

## **Development of Product Recycle Business Unit at Karang Taruna Sekar Arum Tunjungsekar**

**Arif Prasetyo Wibowo<sup>1</sup> Nurbani Yusuf<sup>2</sup> Eggy Fajar Andalas<sup>3</sup>**

Pancasila and Citizenship Education Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Malang, Malang Regency, East Java Province, Indonesia<sup>1,2</sup>

Indonesian Language Education Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Malang, Malang Regency, East Java Province, Indonesia<sup>3</sup>

Email: [arifpwibowo@umm.ac.id](mailto:arifpwibowo@umm.ac.id)<sup>1</sup> [nurbani@umm.ac.id](mailto:nurbani@umm.ac.id)<sup>2</sup> [eggy@umm.ac.id](mailto:eggy@umm.ac.id)<sup>3</sup>

### **Abstract**

Efforts to improve the community's economy based on local potential are one of the focuses carried out by the government. The younger generation through youth organizations (Karang Taruna) are expected to be able to become the driving force for change in their area. In this service program, the service team conducted a service program for the development of recycle product business units at Karang Taruna Sekar Arum Tunjungsekar. This activity aims to change recycled waste so that it has use value in supporting the economy of the people in this region. The dedication method is carried out by discussion, practice, and mentoring methods. The result of the service is the creation of maggot business products which are widely marketed by the public by utilizing raw materials from household waste in this region. The resulting products are packaged in a modern way and marketed digitally. Therefore, it can be concluded that this community service activity was successful and able to increase the knowledge, skills, and income of the Tunjungsekar community through the utilization of Maggot waste and cultivation.

**Keywords:** Karang Taruna, Community Empowerment, Business Unit Development



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)

### **INTRODUCTION**

Efforts to improve the community's economy based on local potential are one of the focuses carried out by the government. To achieve an increase in community-based economy, the role of various parties is needed, namely the government, "markets" and society. The community in question does not only refer to the general public, but also the involvement of academics in applying their knowledge to the community. Among these various efforts so far the active role of academics has been seen in improving the community's economy, such as the development of tourist villages (Hermawan, 2016; Komariah et al., 2018; Sari, 2016; Supriadi et al., 2020; Trisnawati et al., 2018 ), village businesses (Pradani, 2020), social forestry (Kamaluddin & Tamrin, 2019), home industries (Wijayanti, 2019), to the formation of business groups (Nurmayanti et al., 2020). Among these various businesses, there are common characteristics that have a significant impact on changes that occur in society, namely active involvement through an economy-based community empowerment model. With the design of activities that are in accordance with local problems and potential followed by the active involvement of the community, it has a significant impact on economic development in the community.

The main problem in developing community-based economic potential is the need for active involvement and sustainable programs that are right on target. Various studies have shown that there are quite a number of government programs that overlap, are partial, or are not on target (Darmanto, 2011; Syukri et al., 2011). Therefore, the active involvement of academics to go down to the community and empower the community with various models

with the aim of increasing the economy is very important. This model certainly needs to be followed by the implementation of increasing welfare by promoting synergy between various development actors (Nemes, 2005).

Today the role of youth in the development of the Indonesian nation occupies an important position. It is estimated that in 2020-2039, Indonesia will have a demographic bonus when there are more productive ages than unproductive ages (Konadi & Iba, 2011). If the youth explosion rate is more than 20%, which is referred to as a "critical number", it can trigger acts of corruption and political instability, especially in countries where corruption rates are high, which is called the "curse" of the demographic bonus (Farzanegan and Witthuhn, 2016). Therefore, coaching and empowering youth is needed so that they become healthy people and responsive to future development. There needs to be a strengthening of the function and role of a forum for the younger generation such as KNPI (Indonesian National Youth Committee), Karang Taruna, OSIS (Intra-School Student Organization), Scouts, student organizations within universities and other functional organizations. Karang Taruna is explicitly a place for fostering and developing young people who are active in national development as well as in the field of social welfare where youth groups are a forum for the creativity of the younger generation which has a very important role for the growth and development of activities carried out in society (Muslam, et al., 2016). Karang Taruna is a youth-based community social organization founded on the basis of young people's concern for social problems that occur in the community. According to the Regulation of the Minister of Social Affairs Number 77/Huk/2010 concerning Basic Guidelines for Karang Taruna defines youth organizations as a social organization which is a forum and means of development for every member of the community who grows and develops on the basis of social awareness and responsibility from, by and for the community, especially the next generation. youth in the village/kelurahan area engaged in social welfare business. Therefore, in this service program, efforts to increase the economic welfare of the community are carried out by targeting youth organizations as partners in the service program which ultimately leads to the community in the region as a whole.

