

Socialization of KKNT Kadiri Islamic University in Tanggung Village, Tulungagung Darat Sub-District

Nunuk Helilusiatiningsih^{1*}, Sumarji²
Prodi Agroteknologi, Fakultas Pertanian, UNISKA

Corresponding Author: Nunuk Helilusiatiningsih nunukhelilusi@gmail.com

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ABSTRACT

Responsibility Village is one of the villages located in Tulungagung Regency. It is a lowland area and has an area of 554,184 ha. KKNT aims to give students broad experience and insight and develop knowledge in society. The method of implementation is site surveys, interviews, MSME coaching, counseling in the fields of animal husbandry, agriculture, culture, and increasing cooperation in the KKNT program. The results resulted in 7 types of work programs covering the field of online marketing, MSMEs, WEB Training, and the Catapult Competition Cultural Week by giving prizes, block materials, planting horticultural seeds in 33 polybags planted with oranges and avocados at the Mount Budeg tourist location, compensation for orphans. So the results are useful for increasing the village's potential.

INTRODUCTION

The potential that exists in Penataran Village is currently engaged in the field of processed chips for Micro, Small and Medium Enterprises (MSMEs), Livestock and Agriculture. Through this KKNT it is hoped that it can encourage the community's economy through programs created such as: Marketing through social media and online shops for MSMEs. Manikandaselvi et al., (2016), explained the increase in the quality and quantity of traditional medicinal plants because there are bioactive compounds that are good for health. Puspadewi (2016) that the elements N, P, K for plants have the potential to stimulate the development of plant height, so that in this study a balanced fertilizer was included. Organic liquid fertilizers applied to the soil are quickly absorbed by the root system.

The location in the village area of Terus Campurdarat has the potential to include micro-businesses of tempeh, tofu, various processed foods, drinks, various chips and crackers from cassava, traditional cakes and others. The famous tourism potential is Mount Budheg which is visited by many people from various regions. The people who live there have paddy fields with rice, corn, vegetables, fruits, medicinal plants, and various plants in the mountain location. The dominant religion is Islam, followed by Christianity and Hinduism. In general, their work is farming, animal husbandry, traders, employees, teachers, doctors and nurses, the private sector.

The purpose of the KKNT is to serve with staff, science and technology, funds that are useful in helping and motivating the community in increasing the socialization and empowerment of the potential of Responsibility Village, Tulungagung. The students involved were 31 people with various fields of knowledge under the guidance of a PKL lecturer, namely Mrs. Dr. T. Ir. Nunuk Helilusiatiningsih, MP for 1 month plus 10 days of making reports in the form of outputs, namely KKNT reports, activity videos, articles, Village Profile Books, PKS, namely the Cooperation Program.

IMPLEMENTATION AND METHODS

The KKNT was held from 11 July to 28 August 2023, the location of the Village of Responsibility, Campur Darat District, Tulungagung, with 31 student participants from various fields of science at UNISKA Kediri. The materials needed are raw materials for orange seedlings, avocados, box materials, staple food ingredients, etc. The tools used are motorbikes, cellphones, laptops, stationery, mats, mattresses, etc. Activity methods include: location surveys, interviews and discussions, field activities for KKNT work programs, lecturer coaching, activity and cost reporting, video activities, books village profiles as expected outputs PKS Proker 12 types, WEB, UMKM, agricultural products, livestock products, English tutoring books, cultural studies, sports competitions, Indonesian Independence day with parades and parties, healthy walking competitions, posyandu. Uniska Online Marketing, Coaching and PMB.

RESULTS AND DISCUSSION

The UNISKA KKNT student reception event was held on June 11 2023 as in Figure 1. This is the 1st work activity in establishing friendship and cooperation in building villages in the form of community service.



Figure 1. Reception event for KKNT participants, by the Head of the Village of Responsibility, Tulungagung

Implementation of the KNT Work Program begins with an introduction to the work program which is made in the form of a proposal which has been agreed upon by the Head of the Village and the Head of the DPL from UNISKA. The work programs needed by the community include planting Tambulapot (Pot Fruit Plants). The process of planting tambulapot on Mount Budeg went smoothly Constraints: difficulty in finding materials for planting tambulapot Development Opportunities: With this planting it is hoped that it can preserve and maintain the beauty of the Mount Budheg area and can be an example for the community that the importance of preserving nature can be demonstrated Figure 2 is the 2nd work program.



