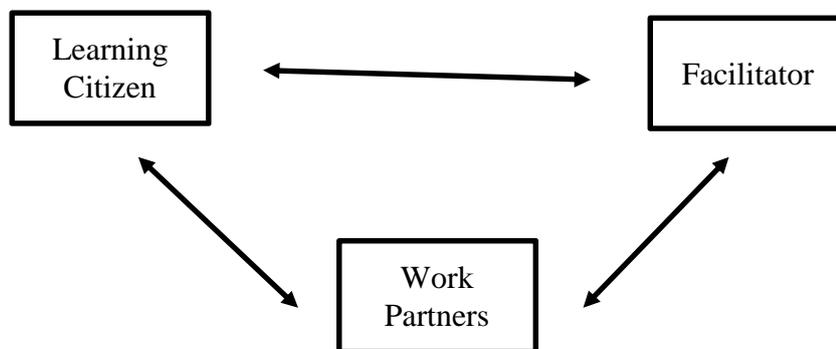


Figure 1. The concept of the edupreneurship model

The concept of this edupreneurship model is a synergy of three components in which learning citizens, facilitators and work partners are the main components who will become actors in the implementation of the edupreneurship model empowerment (Leitch et al., 2012; Lindh & Thorgren, 2016; Meyer, 2016). & Synodinos, 2019; Susanti et al., 2017; Tejakusuma, 2018). Learning residents are people who need training to be able to improve their competence (Sahid Ullah, 2016). The facilitator is the implementer of the community empowerment program through an educational approach (Hardina, 2012; Sahid Ullah, 2016). Facilitator as a agent of change, that is a person who on behalf of the government or community development agencies are obliged to influence the decision-making process undertaken by prospective beneficiaries in adopting innovations. Partnership is a business collaboration between small and medium-sized businesses or large businesses accompanied by guidance and development by medium or large businesses by taking into account the principles of mutual need, mutual strengthening and mutual benefit (Aquino et al., 2018; Rukayat, 2020; Wertheimer et al. , 2004). With this edupreneurship model, it is hoped that the village of Cirawamekar can form and improve MSMEs in accordance with the existing potential. Because when viewed in terms of excellence, these MSMEs have the potential for large job opportunities growth and increased income, the agricultural sector can indirectly support development, and can be a starting point for investment mobilization in rural areas as well as a forum for increasing entrepreneurial abilities (Hardina, 2012; Wertheimer et al., 2004).

CONCLUSION

Based on the descriptions above referring to the depth of the problem from this research, the conclusions from the PHP2D activities of the Penmas Lab during the direct implementation of the program in Cirawamekar Village, concluded that:

1. The training adds insight to the community's skills in making cucumber food creations.
2. The target community can make food creations using cucumbers and make good sales.
3. With the formation of a team, food creation activities can continue to run well.

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