This service program is the development of a recycle product business unit at the Sekar Arum Youth Organization in the Tunjungsekar Village area, Lowokwaru District, Malang City, East Java. This activity is motivated by the potential and opportunities in the household waste management sector in this region. Through the problems faced by partners and the opportunities that can be generated, the service team carries out a service program in this area. The household waste processing business can be a potentially good and brilliant business because the household waste processing business knows no time or season, so this business is a suitable option that can be run anytime and anywhere.

The output of this service product is a product with economic value made from Maggot by utilizing the household waste it produces. Various processed products produced are marketed through digital marketing with the hope of increasing the market potential of the products that have been produced. In addition, offline marketing in the form of product showrooms also exists as a local marketing service. Through this community service activity, an increase in the knowledge and skills of the community outside their main field of expertise is produced. In addition, people's opinions are increasing and the community's environment is getting cleaner.

## **DEVOTION METHOD**

Community service activities are carried out in Tunjungsekar Village, Lowokwaru District, Malang City, East Java. The activity involved Karang Taruna Sekar Arum and the community in this area. The research location is shown in Figure 1 below:

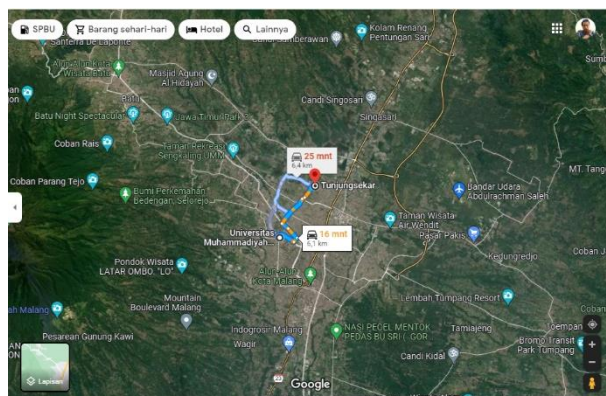


Figure 1. Map of Research Locations

Service activities are carried out on June 4 2022-September 24 2022. The methods used in this activity are discussion, practice and mentoring. The activity began with coordination between the service team, the Tunjungsekar youth group, and the head of RW 01. The design method for implementing the service is described as follows:

First, the business aspect and business plan require 1) the availability of raw materials in service activities for the development of the recycle product business unit is obtained from the location of the service object, namely household waste residue in Tunjungsekar which can be utilized to become animal feed products and beauty materials for business development, 2) the amount of investment required in service activities for the development of the Recycle Product business unit consists of a) renting a place for a product showroom, b) 50% of the equipment is already owned, c) product display, and d) advertising, to attract customer attention or clients through persuasive messages in the form of pictures, videos, or words about the products or services offered.

