

PKM ASSISTANCE FOR WADI PINDANG PROCESSING TRAINING FOR HOUSEWIVES ON JALAN HIU PUTIH PALANGKA RAYA CITY

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ABSTRACT

This community service regarding Wadi Pindang Processing Training Assistance for housewives on Jalan Hiu Putih, Palangka Raya City, is one of the ABDIMAS activities for the Postgraduate Program, Palangka Raya University that utilizes catfish to be used as wadi, a traditional healthy and fermented food. nutritious from Central Kalimantan. This wadi is processed naturally and does not use preservatives. The average storage of wadi so that it is ready to serve is done for a minimum of 7 days and then neatly packed in boxes ready to sell through online media as a marketing aid to consumers during the Covid 19 pandemic. Mitra Bina Keluarga Remaja plays a very important role in providing motivation and motivation. High morale for housewives in Jalan Hiu Putih to always survive and be enthusiastic.

The output of this Community Service (PkM) activity is in the form of journal publications, mass media publications, and can be used as a reference for courses, including: Entrepreneurship and Social Entrepreneurship, Andragogy in Community Education, Study of Community Empowerment in Peat and River Basin Areas (DAS).

Keywords:

Mentoring, Training, Wadi Pindang, Housewives

1. INTRODUCTION

Situation Analysis

The outbreak of Covid 19 today has made many people innovate in various fields in order to fulfill their daily needs. Restrictions made so that this epidemic does not spread makes daily activities that are usually carried out somewhat disturbed, for example: people are not allowed to gather for long in one place, always wear masks, and so on. As a result of that, all the income that is usually received by the community is greatly reduced, for that some people make innovations and modifications in order to survive in the midst of the current outbreak.

One of them is on Jalan Hiu Putih, Palangka Raya City, several women around the street have taken the initiative to make innovations in order to help their husbands so that their economic needs can continue. Housewives in the area have made innovations by utilizing the potential around them, namely processing catfish into wadi pindang. Central Kalimantan is very famous for its peatlands which have economic potential in various sectors, namely agriculture, fisheries, livestock, plantations, forestry, tourism and mining. This potential has not been maximized by the community as a source of effort to improve the community's economy.

As a form of the Tri Dharma of Higher Education in providing assistance to these activities by providing strengthening, motivation, use of media, and entrepreneurship to housewives on Jalan Hiu Putih. This step was taken so that the housewives always survive and do not give up easily in the face of the current situation. This mentoring uses a participatory learning approach. Knowles in Mulyasa (2003: 89) states the indicators of participatory learning are: a) there is emotional and mental involvement of students; b) the willingness of students to contribute to achieving goals; and c) in learning activities there are things that benefit students. The development of participatory learning is carried out with the following procedures: a) creating an atmosphere that encourages students to be ready to learn; b) help students arrange groups, in order to be ready to learn and teach; c) help students to diagnose and find their learning needs; d) help students set learning goals; e) help students design learning experience patterns; f) help students carry out learning activities; and g) helping students to self-evaluate the learning process and outcomes.

Ife and Tesoriero (2008) say that community development must always strive to maximize participation with the aim of making everyone in society actively involved in community processes and activities and to re-create a better future for society and individuals. According to Sudjana,

(2010: 40) participatory learning is a learning activity in which all parties, including educators and students, are actively involved in every learning activity. The participation of students is manifested in three stages of learning activities, namely the program planning, implementation (program implementation) and evaluation (program evaluation) learning activities. In line with that Knowles (1977: 38) states that participatory learning essentially involves learning citizens belonging to adulthood and the relevant learning concepts for use in participatory learning are learning that is in accordance with the conditions and characteristics of adults, namely learning based on an approach Andragogy is the art and science of helping adults learn.

The process of empowering women through non-school education programs basically must begin with awareness of the target community. The awareness step is intended to enable people to identify their needs and formulate their learning goals or life goals. The empowerment process without starting with awareness of the target group is likely to face obstacles, both by the community and by learning resources or agents of change. Anwar, (2007: 88), states that: The field of skill is the prima donna for rural women. Skills such as sewing, handicrafts, and several home industries, types of skills that do not interfere with the nature of women, do not make it difficult to wear Muslim clothing, and do not require associating with men without their muhrim. In short, women's involvement in these skills work can increase women's roles and broaden women's insights which can further improve the quality of life and harmony in their household.

