

MOBILIZING VILLAGE CREATIVITY CREATING A COMMUNITY ECONOMY IN PAGERHARJO

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Abstract: Pagerharjo Samigaluh Kulonprogo is an agricultural area whose main income comes from agriculture. Some of the people make a living as farmers. Coffee is one of Kulonprogo's main products. Since the Dutch era, Pagerharjo has been a coffee-producing area, but with independence and a change in leadership, the coffee plants were replaced with Besiah trees / senton wood. The impact of this tree is not good for the environment because it absorbs excess water, and sometimes causes landslides. On the creative initiative of several youths, MSMEs and KWTs (Farmer Women's Group) in the Pagerharjo area who were fostered by the local district government and Bumdesa Binangun Raharjo carried out natural resource conservation by planting 24,000 coffee plants in Pagerharjo. Bumdesa Binangun Raharjo brings enthusiasm to making the economic journey of the Pagerharjo community more alive. Empowerment assistance is also carried out by the Matching Fund-Kedaireka UNY team through MSME management assistance in the fields of online marketing, conflict management, capacity building, and procuring coffee puller machines, grater machines, and chopper machines. This assistance can increase community empowerment so that they have independence and sovereignty in the economy. This assistance is expected to be able to optimize creativity to create an economic system in the village.

Keywords: community economy, empowerment, MSMs

1. Introduction

Kulon Progo, especially the Pagerharjo Samigaluh Kulonprogo area is an area that has potential natural resources in the form of coffee, tubers, and other garden products. The natural potential that is superior to this region requires creative, innovative human resources to support the Kulonprogo government's "Bela-Beli" program. However, the many resources available in Pagerharjo Village have not been matched by the community's ability to empower them.

Pagerharjo Village has a lot of potential that can be developed from the local wisdom of residents. The Pagerharjo village community has around 267 Micro, Small, and Medium Enterprises (MSMEs) actors producing various kinds of food products, crafts, and service businesses. The available resources are coffee, coconut, gotu kola, and tubers that thrive. However, the many resources available in Pagerharjo Village have not been matched by the community's ability to empower them. In addition, various facts about MSMEs were also

provided by one of the community leaders which gave an illustration of the lack of MSMEs development in the region.

A community economy (*ekonomi kerakyatan*) is an economic system carried out from, by, and for the community (Hilyatin, n.d.). The creativity of the population will bring about empowerment, as well as empowerment will bring out the creative potential of the population. With creativity, the population will be empowered. Residents will be more independent, and thus the people's economy can be realized.

Community empowerment is a model that has community roots and is an effort to increase the dignity of people living in poverty and underdevelopment (Noor, 2011). Community empowerment can be studied in three aspects, namely: enabling, empowering, and protecting (Noor, 2011). Enabling, namely creating an atmosphere that allows the potential of society to develop. Empowering, namely strengthening the potential of the community through concrete steps involving the provision of various inputs and opening various opportunities that will make the community more empowered. Protecting, namely protecting the community.

Communities can strengthen themselves by creatively exploring their potential. The characteristics of creativity are grouped into two, namely the characteristics of creativity related to ability or creative thinking, namely the ability to find many possible answers to a problem, the variety of answers (Siti Nur Azizah, Fatonah, Yuliwulandana, Rizqiyani, & Erviani, 2022). Likewise, residents in the village are taught how they can think and be creative in developing a business.

The reality that occurs in the community is the basis for researchers to make observations to find out the problems that occur in the MSME sector in Pagerharjo Village and then proceed with providing solutions to the problems that occur. Community creativity needs to be explored deeper to achieve prosperity. To achieve this goal, the UNY Service Team first conducted observations and FGDs to find out needs, regional potential, and problems that occur in the community and then provide solutions to problems that occur in the MSME sector involving stakeholders in Pagerharjo Village.

The purpose of writing the article is to describe activities to mobilize the creativity of the villagers to create a community economy.

2. Research Method

This research is qualitative. The data used are primary data that comes from the community, village heads, UMKM, KWT, and Bumdesa. Data is analyzed using words. The qualitative data analysis was carried out by the authors using the Miles & Huberman model (Matthew B. Miles & Saldana, 2014).