Second, the production process carried out in the service activities for the development of the Recycle Product business unit consists of:

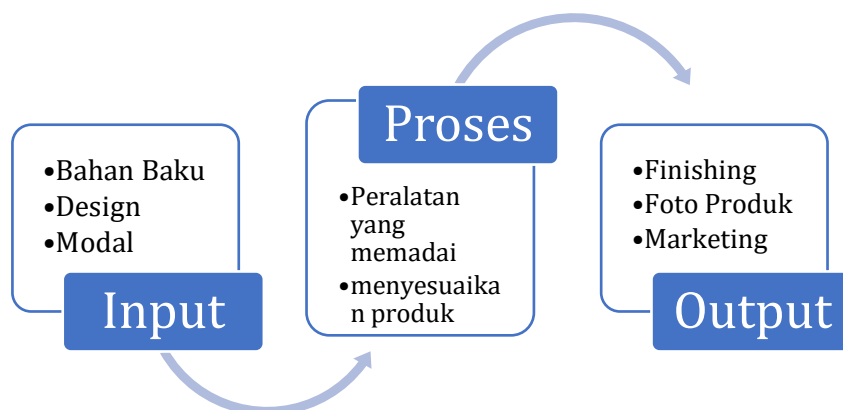


Figure 2. Production of Recycle Product Business Units

Figure 2 shows a series of production processes from input, process, to output. In this activity, raw materials come from the environment around the community, namely household waste. Availability of product designs, capital, equipment, to product marketing is provided by a dedicated team. The capital required for community service activities for the development of the Art Recycle Product business unit is provided by the service team. Calculations made include 1) raw materials, production services, and product design, 2) 100% profit for the community, 3) one day target of producing five products, and selling five products, and 4) operational costs/month required for maintenance and online marketing provided by the

service team. Management and marketing carried out in service activities for the development of the recycle product business unit consist of 1) offline and online marketing, 2) production, and 3) finance. All series of community service activities are carried out using discussion, practice and mentoring methods.

## **RESULTS OF SERVICE AND DISCUSSION**

The service activity for the development of the recycle product business unit will be carried out starting June 4, 2022. This activity involves the Sekar Arum Youth Organization group in Tunjungsekar Village, Blimbing District, Malang City. Activities are carried out offline with due observance of health protocols. The results of the service program carried out are described as follows:

### **Provision of Raw Materials**

The initial activity of this service is the process of coordinating and identifying the remaining waste in RW 01 Tunjungsekar Village. This activity was carried out on June 4, 2022. Based on this communication, the result was that in this area quite a lot of residual household waste was produced. This means that the Tunjungsekar region is a densely populated area. Therefore, the remaining household waste generated so far is immediately disposed of. Not infrequently, if the remaining waste is not collected immediately it will cause odor pollution to the surrounding environment because it is easily decomposed



**Figure 3. Coordination of the Service Team with Karangtaruna and Head of RW 01 Tunjungsekar**

In this activity, the process of identifying the availability of residual household waste in the Tunjungsekar area was carried out. Apart from that, this process also discussed the potential for utilizing household waste as a Maggot cultivation medium. By looking at the potential for utilizing household waste which can support the development of the maggot cultivation business unit in improving the economy of the surrounding community, the service team provided an understanding of the mechanism for collecting household waste in this area.

To collect raw materials in the form of household waste, the service team with Karangtaruna initiated the existence of a household waste bank. This household waste bank is a place for collecting household waste that is deposited by each resident every day.



Figure 4. Location of the RW 01 Household Waste Bank, Tunjungsekar Village

Through the household waste bank system, various types of household waste can be collected every day as raw materials to support Maggot cultivation. There are various types of household waste that can be used, ranging from vegetables, nuts, to tubers. These various wastes are very suitable as Maggot growing media. Examples of waste collected from this waste bank program are as follows:



Figure 5. Types of Household Waste Remaining Collected

With an independent and integrated waste collection model, the community is very enthusiastic because apart from making it easier for them to dispose of household waste it will also provide benefits for the development of the Maggot business unit in this area.

### **Maggot Cultivation Development**

The second stage of activity is the development of Maggot cultivation by utilizing the remaining household waste that has been collected. This activity was carried out offline by directly visiting the Maggot cultivation site in Tunjungsekar. This activity was carried out on June 18, 2022.



