

Diversification of Products for Empowerment Women's Keliling Benteng Ulu Village, Martapura Barat Subdistrict, Banjar District

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ABSTRACT

In 2023, the PKK women's group in Keliling Benteng Ulu Village, West Martapura District, Banjar Regency has started producing instant herbal drinks with the herbal name "Wiras". For almost 1 year now, only one type of product has been made. It is necessary to diversify the products produced. The aim of this activity is to provide training in making instant drinks made from ginger and tomatoes. In this community service activity, training on instant ginger and tomato drinks will be carried out. As an evaluation, participants will be asked to independently make instant ginger and tomato drinks and send a video when making them. As a result of this activity, training has been carried out in making instant drinks in the form of instant ginger and instant tomatoes. The instant ginger drink made is called JaRi (original ginger) while the instant tomato drink is called MST (Minuman Sari Tomat).

INTRODUCTION

West Martapura sub-district consists of 13 villages, one of which is Keliling Benteng Ulu (KBU) Village which has an area of 22.57 Km². Most of the area is located on river coast in the form of rice fields. Keliling Benteng Ulu Village consists of 9 RT (Rukun Tetangga). Residents' houses are located on edge of highway and there are several houses facing the river. The roads in Keliling Benteng Ulu Village can be traversed by two-wheeled and four-wheeled vehicles, but some RT's can only be traversed by kelotok (boat) because they located on the other side of the river. In addition, there are houses located near rice fields that can only be accessed on foot (KBU Village official, 2011)

The population in KBU Village is 2076 people, consisting of 50.67% men and 49.33% women. Most (50%) of the residents of KBU Village work as farmers, while the rest work as traders, fishermen, construction workers and civil servants/teachers with an average monthly income of 1.2 million or Rp 40,000/day. Mothers in KBU Village are generally housewives and farmers (KBU Village Official, 2011). Activities carried out by mothers include yasinan (recitation groups) and Family Empowerment and Welfare (PKK) activities. The KBU Village PKK group was established in 2021, chaired by Mrs. Hj. Jainab with 56 members (Pembakal Desa KBU, 2021). Activities carried out by the KBU Village PKK include PKK meetings and the reading of "Burdah" once a week.

In community service activities that have been carried out by the team through the Obligatory Lecturer Program (PDWA) with PNBPN ULM funding in 2023, this group has been taught to make instant herbal medicine and has produced 1 instant herbal medicine product named "Wiras" herbal medicine. For 1 year running, there has been no product diversification produced so that there are many questions from buyers about other products. It is necessary to diversify products by using natural ingredients available in the KBU Village and low prices (Isnaini *et al.*, 2023).



Figure 1. Jamu "Wiras" that has been produced by Empowerment Women's KBU Village

Product diversification must take into account the potential of the area where the business is located. One commodity that is easily available in Banjar district is tomatoes and ginger. Tomato production in South Kalimantan amounted to 49,492 quintals. In 2023, 103,000 kg of tomatoes were produced in Banjar district, while 2.4 million kg of ginger were produced. Banjar Regency is the largest producer of ginger (BPS, 2024).

Tomatoes contain lycopene compounds that function as antioxidants. Tomatoes processed into juice and paste have a higher lycopene content than in fresh form. For example, the amount of lycopene in tomato juice can be up to five times more than in fresh tomatoes. (Canene-adams, 2004; Isnaini *et al.*, 2010; Perven *et al.*, 2015). Tomatoes also have potential as a medicinal raw material (Hadi, 2023). In addition to the great potential in tomatoes, tomatoes are one of the commodities that have a very short shelf life and spoil quickly, so to increase the selling value and reduce losses in the form of rotten tomatoes is to process tomatoes into instant drinks.

Apart from tomatoes, ginger is one of the commodities that has the opportunity to be developed into instant drinks (Powerpack, 2022). Ginger is a spice used to cook food as well as a raw material for herbal medicine. Making ginger instant drinks does not require special skills and many learning videos are spread online, one of which has been made by Isnaini (2020). The great potential of crops in Banjar Regency needs to be utilized so that it can increase the income of the population in KBU Village in general and PKK mothers in particular.

This training activity on making instant drinks from ginger and tomatoes aims to increase the variety of products produced, so that it will increase the *revenue generating* business of instant herbal medicine for KBU Village PKK women.

