

Empowerment of PKK in Keliling Benteng Ulu Village, West Martapura District by Utilizing TOGA into an Instant Drink with Commercial Value

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ABSTRACT

Keliling Benteng Ulu Village (KBU) in West Martapura Subdistrict, Banjar Regency, South Kalimantan, is an adopted village under the supervision of the Undergraduate Medical Study Program, Faculty of Medicine, Lambung Mangkurat University. Previously, they distributed TOGA plant seeds and conducted educational sessions on their benefits. In the current phase, five residents are selected for training in creating instant herbal drinks from TOGA plants, supported with necessary tools. The resulting herbal drink, named "Jamu WIRAS," is linked with the "KBU Sehat" SME group. After initial training on creating and packaging, participants will autonomously produce the drink, providing photo and video documentation. A WhatsApp group facilitates communication between the service team and SME group. The marketing involves the district-level Women's Welfare Organization's assistance and integration into various events.

INTRODUCTION

Keliling Benteng Ulu Village is one of the villages in West Martapura District, Banjar Regency, South Kalimantan Province. This village is located on the edge of a river which is unique in the behavioral patterns of its people. This village is a village supported by the Undergraduate Medical Study Program of the Faculty of Medicine, Lambung Mangkurat University since 2021.

In previous Community Service Activities, TOGA plant seeds were provided as well as TOGA education to increase body immunity (Asnawati et al., 2022). Some plants that can be used to increase body immunity are body ginger (Malekmohammad & Rafieian-Kopaei, 2021), Lemongrass (Sforcin et al., 2009), Curcuma longa (Catanzaro et al., 2018), Alpinia galanga (Bendjeddou et al., 2003). Banjar Regency is the area that has the largest TOGA plantation in the South Kalimantan region. The area of ginger land in Banjar Regency is 2 million m², turmeric 1.6 million m², Laos/galangal 0.6 million m² in 2022 (BPS, 2023). There are many TOGA materials around KBU village, which have the potential to be developed.

In this community service activity, five KBU village residents will be selected who will be formed into an SME group. They will be given training regarding making instant drinks, especially herbal drink which will be commercialized.

IMPLEMENTATION AND METHODS

This method of community service is divided into:

Preparation phase

At this stage, a personal approach is made to the PKK chairman and Village officials, such as the Village Head, to coordinate the activities to be carried out. Next, we will arrange permission from the faculty. Together with the PKK chairman, five KBU village residents will be selected who will become SME members and receive training in making herbal drinks.

Methods for Implementing Community Service Activities

The first activity carried out after getting five KBU village residents who were willing to be involved was creating a group by WhatsApp (WA). This group is useful as a communication medium between the service team and the SME group. Through the WA group, the name of the SME and the herbal drink logo that will be created. In this activity, training will be carried out with the following materials:

1. Making instant drinks
2. Instant drink packaging
3. Calculation of the selling price of instant drinks made

The provision of material will be carried out in 2 meetings. The SME groups that are formed will receive assistance with raw materials for making herbal drink in the form of ginger, galangal, lemongrass and turmeric, as well as tools such as gas stoves complete with gas cylinders, blenders, frying pans, scales, squeezers as well as packaging and stickers for packaging. In this community activity, partners participated in kind by providing a place for implementation, helping to find 5 village residents who were willing to actively participate in this activity.

Evaluation of community Activities

Evaluation is carried out to see the success of the training that has been provided. In this community service activity, evaluation is carried out by asking members of the SME that are formed to make herbal drink independently and send proof of the video making via the WA group. It is hoped that after the training they have been given they will be able to make herbal drink independently and the resulting products can be sold in the community.

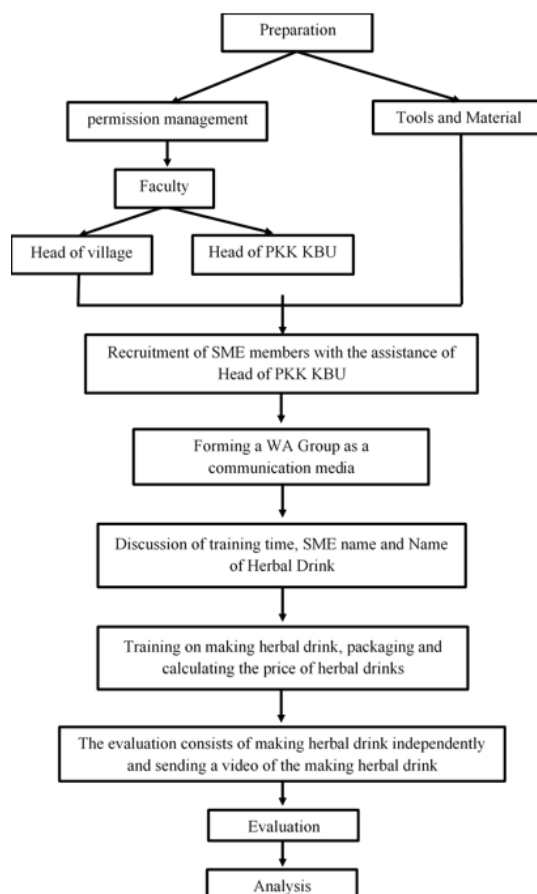


Figure 1. Flow of Community Service Activities

Time and Place of Service

This service activity will be carried out in June - August 2023 online via the WA group and offline at the home of the residents in KBU Village.

RESULTS AND DISCUSSION

In this community service activity, an SME group was formed with the name "KBU Sehat". This group consists of Mrs. Rubiah, Mrs. Hj. Hadinah, Mrs. Durratun Nafisyah, Mrs. Mar'yah and Mrs. Rapihah. Based on discussions conducted via the WA group, the name of herbal drink is called "JAMU WIRAS" which is an abbreviation of *Wigas* and *Waras* which comes from the Banjar language which means fit and healthy.

At the first meeting held on July 22, aid was handed over to the materials for making instant herbal medicine as well as the tools used to make instant herbal medicine. The ingredients given are sugar, ginger, turmeric, galangal and lemongrass. The tools provided include a stove complete with gas cylinder and regulator, blender, frying pan, jar, squeezer as well as packaging and stickers for packaging (figure 2).



Figure 2. Delivery of materials and tools for making instant herbal medicine



Figure 3. Training on Making and Packing Herbal Drink

At this meeting, we were also taught how to make and package instant herbal medicine (figure 3).



Figure 4. Drinking herbal medicine together

At this meeting, herbal drink was made into powder and packaged. On this occasion, we also were drinking *Jamu Wiras* together (figure 4).

This SME group makes herbal drink independently and collects videos of its and send in WA group (Figure 5). There are 130 pieces herbal drink that have been made by the “KBU Sehat” SME group and have been marketed through activities in Banjar Regency, South Kalimantan, such as MTQ activities (figure 6).



Figure 5. SME groups independently make herbal drinks



Figure 7. The herbal drinks have been marketed in MTQ activities
CONCLUSIONS AND RECOMMENDATIONS

This community service activity succeeded in empowering PKK women in KBU village by forming healthy KBU MSMEs and making WIRAS instant herbal products that can be sold to the community. This community service activity is still an initial activity for the formation of SME. This needs to be followed up with other service activities in the form of product diversification, obtaining business permits and product marketing.

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