Figure 2. Planting superior orange and avocado seeds in pots

Marketing MSME Products Through Social Media. The results are the 3rd program. The production marketing process runs smoothly and promotional videos and the process of making chips have been uploaded to social media. Constraints: The team had difficulty explaining how to create and operate social media accounts to MSMEs in because there is still a lack of understanding about technological developments in the modern era. Development Opportunities: Not only does it provide insight, it is hoped that in the future there will be assistance regarding product marketing via social media and steps in creating and operating social media accounts. Documentation, see Figure 3.



Figure 3. Counseling and empowerment of MSMEs in Respons Villag

Implementation of work program 4 is the production of 13 Mineral Blocks which will be distributed to breeders participating in socialization Constraints: No Development Opportunities: can be a side business field for breeders. Making Mineral Blocks for livestock, and planting seeds are expected to influence the progress of the potential of the community in the Responsibility Village and can encourage community awareness in protecting the surrounding environment (Figure 4). In the Land Mixed Area, many people have livestock which have the potential to be developed so that they can trigger a sustainable people's economy and improve the economy.



Figure 4. Work in the livestock sector, namely Mineral blocks

The implementation of Work Program 5 is English language coaching and training at the SDN, Tulungagung Village, see Figure 5. The results of the English language education given to students for 1 month really helped the students of the Primary School in the village of Tulis to be more skilled and give positive responses.



Figure 5. English language training at Respons Elementary School

The 6th program activity is helping the community, especially youth and women in participating in sports competitions in welcoming the Republic of Indonesia's Anniversary. The Village apparatus held a slingshot competition between youths in order to increase their potential in the field of sports. This can be seen in Figure 6.



Figure 6. Catapult Competition



Figure 7. UNISKA program promotion to SMAN I Boyolangu Tulungagung

In Figure 7. Namely the collaboration between KKNT and SMAN I Boyolangu in the introduction of the independent learning campus which includes 5 Faculties namely Economics, Engineering, Agriculture, Law, FKIP majoring in English, There is also a Postgraduate (S2) Masters in Law program and Masters in Management and Masters in Agribusiness.



Figure 8. Closure of KKNT at the Responsibility Village Hall

Figure 8 shows the closing ceremony of the KKNT which was held on August 13, 2023, located at the Responsibility Village Hall with cultural dances and tambourine music and prayers.

Indonesia is rich in natural resources that can provide health benefits (Anggorowati, et al., 2016). At the KKNT opening ceremony, students prepared tumpeng and herbal drinks which are the result of abundant natural resources in Tulungagung Village. The use of herbal drinks has become popular because of its distinctive aroma and antioxidant properties so it is useful for health (Chan, et al., 2012). Several biopharmaceutical plants are available in Kediri, Tulungagung, and other districts, such as ginger, galangal, turmeric, galangal, and so on with the base commodity being turmeric (Maharani et al., 2021). Fruit planting in polybags is given liquid fertilizer, POC produced by PT. Natural Nusantara contains more complete levels of nutrients which are very helpful for increasing production (Neli et al., 2016). At this time the development of the culinary industry is growing rapidly, especially those based on micro-enterprises or MSMEs. Indonesia has the potential to improve its economy which has experienced a decline due to the COVID 19 pandemic. (Sasongko, 2020). The problems that occur due to the economic downturn are many factors, including access to finance, inefficient production costs, technology, economic factors, management skills, and competition related to environmental factors, both internal and external (Rainanto, 2019). improving product quality and competitiveness is through quality and sensory improvements, namely the taste and aroma components (Hafiz, 2017). Real Work Lecture (KKN) is a place for students to learn to live and serve the community. With this KKN, it is hoped that students can play a role and participate actively in society because in society it is not only knowledge that needs to be applied but how students integrate with the community environment.

CONCLUSIONS AND RECOMMENDATIONS

Community service activities in the form of work programs in the field of science at the UNISKA Kediri independent learning campus are going well and are beneficial for the local community, hopefully it will become a good field of charity for students, lecturers and all parties involved.

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