IMPLEMENTATION AND METHODS

This community partnership program activity is carried out in several stages, namely the preparation, implementation, evaluation and follow-up plan.

a. Preparation

At this stage, permission for activities was obtained from the sub-district and the head of the KBU Village, making letters of assignment for lecturers and students and field assistants. In addition, the preparation of tools and materials that will be needed in this activity is carried out.

b. The implementation

In this activity, it was taught how to make instant ginger and tomato powder drinks. On this occasion, a demonstration was held on how to make instant ginger and tomatoes. Participants received tools and raw materials for the production of these two instan drinks. The tools obtained were a large blender machine, a stirring machine or ginger cooker, a packaging pressing machine, a sticker printer. The raw materials obtained were ginger, tomatoes, sugar and

packaging along with stickers that had been designed and printed. in addition, a display cabinet was also given for drinks that had been packaged.

c. Evaluation

Evaluation of the activities was carried out after 1 week of training. The evaluation was carried out by asking participants to independently make instant ginger and tomatoes using the raw materials provided. They were also asked to report the amount of production.

d. Follow-up plan

The evaluation results obtained will be discussed with partners for the next stage. One alternative that will be discussed is to establish cooperation with pharmacies, drug stores and minimarkets in the Martapura City, Banjarbaru City and Banjarmasin City areas to market the products that have been produced.

RESULTS AND DISCUSSION

This community service activity was carried out on August 16, 2024 at the Meeting Hall of Keliling Benteng Ulu Village, Martapura Barat Sub-district, Banjar Regency. This activity was attended by 15 members of the KBU Village PKK. They formed a home industry under the name "KBU Sehat". As a medium to facilitate communication with the team, communication is also carried out through whatsapp (Wa) media. On this occasion, red ginger, tomatoes, and packaging were handed over. In addition, on a separate occasion, assistance was also provided in the form of granulated sugar, woks and automatic stirrers, draining equipment, stoves and packaging presses.



Figure 2. Handover of Raw Materials

On this occasion, the KBU Sehat group received 2 training materials, namely making instant ginger (JaRi) and tomato juice drinks (MST). In addition to making instant drinks, they were also taught about packaging instant drinks that have been made so that they are ready to be marketed.

The results of research by Sabrina (2020) concluded that product diversification has a positive and significant effect on purchasing decisions. Instant ginger and MST were chosen as diversification products given the abundant availability of raw materials in Banjar district and their potential efficacy. Based on research conducted by Rao and Agarwal (2000) and

Giovannucci (1999), tomatoes have potential as anticancer and heart disease. Tuzcu M *et al.* (2012) found that tomato powder has a chemopreventive effect on the development of colorectal cancer in rats. The antioxidant effect of tomato powder was studied by Gholami F *et al.* (2021) on athletes who do strenuous exercise, found that tomato powder has more effective protection against oxidative stress caused by strenuous exercise than pure lycopene supplements. Meanwhile, ginger powder, in several studies, has been proven to be able to overcome nausea due to seasickness, morning sickness and chemotherapy. The gingerol content in ginger can increase gastrointestinal movement, has analgesic, antipyretic, sedative and antibacterial effects on experimental animals. Thus, besides being able to overcome nausea, ginger also has the potential to overcome pain, fever and antibacterial (Cholis, 2010).



Figure 3. Handover of tools



Figure 4. Activity during training on making and packaging instant ginger and tomatoes



Figure 5. Successful products that have been made by PKM participants

After the training, KBU Sehat women have made instant ginger and tomato preparations and sent the videos through whats app media. The products they have made can be seen in Figure 5.

After 1 month of training activities, 64 packs of JaRi and 32 large packs or 320 sachets of MST have been produced. In addition to being marketed around the production site, these products have been marketed to Palangkaraya, Central Kalimantan, opened a sales stand at the fifth Lambung Mangkurat Medical Seminar (LUMMEN's), also opened a stand at the FKIK ULM 2024 anniversary activities and district PKK activities (fig. 6, 7 and 8).



Figure 6. Participation in Activities LUMMEN's by Opening Sales Stands and Visits by the Dean of FKIK ULM and the Coordinator of the Undergraduate Medical Program at the "KBU Sehat" Stand.



Figure 7. Participation in the 34th Anniversary of FKIK ULM in 2004



Figure 8. Participating in opening a stand at the Regency PKK activity

In addition to offline sales, sales are also made online through the shopee® market place.

CONCLUSIONS AND RECOMMENDATIONS

In this service activity, it is in accordance with the objectives of this activity, namely diversifying products in the form of additional production of instant ginger and tomato drinks.

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