

Galesong Youth Startup Training Based on Waste Management through the Less Contact Economy

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ABSTRACT

The objectives of the PKM activities are: 1) Carry out the waste processing (Collect, Recycle, Utilize); 2) waste management, marketing, and packaging materials. The PKM activity is Management Improvement through Waste management) starting with a Website-based Marketing system. Modules and Implementation Manual Provided to Partners to make it easier to understand. To measure the effectiveness of training activities by evaluating the implementation of training. The PKM training program through the DRPM grant can run well in post-pandemic situations and conditions in Takalar District, North Galesong District, and Aeng Batu-batu Village. Several programs have been adjusted, such as Mentoring activities, Technical Guidance, and face-to-face training, which are conditioned according to the post-Covid-19 health protocol.

INTRODUCTION

The problem of plastic waste is also easy to find in the North Galesong area, more precisely in the Karama Beach area. The emergence of plastic waste has increased significantly. The assumption is that the cause of the increase in plastic waste in North Galesong is the culture of using plastic bags in every shop. This is happening in traditional markets, modern shopping centers, and coastal tourism areas. The research results show that the dominant proportion of plastic waste is found in North Karama Galesong Beach (Adi Zulkarnaen, 2017).

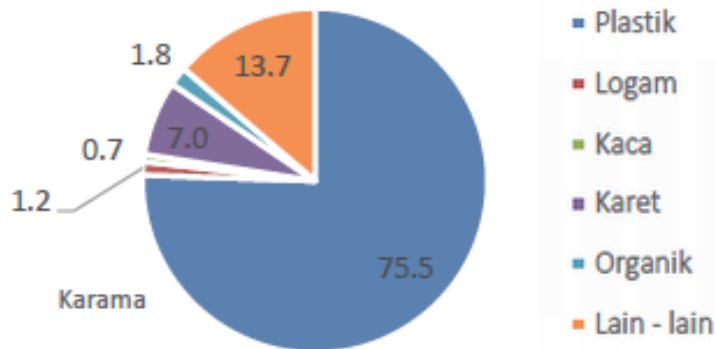


Figure 1. Percentage of types of marine debris on Karama Beach (Adi Zulkarnaen, 2017)

At Karama Beach, the percentage of plastic waste found was 75.5%, followed by other waste at 13.7%, rubber at 7.0%, organic at 1.8%, and the lowest percentage, metal at 1.2%, and glass at 0.7%. (Adi Zulkarnaen, 2017). Coastal and pelagic areas are essential for the productivity of biological, geochemical, and human activities. This area is significant as a food, recreation, and transportation provider, representing an essential part of the world economy. However, this coincides with various human activities in coastal areas that can potentially disrupt the oceans' health (Hetherington J., 2005). Various problems arise due to marine debris (Marine Debris), such as reducing the beauty of coastal areas, causing various diseases, affecting food networks, reducing the productivity of fish resources, and affecting the balance of ecosystems in coastal areas. If this happens and continues, the impact on the area's food chain, economy, and public health cannot be avoided (Citasari, 2015).

In order to combat plastic waste, it is necessary to take a comprehensive and systemic approach. One of the young Galesong activists who deal with the waste problem in Aeng Batu Batu Village is "KAS DAENG." The UKM work program, for example, is from a technical processing point of view. Plastic waste is separated from organic waste and explicitly treated to reduce its distribution in the sea and on land. The separation is intended to produce or recycle plastic waste into raw materials for other plastic products (Mantasia, 2019). At the time of observation in the partner group, various problems were obtained as follows: Partners did not know to manage plastic waste that had accumulated on the shore so that it became a source of income.

IMPLEMENTATION AND METHODS

This implementation method results from an agreement between the implementer and the Foster Village and village partner groups, namely through the Galesong Youth Startup Training Based on Waste Management through the Less Contact Economy. Community service program activities in Aeng Batu-batu Village, Kec. North Galesong Kab. Takalar. The method used for implementing this activity is a participatory community empowerment method with the Participatory Rural Appraisal model, which is an approach to empowering and increasing community participation that emphasizes community involvement in all activities (Burhan, 2002). The Participatory Rural Appraisal (PRA) model emphasizes community involvement in all activities, starting from planning, implementing, and evaluating program activities. Participatory Technology Development model that utilizes appropriate technology based on knowledge and local cultural wisdom.

The Community development model is an approach that directly involves the community as the subject and object of implementing community service activities. Persuasive, namely an approach that is an appeal and support without coercion for the community to play an active role in this activity. Educative, namely socialization, training, and mentoring approaches to transfer knowledge and education for community empowerment. Participation in Aeng Batu-batu village institutions, where the number of LKMD administrators is 25 people, and the number of village development cadres is ten people. PKK with a PKK driving team of 5 people. Efforts to inventory the appropriate technology sector utilized, especially in the energy sector, as much as 1 type and the management sector as many as four types. Participation of village heads tasked with carrying out village development and empowering village communities, fostering and improving the village economy, developing the socio-cultural life of village communities, utilizing appropriate technology, and coordinating village development in a participatory manner. (RI Law No. 6 of 2014). Other BumDes partners are utilized to develop businesses resulting from waste processing, waste bank pilot villages integrated with IT, and creative industry centers to build plastic waste management center villages with environmentally friendly and environmentally sound technology.

The successful implementation of the community service program (PKM), Partners is carried out from the evaluation process carried out. The evaluation of the implementation of this training includes Pre-Test. This evaluation is used to determine the level of knowledge of startup training participants about plastic waste management Observation (direct observation). This method determines the level of seriousness (liveliness), thoroughness, and discipline of participants. Formation of an internal control system, internal audit assistance, establishment of document preparation, assistance in document preparation, and ensuring ICS runs per assessment.