This Community Service activity was carried out in Bukit Tunggal, Palangka Raya City, precisely on Jalan Hiu Putih.

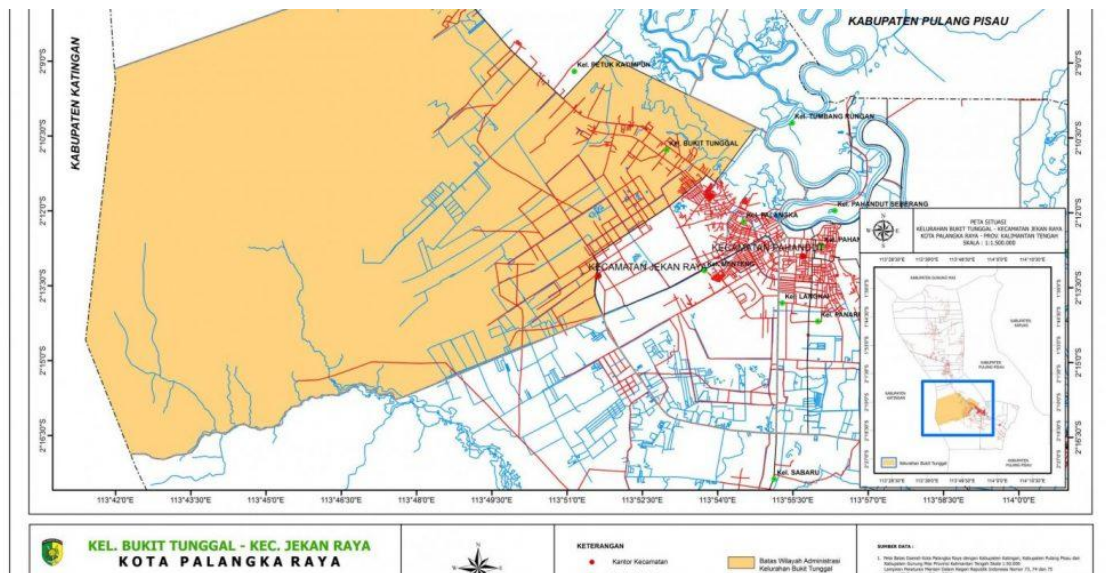


Figure 1. Map of Activity Locations

Based on the explanation above, the ABDIMAS team is interested in providing assistance to the community of housewives on Jalan Hiu Putih through a community service program entitled "PkM Assistance for Wadi Pindang Processing Training for Housewives on Jalan Hiu Putih, Palangka Raya City".

Partner Problems

Priority issues that have been agreed upon with partners are:

1. The motivation of the housewives who participate in the wadi pindang training is very low and they are vulnerable to not surviving
2. Assistance is needed as strengthening for housewives from the Community Service team.
3. Not having good knowledge about the use of media and marketing techniques using social media.

2. IMPLEMENTATION METHOD

Method of Implementation

Work procedures / mechanisms for implementing activities are:

- a. Planning and preparation. Determine and compile a meeting schedule with partners; prepare tools and materials.
- b. Action. The implementation is through lectures, mentoring, discussions with partners and assisted residents.
- c. Conduct training on making wadi pindang patin and using social media as a marketing tool.

Solutions for Wadi Pindang Processing Training Assistance for housewives

Participation is an important part of empowerment and awareness building. Encouraging participation is a skillful process, and ongoing monitoring of the impact on people on their participation in community development activities. Participation must produce positive outcomes, both in terms of building personal trust and in terms of control over one's environment and the ability to influence decisions that will have an impact on people's lives. Davis in Sastropetro (1988: 16-18) states that to be able to carry out participatory learning effectively are as follows:

a) there is time; b) participation activities require limited incentive funds; c) the subject of participation should be related to the organization in which the individual is affiliated or something that is of his concern; d) participants must have the ability to participate in the meaning of the word concerned have the same thoughts and experiences; e) the ability to perform reciprocal communication; f) free to participate in accordance with predetermined requirements; and g) freedom within the group, the absence of coercion or suppression.

