

Empowerment of the Situnggaling Community in Improving the Economy through Entrepreneurship Training in Shallot Processing

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Abstract

Situnggaling village is a fertile area, where the area has the potential to produce superior agricultural crops such as shallots. The program is implemented to provide education and training as a means of understanding the community about the natural potential of the village and this program will also provide education and training in the field of entrepreneurship which is expected to grow the community's economy and income. Activity This community service is carried out by an implementing team from an economics lecturer at Prima Indonesia University where this program is the KEDAIREKA Matching Fund program promoted by the Ministry of Education, Culture, Research, and Technology and in collaboration with partners namely BACRIS where this program is entitled Empowering the Situnggaling Community in Improvement of the Economy through Entrepreneurship Training on Shallot Processing and was welcomed positively by the local government and the people who were involved as training participants.

Keywords

community empowerment;
entrepreneurship training;
shallot processing



I. Introduction

Situnggaling is one of the village in the district Brand, DistrictKaro, provinceNorth Sumatra, IndonesiaThis area is known as a fertile area and is also an area that produces citrus fruits and vegetables such as cabbage and mustard greens, but currently the local government plans to make red onions and red chilies as superior agricultural commodities. Shallots are one of the main cooking spices that are often used in cooking. Quoted from Wikipedia on red onions contain vitamin C, potassium, fiber, andfolic acid. In addition, onions also contain calcium and iron. Therefore, there are a lot of people who process shallots into seasonings for other dishes, such as fried onions. Fried onions are red onions that are thinly sliced and fried in a lot of cooking oil. In general, cookingIndonesia in the form of soto, soup also chicken porridgeuse fried onions as a flavoring when served. However, to create delicious, fragrant and long-lasting fried onions, there are several things that need to be considered, especially the quality of the onion itself before being processed into fried onions, as for the characteristics of onions with good quality, among others:

- a) Have a normal shape or no defects
- b) Condition is quite dry
- c) It's a bit hard when you press it
- d) Scent is strong
- e) Light colored tuber skin
- f) Not germinating

Onion itself contains essential oils. These components are actually widely used for several things, including: food flavoring, bactericide, fungicide, even efficacious for medicine.

This is in line with the team's program, which is to utilize the residents of Situnggaling village as residents who are able to do entrepreneurship through the Situnggaling area which has the potential as a shallot-producing area. This program provides education in the form of entrepreneurship training and training in the field of entrepreneurship which is expected to grow the community's economy and income. Where in this program the proposing team will collaborate with "BACRIS" partners who are engaged in the economic and business fields that are in line, namely producing fried onions as a commercial product. Where partners are engaged as educators of shallot processing. In this program, it is also hoped that the benefits can be felt by partners, students, lecturers and others.

Based on observations and case studies that actually occur in the field, what small entrepreneurs need is assistance, those who are engaged in small businesses generally do not have an entrepreneurial spirit. Training is the process by which people achieve certain abilities to help achieve organizational goals.

One of the incomes of Situnggaling village farmers is farming. Most of their livelihoods come from farmers, namely oranges, vegetables and onions. Income is a measure of how much money farmers get to meet their daily lives, with high income it will be profitable because it can meet daily costs and means that farmers are successful in producing shallots and can control costs such as production, operational and other costs. so on.

This activity was carried out in the village of Situnggaling, sub-district of Mark, Karo where this activity was carried out starting from the stages of (1) Observation, (2) socialization, (3) Learning, (4) training. This activity is useful for improving the economy of the Situnggaling village community by making shallots as the main ingredient for making commercial fried onions, and also through this program activity the lecturers will provide knowledge about entrepreneurship which is expected to increase the income of both the community, business actors / partners , students, higher education personnel and others as beneficiaries. Empowering the community for entrepreneurship. Through this activity, it is also hoped that:

1. Empowering the community to process shallots into fried onion products ready for consumption.
2. Empowering communities, partners, and universities in supporting economic development.
3. Conduct an evaluation of the Situnggaling village community through entrepreneurship training to produce useful outcomes for academics and practitioners.
4. Following up on the sustainability of the collaboration in the form of creating an independent community in entrepreneurship through entrepreneurship research.
5. Support the government's vision in creating superior human resources.
6. Students have the ability to be entrepreneurial and are ready to enter the world of work

II. Research Method

The implementation of this activity was carried out in the village of Situnggaling, sub-district of Mark, Karo, where the number of people as training and training participants reached 36 people from a planned 35 participants. The implementation of this activity was carried out on 20 to 23 October 2021, which had previously carried out community service related to onion processing. However, in this program the method provided is different from the previous community service, where this community service activity uses the following methods: (1) Observation, (2) Socialization, (3) learning, (4) training (5) Evaluation.

The following is a list of the names of the implementing team.

Table.1 Implementation team

NO	NAME	INSTITUTION	POSITION IN THE TEAM	JOB DESCRIPTION
1	Dhita Adriani Rangkuti	UNPRI	TEAM leader	Coordinate all program activities, establish communication with partners, prepare final reports.
2	Mesrawati	UNPRI	Member	Coordinate operational activities, ensure administrative affairs, be responsible for training activities, coordinate lecturers involved in activities
3	Rosmita Sari Siregar	UNPRI	Member	Coordinate research-related activities, formulate things needed during research data collection, process research data
4	Bayu Wulandari	UNPRI	Member	Coordinate field activities, ensure training needs are met, lead student members to assist during training
5	BACRIS	PARTNER	PARTNER	Provide the necessary needs during the training

Table 2. Schedule of Activities

	Name of activity	Month											
1	Partner Location Survey												
2	Proposal creation												
3	Socialization of community empowerment counseling												
4	entrepreneurship training												
5	Field practice												
6	Result evaluation												
7	Report generation and preparation												
8	publication												

III. Result and Discussion

The results at each stage of the implementation of this village community service activity are, at stage (1) Observation the research team finds out the source of shallots in Karo land For stage (2) Socialization, the implementing team as the research team also conducts socialization to the village head and the village community Situnggaling for the implementation of community service activities. Stage (3) learning in the form of entrepreneurship training given to the Situnggaling village community is given in 2 days, namely on October 21-22 2021, the material is an introduction to entrepreneurship, how to do entrepreneurship and examples of entrepreneurship. For the activity of the fourth stage, namely training in the form of training on making fried onions.

1. Observation is an activity of recording and observing that you do with the aim of knowing something from a phenomenon based on knowledge, ideas, experiences obtained either directly or indirectly. The following are the objectives of the observation:
 - a. In general, the main purpose of observation is to obtain data from the subject directly, either from communication by means of interviews and documentation or indirectly so that it can be published to other parties in the form of scientific or non-scientific works.
 - b. Obtaining growth behavior data and so on when the event is in progress or when the behavior occurs even before the event as a prediction of an event.
 - c. Describing an object and everything related to the object of research through observation using the five senses owned.
 - d. Get conclusions about the object being observed, so that these conclusions can be compiled into a report that is relevant and useful for learning, this is usually used as one of the requirements for graduation for undergraduate, diploma or school assignments.
 - e. Get findings, insights and knowledge of renewable technologies that can be applied in everyday life or as useful references for future scientific developments, and can even predict natural disasters so as to prevent or cope with future disasters.

The discussion from the Observation stage of this activity is that the source of shallots in the Karo area is located in Situnggaling Village, which turns out to be the majority of the population active as farmers, then the shallots produced by Situnggaling village farmers also have varied sizes so that there is potential to be developed into fried onions that can be used as fried onions. Commercial nature. It can be seen in Figure 1 and Figure 2 below.