3. Discussion

The reality occurs in people who have a craft, agriculture, animal husbandry, and culinary skills. It is the basis for the UNY Service Team to make observations to find out the problems that occur in the MSME sector in Pagerharjo Village and then proceed to provide solutions to the problems that occur. To achieve this goal, planning this mentoring activity requires active participation from all stakeholders, especially the MSME community in Pagerharjo Village. Planning is an important part of community empowerment (Sebele, 2010). The UNY Service Team first conducts observations and FGDs to find out needs,

potentials, and problems that occur in the community then provides solutions to solve the problem by carrying out the following steps:

1.1 Inkulturasi

Inculturation is a process of adjusting to the culture and social norms of the local community. The inculturation process is referred to as a mentoring strategy because the community is generally reluctant to be involved in an activity if the community feels they do not know the organizer of the activity (Sulistyowati, 2019). Therefore, researchers need to approach the community before starting the activity process.

Inculturation in this case is discussed with relevant stakeholders, including: village heads, village secretaries, BUMDES directors, KWT members, women's groups (PKK), and community elders. In this process, the servant conveys the intent and purpose of assisting the community, then has a light discussion about the current condition of the village, what problems are being faced, and how to get rid of these problems. Discussions with community leaders are the most effective media for obtaining information.

At first, the researchers visited the UKM village head, village secretary, KWT Madu Lestari, and Trajumas to discuss activities that had been carried out, are being carried out, and will be carried out in Pagerharjo. From this interview, information was obtained regarding Pagerharjo's potential as a coffee producer. Inculturation in this case is discussed with relevant stakeholders, including: village heads, village secretaries, BUMDES directors, KWT members, women's groups (PKK), and community elders. In this process, the servant conveys the intent and purpose of assisting the community, then has a light discussion about the current condition of the village, what problems are being faced, and how to get rid of these problems. Discussions with community leaders are the most effective media for obtaining information.

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1.2 Building an understanding of Pagerharjo Village stakeholders

After the inculturation process is complete, it continues to the stage of building an understanding with Pagerharjo Village stakeholders regarding the mentoring agenda. The understanding in question is the focus of assistance and the community that will be assisted as well as the mechanism for involving BUMDES in the mentoring process. The focus of the assistance is to build the economic independence of the people of Pagerharjo Village by empowering MSMEs by managing their existing potential. In the mentoring process, the community is trained on how to build economic independence so that their welfare can increase. After the inculturation process is complete, it continues to the stage of building an understanding with Pagerharjo Village stakeholders regarding the mentoring agenda. The understanding in question is the focus of assistance and the community that will be assisted as well as the mechanism for involving BUMDES in the mentoring process. The focus of the assistance is to build the economic independence of the people of Pagerharjo Village by empowering MSMEs by managing their existing potential. In the mentoring process, the community is trained on how to build economic independence so that their welfare can increase (Hadiyat, Y., 2018).

1.3 Analyze the causes of problems in the community, especially MSME actors in Pagerharjo Village

1.4 The service team together with Pagerharjo Village stakeholders discussed through discussion forums (FGD) about community problems, especially MSME actors in Pagerharjo Village, the factors that cause problems, to the impacts arising from the root causes of these problems. (Nyumba, Wilson, Derrick, & Mukherjee, 2018)



Figure 1. FGD with Pagerharjo Village stakeholders

From the discussion forum, information was obtained that the common problems that occur in society are:

a) Problems in the aspect of human resource management: (a) The community has not attended many trainings related to MSME development. (b). The community still uses MSMEs as a side business because the number of MSME business results cannot be ascertained.

b) Problems in organizational management aspects consist of (a) Organizational management carried out in managing business resources (human, financial, physical, and information) is still very simple, so it is not optimal, or effective. and efficient. (b) The community still lacks an understanding of how to manage the organization of each developed UMKM.

c) Problems in the production aspect (a) Equipment in the production process is still manual. Most of the MSMEs in Pagerharjo Village produce snacks such as natural product chips (cassava, taro, bananas). In the production process, they still use traditional heat sinks. (b) The MSME quality control process is still not standardized. (c) Problems in the marketing / online marketing aspect (d) The community does not produce in large quantities or does not have a stock of goods. The production process is carried out when there is an incoming order only. This is done so that they avoid losses. (e) Partners only rely on orders from old customers and residents. (f) Partners cannot yet use information technology as a marketing medium, so their current marketing reach is still limited. (g) No business profile attracts customers.