Knowles (1984: 44 - 46), explains that:

Adult learning is designed to involve a number of views that recognize the relationship with the maturity of adult learners, namely that: a. adult learning is problem-centered, not content-centered; b. adult learning should enable and encourage the active participation of learners; c. adult learning encourages learners to incorporate past experiences into the process, to reassess those experiences in new data and problems; d. the learning climate must be collaborative (instructor with learner, and learner with learner); e. learning planning is carried out as a joint activity between learners and instructors; f. evaluation is carried out as a joint activity between the learner and the instructor; g. evaluation is aimed at reassessing needs and interests, and for redesigning new learning activities; and h. Adult learning activities are experiences not "transfer and absorption" (not "transmittal and absorption").

Ife (1995: 27) suggests three basic strategies for empowerment to develop an empowered society, namely:

a. Empowerment through policy and planning is carried out by changing existing structures and institutions so that there is appropriate access to resources and services, as well as the emergence of participation in community life; b. Empowerment through social and political action, emphasizing the importance of struggle and political change to increase empowerment more effectively, where the community can be involved in carrying out direct actions; and c. Empowerment through education and awareness emphasizes the importance of the educational process, so that those who are empowered acquire abilities. This method is done by providing knowledge of various things that are constraints both structurally and socially, as well as providing skills to work effectively towards change.

Vocational skills learning activities as a process of empowering women through participatory learning and an andragogical approach are carried out in various stages, starting from the awareness process in the form of dialogue with community members, especially members of the target group, learning planning, organizing, implementing, assessing, and developing learning. .

The use of social media can have a positive impact on a product. The use of social media is used by the community in carrying out many activities ranging from entertainment, doing business, finding information or other activities. Whatsapp as a chat-based social media, networking used for communication, sharing documents, photos, video calls and calls using the internet network. Maoyan (2014) states that marketing through social media will influence external factors that affect consumer perceptions of a product, which in turn will affect consumer purchase interest. Gunawan and Huarng (2015) suggest that social interactions and perceived risks through social media affect consumer buying interest. Social media according to Kotler and Keller (2016) is used as a marketing communication tool to increase consumer awareness of products, increase product image and end up increasing sales. In line with that, Kshetri and Jha (2016) suggest that the use of social media for a brand is a communication that conveys information about suppliers and product usage to consumers through online shopping using internet-based technology such as Facebook, Twitter, Instagram, WhatsApp and various social media. other.

Marketing communication through social media according to Hauer (in Arief and Millianyani, 2015) can be assessed through 4C, namely context, communication, collaboration, and connection. Context is a person's way of forming a story through the use of language and message content. Communication is a way of sharing stories to make someone listen, respond, and grow so that people are comfortable and the message is conveyed to the intended person. Collaboration is a collaboration between accounts and social media users that aims to make things better, more efficient and more effective. Connection is a way of maintaining and continuing to develop the relationship that has been done.

Referring to the problems described above through the results of interviews and preliminary discussions with housewives on Jalan Hiu Putih, in order to always survive, the community service team provided assistance and introduction to the use of media so that promotion of the processed

catfish wadi pindang could be enjoyed by the people of Palangka Raya City. The approach that needs to be taken in empowerment according to Kindervatter in Suharto (2006: 43) is:

- a. Need oriented, which is an approach oriented to individual needs;
- b. Endogenous, namely an approach that is oriented to conditions and realities that occur in the local community;
- c. Self reliance, which is an approach oriented to creating a sense of self-ability, believing in yourself and being independent; and
- D. Ecological sound, which is an approach that does not forget environmental aspects.

Through the whatsapp social media chat application, the housewives of ABDIMAS partners have the ability and skills to create interactive digital promotions for their business products that are suitable for the current market. The creativity of ABDIMAS partner housewives through the chat application on whatsapp social media makes pictures and words straightforward, messages are conveyed, not long-winded, easy to understand so that they can attract people to read and buy the products offered.