Figure 6. Maggot Cultivation Sites in Tunjungsekar

In the initial activities of this mentoring, the service team explained to Maggot cultivators regarding the use of leftover household waste as a medium for developing Maggot. The mentoring process is carried out for 1 month with a meeting period of once every 1 week. In this activity the service team also provided a waste counter tool. This tool will help chop up the remaining waste which is still large in size so that it gets the right size as a Maggot cultivation medium.



Figure 7. Left: Assistance Tools from the Service Team, Right: Utilization of Counter Tools for Maggot Cultivation Media

### Product Design and Marketing

The next challenge faced by service partners is product branding and marketing. The next stage of activity in this series of community service programs is to provide training to the community regarding branding and marketing of cultivated Maggot products. This training activity was carried out by providing digital marketing materials by Arif Prasetyo Wibowo, S.Pd., M.Pd., M.I.Pol and advertising persuasive language materials for product marketing by Eggy Fajar Andalas, M.Hum. The activity was carried out on September 17 2022. Apart from that, the cultivators were also taught the technique of taking product photos using mobile phones in order to obtain attractive images for product marketing purposes. From the activities that have been carried out, the Maggot product design is obtained as follows:



Figure 8. Product Packaging Design

Apart from product branding, the service team also provides training on digital product marketing. In this activity, Arif Prasetyo Wibowo, S.Pd., M.Pd., M.I.Pol provided training regarding registering accounts in e-commerce to managing promotions on social media accounts. This activity was carried out on September 24, 2022. The output of this activity is as follows:

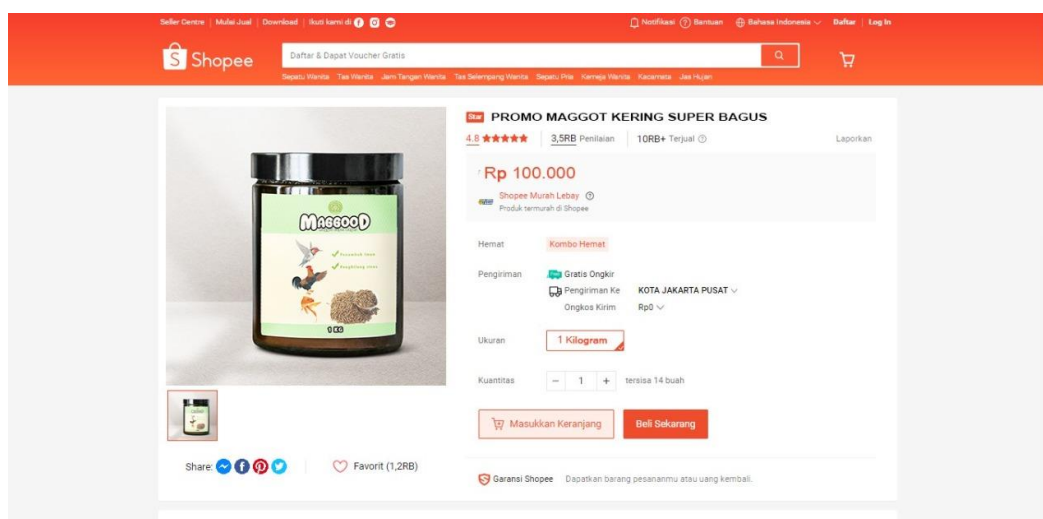


Figure 9. Product Digital Marketing

## CONCLUSION

This service activity has been carried out by the service team. The activities that have been carried out are as follows. First, the provision of raw materials in the form of household waste. This collection process uses a waste bank system that is integrated in one place. Second, the development of Maggot cultivation by utilizing household waste that has been collected. At this stage the service team apart from providing them with an understanding of cultivation also provided assistance with household waste counter tools as a medium for the development of Maggot. Third, product design and marketing. Through this activity, the public can gain knowledge about digital marketing, advertising language, and be able to market their products in the digital market. It is hoped that this service activity can then be developed by focusing more on efforts to develop business units that are broader in scope. This is because there are quite a lot of potential local products that can be developed to support the economy of the people in the Tunjungsekar area. The author would like to thank the Directorate of Research and Community Service, University of Muhammadiyah Malang, which has provided financial support for this service.