After conducting a problem analysis with partners, servants, and stakeholders develop a problem-solving plan by adjusting to every aspect of the problem. The problem-solving plan includes:

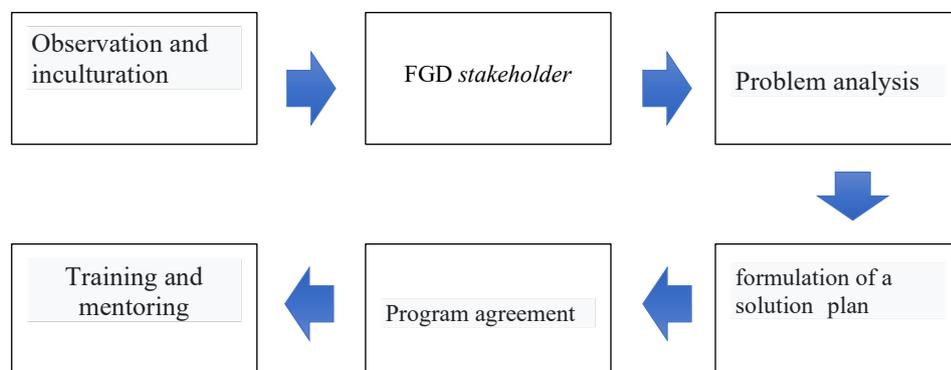
a) The solution in the aspect of human resource management is that partners can attend training facilitated by the local government, especially training regarding the development of local MSMEs.

- b) Solutions in the organizational management aspect, namely partners can attend seminars and training on how to manage organizations properly to reduce conflicts that occur between community organizations, in this case, MSME.
 - c) Solutions in the production aspect, namely the addition of production equipment that can be used effectively and efficiently, replacing traditional production tools with more sophisticated machines, and MSME product innovation.
 - d) Solutions in the marketing aspect, namely the existence of training using information technology for digital marketing of MSME products which have a very wide reach. Partners can make business profiles as attractive as possible so that they can attract consumers to shop.
- 3) Compilation of problem-solving programs for partners

Based on the FGD with Pagerharjo Village stakeholders, the following results were obtained:

- 1) The agreed program to improve human resource management is capacity-building training to improve teamwork.
- 2) The agreed program to improve organizational management is training in organizational conflict management.
- 3) The agreed program to increase partners' production is by renewing production equipment equipped with the maintenance of production equipment.
- 4) Programs agreed to increase the marketing of partner MSME products are online marketing training, website creation training, and digital literacy.

The following is a flow of activities carried out by the service with stakeholders for the development of MSMEs in Pagerharjo Village:



Picture. Schematic flow of community empowerment activities

Community empowerment

The community empowerment process is as follows:

- 1) Enabling is a condition of creating an atmosphere that allows the potential of society to develop. The community determines their own choice of training, and the desired equipment according to their interests and needs.
- 2) Empowering, namely strengthening the potential of the community through concrete steps involving the provision of various inputs and opening up various opportunities that will make the community more empowered. The potential possessed by the community in Pagerharjo should be optimally developed.
- 3) Protecting, namely protecting and defending the interests of the weak (Noor, 2011). KWT consists of household women who are capable of producing bamboo handicrafts and processed food. The farmers are also able to produce coconuts and coffee but when they are sold to middlemen the prices are low. Craftsmen and farmers do not know how to market online, on the other hand, teenagers have advantages in online marketing. These two generations were brought together to protect the price of goods at the farmer or craftsman level.

The empowerment activities carried out include Capacity Building Workshops, Conflict Management Workshops, Online marketing Workshops, and assistance with pulper machines, grinding machines, and graters.

The benefits of the empowerment activities that have been carried out with partners include: For the target group, Can help solve problems faced, especially related to aspects of HR management, organization, production, and marketing. Communities gain knowledge about good conflict management, how to develop self-capacity, understand online marketing, and can increase community knowledge and abilities in developing MSMEs by utilizing local natural potential.

The assistance of a pulper machine can increase community productivity because previously people rented a pulper machine if they wanted to separate the coffee from the skin, but now they can use the tool for free. Chopper and grater machines can increase the productivity of garden products in the form of coconut and tubers. So that the results that are sold are not in the form of raw materials, but have become finished goods. This of course can increase people's income.

4. Conclusion

Empowerment activities are very useful for increasing community knowledge, and skills in Pagerharjo village. FGD is useful for finding problems that exist in the community. In this FGD there will be many problems and solutions that can be applied to the community. The next activities are workshops on capacity building, conflict management, marketing, and digital literacy as well as procurement of production equipment. conducted by researchers is very beneficial to society. The Head of Bumdesa hopes that this activity can be carried out again. It is hoped that the assistance that has been given can be monitored and evaluated. The village head hopes: It is hoped that the existing equipment is not idle but is put to the best use for the benefit of the people's welfare.

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