Service Method

The interrelated components for successful adult learning can be summarized through a diagram which is illustrated as follows:

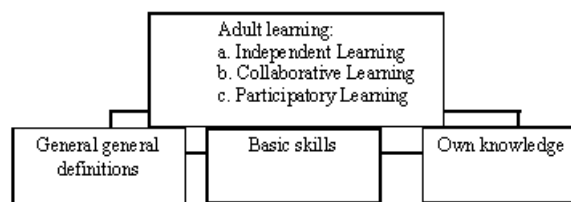


Figure 2. Components of Learning Outcomes

Implementation Evaluation

Strategies and approaches in evaluating Kindervatter empowerment (Suharto, 2006: 44) mention several characters, namely: Community Organization, is a character that refers to the goal of activating the community in order to improve and change the socio-economic condition of the community. The structure used in achieving this goal is by organizing existing groups and by merging with or reorganizing these groups. Apart from that, the development of existing groups and structures was also carried out; b. Self Management and Collaboration, oriented to efforts to disguise or share authority in a work relationship or in an activity. For this reason, it is necessary to have an organizational structure that supports it and efforts to minimize differences in status, among others, by dividing roles. Learning methods and processes are carried out through mutual learning, making decisions by consensus; c. Participatory Approach, which emphasizes the involvement of every member of the community (learning citizens or communities) in all activities; and D. Education for Justice, which focuses on creating situations that provide possibilities for someone to grow and develop in enhancing their analytical abilities and encourage them to take part. The methods used include creating problems, analyzing mistakes or conflicts from a positive perspective. In this relationship, the community as learning citizens first acts as a source of experience or knowledge for other learning citizens and takes part in leadership.

3. RESULTS AND OUTCOMES ACHIEVED

PkM results

The first activity at the fish wadi processing facility is to prepare the necessary materials and tools, namely: stove, frying pan, blender, large spoon, basin, stoves, scales, fresh catfish, knives, salt, brown sugar, white rice. The participants of this activity totaled 5 housewives around Jalan Hiu Putih.

This activity will be carried out in 2 stages, stage 1 on the first day starting with cleaning the catfish using clean running water and then draining it. The next process is to prepare the main ingredients of the lumu, which consists of rice, salt, brown sugar and scales. The three ingredients are then weighed.



The next step is to wash the rice that has been weighed until clean with running water and after that it is drained. The next process is to give salt to the fresh catfish that has been washed with the chili sauce stirred by hand so that the salt is mixed perfectly.



After the salting is done, the next process is to put brown sugar into the catfish mixture and stir it to mix with the salt. The next activity is roasting rice on the stove until cooked and browned.



While waiting for the sangria rice to turn brown, the next process is to put the salted catfish and add brown sugar to the jar and close it tightly and let it sit for 12 hours. This phase 1 activity has been completed and will be resumed tomorrow.



The second day's activity begins with bright smiles from the housewives who will carry out the incarnation process. The brown rice is then blended until smooth. Some of the women took out the catfish from the jars that had been closed for 12 hours and then drained them.



The process after the catfish is drained is to coat / coat the catfish with rice which has been finished in the blender. The next step is after all the catfish are covered with rice, then the catfish are put in jars that have been prepared and closed tightly for at least 7 days. After 7 days, the fish are put in packaging jars and ready to be sold online via Whatsapp, FB, and others.



PkM output achieved

The output of this Community Service (PkM) activity is in the form of journal publications, mass media publications, and can be used as a reference for courses, including: Entrepreneurship and Social Entrepreneurship, Andragogy in Community Education, Study of Community Empowerment in Peat and River Basin Areas (DAS).

4. CONCLUSIONS AND SUGGESTIONS

Conclusion

- a. The motivation of housewives in carrying out activities to make wadi patin is extraordinary and also brings fortune for them during the current Covid 19 pandemic.
- b. The use of media as a form of promotion and sale of wadi patin which has been done by housewives is very helpful so that many consumers order this wadi patin as one of their favorite foods.
- c. This activity of making wadi patin can foster an entrepreneurial spirit from housewives and make them survive more.

Suggestion

- a. This activity can be carried out in a wider scope, for example at the village and / or sub-district level so that the community can survive and be resilient during a pandemic like today.
- b. Wadin flavors were tested, such as adding chocolate or fruit extracts as a form of flavor innovation from the wadi itself.
- c. Full support from the government and related agencies is needed for groups like this as one of the mobilizing cadres in society.

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