## **BIBLIOGRAPHY**

- Darmanto, D. (2011). Sinergi antarinstansi pemerintah dalam implementasi kebijakan kewirausahaan pemuda di Provinsi Yogyakarta. Gadjah Mada University Press.
- Farzanegan, M. R., & Witthuhn, S. (2016). Corruption and political stability: Does the youth bulge matter? *European Journal of Political Economy*, 49, 47–70.
- Hermawan, H. (2016). Dampak pengembangan Desa Wisata Nglanggeran terhadap ekonomi masyarakat lokal. *Jurnal Pariwisata*, 3(2), 105–117.
- Kamaluddin, A. K., & Tamrin, M. (2019). Pemberdayaan Masyarakat Berbasis Potensi Lokal Melalui Skema Perhutanan Sosial di Area KPH Ternate–Tidore. *Techno: Jurnal Penelitian*, 8(2), 308–317.
- Komariah, N., Saepudin, E., & Yusup, P. M. (2018). Pengembangan Desa Wisata Berbasis Kearifan Lokal. *Jurnal Pariwisata Pesona*, 3(2), 158–174.
- Konadi, W., & Iba, Z. (2011). Bonus demografi modal membangun bangsa yang sehat dan bermartabat. *Jurnal Variasi*, 2(6).
- Muslim, Fatkuroji, & Muntoli'ah. (2016). Pemberdayaan pemuda karang taruna melalui program remaja pintar berbasis agama desa wisata Kandri Kota Semarang. *DIMAS*, 16(1), 145–166.
- Nemes, G. (2005). *Integrated rural development: the concept and its operation*. Institute of Economics Hungarian Academy of Sciences.
- Nurmayanti, S., Sakti, D. P. B., & Agustiani, E. (2020). Pembentukan Kelompok Usaha Bersama (KUBE) Berbasis Potensi Lokal Dalam Rangka Pemberdayaan Masyarakat. *Jurnal Abdi Insani*, 7(2), 200–203.
- Pradani, R. F. E. (2020). Pengembangan Badan Usaha Milik Desa (Bumdes) Berbasis Potensi Lokal Sebagai Penggerak Ekonomi Desa. *Journal of Economics and Policy Studies*, 1(1), 23–33.
- Sari, R. (2016). Pemberdayaan Masyarakat Melalui Pengembangan Usaha Pariwisata (Meneropong usaha penginapan masyarakat Lokal dan Manca Negara di Desa Mon Ikeun .... *Jurnal Al-Bayan: Media Kajian Dan Pengembangan*
- Supriadi, D., Wahjuni, E., & Widiyahseno, B. (2020). Pengembangan Destinasi Desa Wisata Alam Hutan melalui Program PIID PEL di Desa Ngebel Kecamatan Ngebel Kabupaten Ponorogo. *Jurnal Administrasi Pemerintahan Desa*, 1(2), 75–81.
- Syukri, M., Sulton, M., & Akhmadi, A. (2011). Studi kualitatif dampak PNPM perdesaan tahun 2010 di Provinsi Jawa Timur, Sumatera Barat, dan Sulawesi Tenggara. Lembaga Penelitian SMERU.
- Trisnawati, A. E., Wahyono, H., & Wardoyo, C. (2018). Pengembangan desa wisata dan pemberdayaan masyarakat berbasis potensi lokal. *Jurnal Pendidikan: Teori, Penelitian, Dan Pengembangan*, 3(1), 29–33.
- Wijayanti, E. (2019). Peningkatan Ekonomi Masyarakat Melalui Home Industry Nata De Coco Berbasis Potensi Lokal. *Dimas: Jurnal Pemikiran Agama Untuk Pemberdayaan*, 19(1), 37–48.