RESULTS AND DISCUSSION

The percentage of outcomes in the Community Service Program of the Ministry of Research and Technology/Brin is Conducting training, talent search, and forming technopreneurs and startups for youth in the coastal area of Aeng Batu-batu Village. Training is conducted through Offline Training (face-to-face).



Figure 2. Offline startup training activities



Figure 3. Provision of STARTUP Business Materials

Benefits Obtained (Outcome)

The benefits obtained by the Community Service program are increasing partners' knowledge in managing high-value plastic waste according to consumer needs. Marketing can be done through conventional and electronic methods (Electronic Stores).



Figure 4. Development of Entrepreneurship Based on Waste Management Through Plastic Waste

The community service program is implemented in stages, as shown in Figure 4, through waste management, including 1) Garbage Selling services, 2) Garbage Disposal services, and 3) zero-waste services. Organic waste can be processed with a composter into handicrafts, and 4) recycle services) Furthermore, the second stage is Empowerment for Entrepreneurship Activities for Youth in Aeng Batu-batu Village following the title "Entrepreneurship Development Based on Waste Management Through Utilization of Information Technology Applications" (Technopreneur Training /startUP is divided into three pieces of training, namely Applied Technology, Apps, and Educational Campaign. For the Applied Technology and Apps category, there are two stages: an idea stage and a startup stage.

Next is implementing Information Technology-based technopreneur/startUP training for the Aeng Batu Batu village community consisting of teenagers and PKK mothers. Technopreneur/startUP training is based on Information Technology through waste management, including 1) Garbage Selling services, 2) Garbage Disposal services, and 3) zero-waste services. Plastic waste can be processed into crafts and 4) recycling services. In answering the garbage problem, the Technopreneur/startUP training is divided into three pieces: Applied Technology, Apps, and Educational Campaigns. For the Applied Technology and Apps category, there are two stages: the idea stage and the startup stage. During the training, the youth of Aeng Batu-batu Village received material related to Startup Business, Entrepreneurial Tips and Tricks, and Online Marketing with presenters from within (Practitioners, UNM Economics) and outside the Makassar area (UGM).

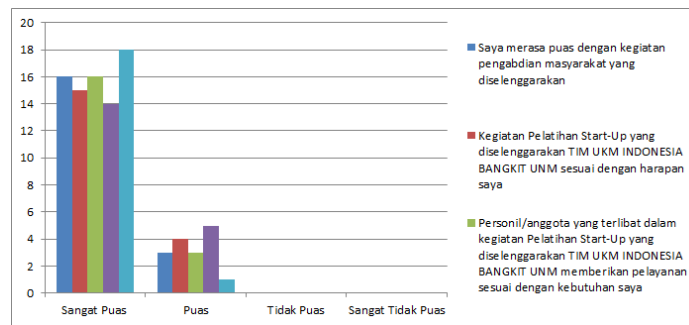


Figure 5. Training Participant Satisfaction Survey

Partner Contribution

Partner contributions to implementation:

1. Fully participate in activities held by UNM Makassar executors
2. Using own capital for tenant business activities
3. Promoting community service activities
4. Help open jobs for the community around the tenants

Technopreneur and Startup Formation and Training for Village Youth

The people of Aeng Batu Batu village are teenagers who have dropped out of school. For this reason, technology-based technopreneur/startUP training will be formed through waste management. Technopreneur uses technology as the primary key to producing a business with a modern digital system that is more effective and efficient in terms of time and cost. It replaces old technology to get innovation in their business. The Technopreneur/start UP training offered is Information Technology-based through Waste Management, including 1) Garbage Selling services, 2) Garbage Disposal services, and 3) zero-waste services. Organic waste can be processed with a composter into compost, and inorganic waste can be made into crafts, and 4) recycling services. In answering the garbage problem, the Technopreneur/startUP training is divided into three pieces: Applied Technology, Apps, and Educational Campaigns. For the Applied Technology and Apps category, there are two stages: the idea stage and the startup stage. At the same time, the Educational Campaign is divided into two criteria, namely Pelitas and Non-Pelitas. During the Bootcamp, the youth of Aeng Batu-batu Village will receive material related to social entrepreneurship from judges and mentors from within and outside the Makassar area.

Supporting Factors

The main factor that is very supportive is the existence of funding from the DRPM Kemenristek Brin so that this activity can be carried out. Another factor is the Rising Indonesian UKM internal team of the Ministry of Research and Technology/Brin (4 Lecturers and 5 Students, and 5 Alumni) who are compact and are still looking for solutions during the pandemic, prospective tenants who are enthusiastic about contributing to solving problems in society. Currently, the Makassar State University academic community, and the Ministry of Research and Technology Brin have distributed grants to the Makassar State University community service team to increase the number of Information

technology-based startup entrepreneurs at Makassar State University, as well as contributions from Partners, namely Aeng Batu-batu Village.

CONCLUSIONS AND RECOMMENDATIONS

The PKM program can run well in post-pandemic situations and conditions in Takalar District, North Galesong District, and Aeng Batu-batu Village. Adjustments were made to several programs, such as mentoring activities, technical guidance, and face-to-face training conditioned according to the Covid-19 health protocol. Partners already know about (1). The plastic waste processing system, namely to make handicraft products from plastic waste with high selling value; (4) Entrepreneurship Development for Youth Based on Waste Management Through a less contact economy. Partners already have Startup business ideas, Knowledge, and Entrepreneurial Skills Based on Plastic Waste Management.

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