Figure 1. Observation of Shallot Farmer's Land in Situnggaling Village, Karo



Figure 2. *Observation of Shallot Harvest Results in Situnggaling Village, Karo*

2. The next step is socialization, according to Greenberg, the notion of socialization is a process to transform individuals to outsiders so that they can participate actively as members of an organization. The following are some of the objectives of the socialization:
 - a) So that every member of society knows score and norm existing in a community group.
 - b) So that individuals can control organic functions through the process of proper introspection.
 - c) So that every member of the community understands a social and cultural environment, both the environment in which a person lives and the new environment.
 - d) So that individuals develop communication skills, such as the ability to read, write, and others.
 - e) To train individual skills and knowledge in carrying out community life.
 - f) So that in the individual the values and beliefs that exist in society are embedded.

For the Socialization stage itself with the Situnggaling village head, discussing the planned activities to be held by the implementing team and determining the participants who participate in this service activity.



Figure 3. *Socialization of activities by the Proposing Team to the Head of Situnggaling Village, Karo*

3. Furthermore, learning with education and training. education and training stands for education and training. Education and training is a series of processes to improve the skills and knowledge of an employee in order to achieve the goals of an organization. If the participating parties are teachers, it means that the organization in question is the school in general and the students in particular. Education and training can be likened to a way to explore things that are not yet known related to professionalism.

Entrepreneurship is a creative and innovative ability that is used as the basis, tips and resources to find opportunities for success. Several management literatures provide three basic dimensions of organizational tendencies for entrepreneurial management processes, namely the ability to innovate, the ability to take risks, and the proactive nature (Weerawardeena, 2003, p. 411; Matsuno, Mentzer and Ozsomer, 2002). Entrepreneurship is known as a new approach in updating company performance. Entrepreneurs are referred to as spearheads to realize sustainable and highly competitive company growth. (Fitriyadi, et al. 2021)

For the learning stage, the implementing team held entrepreneurship training for two consecutive days and discussed the introduction of entrepreneurship, ways or tricks of entrepreneurship, examples of entrepreneurship were accompanied by distributing questionnaires about entrepreneurship to the training participants, namely Situnggaling village residents who participated, and the results of the questionnaires can be seen 30 of the 36 participants did not understand entrepreneurship techniques. Therefore, the team provides direction and input on entrepreneurship so that residents can develop their natural and creative potential to improve the family economy. And also this program produces one community, namely the shallot entrepreneurial community which is marked by a plank installed in front of the office of the village head of Situnggaling, Karo.



Figure 4. Presentation of Entrepreneurship Training Materials



Figure 5. Question and Answer Session in Entrepreneurship Training



Figure 8. Directions for Making Fried Onions



Figure 9. Fried Onions Processed by Participants from Situnggaling Village, Karo

Training tends to be short-term oriented, training affects performance, and if the training carried out by the company is successful, employee performance will increase by itself.

Evaluation is done by comparing the data in the field with the standard so that a picture that shows the actual situation compared to the standard is obtained. This evaluation model also allows researchers to be able to give consideration without having to make decisions. (Aini, S. et al. 2019)

Evaluation is a performance assessment, where after working or studying, there is a competency test that must be faced to test understanding. Evaluation has a definite purpose is to correct deficiencies and constraints. This is done so that all work carried out remains in accordance with the original plan. Evaluation is one of the best ways to test effectiveness and productivity in various areas of human life. Evaluation This can be done both within the scope of individuals, groups, work environments, and so on.

In this activity an evaluation is carried out to see whether the provision of education and training can be utilized by the empowered community in this program or vice versa. And this evaluation also shows positive results where the community continues to produce 300 to 500 bottles in 1 week.



Figure 10. Evaluation Activities

IV. Conclusion

Activity This community service is carried out by the implementing team from Prima Indonesia University where this program is the KEDAIREKA Matching Fund program promoted by the Ministry of Education, Culture, Research, and Technology and in collaboration with partners namely BACRIS where the program is entitled Empowering the Situnggaling Community in Economic Improvement. Through the Shallot Processing Entrepreneurship Training and was welcomed positively by the local government and the people who were involved as training participants.

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