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EMPOWERMENT OF THE COMMUNITY OF CANDIMULYO VILLAGE, JOMBANG REGENCY IN FACING THE COVID19 PANDEMIC: LEADING PRODUCT INNOVATION

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Abstract: Community empowerment is an effort to improve the ability of the community to become an empowered community to enhance the quality of life of the community. The people of Candimulyo Village were given training in making eco print batik and making dim sum food. The training is provided, hoping that the community will have the expertise to make eco prints and dim sum food, which can then be marketed and increase income for families and the community. Ecoprint is very easy to make because it uses natural materials grown around the house and uses environmentally friendly materials. The community is also expected to innovate to make food that can meet the needs of families and society at large and can innovate and develop eco prints. The results of eco prints are stunning and much in demand by the wider community and have high selling power. Eco prints can also be used as a Village Featured Product by creating a Village characteristic motif.

Keywords: Community empowerment, Candimulyo Jombang village, COVI-19

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INTRODUCTION

The World Health Organization (World Health Organization/WHO) declared a Covid19 pandemic on March 11, 2020. According to worldometers.info/coronavirus/ as of September 9, 2021, around 221 countries and territories were affected by Covid19. Covid19 has affected as many as 222 million people and has caused the death of over 4.60 million. The Covid-19 pandemic has forced many countries' health and economic crises.

The effort to prevent Covid-19 has caused most countries' economies, whether poor, developing, or developed, to be shaken or devastated. The impact of the Covid-19 pandemic has also occurred in Indonesia, including in Candimulyo Village, Jombang Regency. The location of Candimulyo Village is in the middle of the town of Jombang (capital of Jombang Regency). It has a population of around 13,291 people. The total population of women is approximately 6,671 people and about 6,620 men (January 20, 2018). Candimulyo Village is recorded to have 54 RT and 13 RW (January 20, 2018).

Based on data from BPS (Central Bureau of Statistics), the poverty rate in Jombang Regency in 2018 was around 9.56 percent. Efforts to reduce poverty must start from the village or sub-district (Suara Jatim Post, 2019). The poverty rate will increase in line with efforts to control the impact of Covid19. All economic joints were affected; micro and small businesses, trading businesses, tourism also experienced a decline.

Bisnis.com (January 8, 2021) stated that Jombang Regency is one of the areas with a very high Covid-19 transmission rate. Data from the East Java Provincial Government as of February 7, 2021, shows 3,651 positive cases of Covid19 in Jombang, around 3,205 recovered, and 346 people died. This data indicates that there are 100 new positive cases. The spread of Covid19 in Jombang is increasingly out of control; on February 11, 2021, an increase in new cases of 300 people was recorded (Jawa Pos Radar Jombang, 2021). The Jombang Regency Government has implemented micro-scale

PPKM in four villages: Candimulyo Village, Sengon Village, Plandi village, and Kapatihan Village.



Source: Department of Communication and Information of East Java Province

Figure 1. The risk of increasing COVID – 19 in East Java

This Community Service aims to reduce the death rate, new positive cases of Covid-19, and reduce poverty by empowering the people of Candimulyo Village, Jombang Regency. The implementation of this Community Service is to provide education so that people carry out health protocols by wearing masks, using hand sanitizers, washing hands with soap, and increasing body immunity to the people of Candimulyo Village, Jombang Regency. The hope is that by providing this education, people will become more aware of improving their health and preventing Covid19. The people of Candimulyo Village were also given training on making eco prints and dim sum.

METHOD

The community of Candimulyo Village, Jombang Regency, was given the education to maintain health by always wearing a mask and constantly washing hands with soap and clean water to preserve body resistance. In addition, the people of Candimulyo Village were also given the training to make eco prints and make dim sum food.

The eco print and dim sum training were held on June 19 and 20, 2021, at the Candi Mulyo village office, Jombang. This training was attended by 40 (forty) participants consisting of women. Participants were told about ecoprint and dim sum theory and then given materials to work

on. Participants are guided by eco print and dim sum trainers.

Candimulyo village has a lot of plants, and these plants are used to make eco prints. This eco print training is given to help improve the economy and increase the income of rural communities because the materials used are environmentally friendly and easy to obtain and are in great demand by the wider community.

Ecoprint comes from the word eco, which means ecosystem or nature; print means print. Eco prints are made from materials obtained from the natural environment, such as leaves, flowers, and twigs. Ecoprint making materials are environmentally friendly, so they do not pollute water, soil, and air. Plants that can be used as eco print materials include star fruit leaves, jatropha, *Cleome rutidosperma*, teak, guava, cherry, mango, *Carthamus tinctorius*, and mulberry. Frangipani and mangosteen flowers and other flora materials are also used.

By extracting information from informants, this study uses a case study to carry out Community Service from the Non-Tax State Revenue (PNBP) fund, Faculty of Economics and Business, Universitas Brawijaya. Based on information from the Candimulyo Village official, the previous flagship products were bird cages and guitars. Still, the raw materials are pretty challenging to obtain, affecting the village's innovative products. At the same time, the leading food product is Antari or Kembang Goyang (traditional snack).



Source: Google

Figure 2. Kembang Goyang (Antari)

With the empowerment of the eco print community and the dim sum food, the Village official and the Village community are happy because they can provide new knowledge and innovations for the Making of Superior Village Products. This case study was conducted by: 1. Observations, 2. Interviews, 3. Audio-Visual Materials, 4. Documentation, 5. Reports.

RESULTS AND DISCUSSION

a. Old Featured Products

Candimulyo Jombang village is located in the heart of Jombang city. This village has 3 (three) sub-districts, namely Candi, Sidobayan, and Nglundo, and is led by a village head and 8 (eight) village officials. The residents of this village have expertise in many fields, including the arts (music) and sports (karate).

Based on information from the informant (Mr. A), a Candimulyo Village Official, he explained that this village has guitar craftsmen and birdcage craftsmen. The Village Innovation Implementation Team (TPID) decided that the main products of Candimulyo Jombang Village are guitars and birdcages, while the food product is Kembang Goyang.

Based on the information, one of the members of the TPID Team (Mr. B) said that this superior product of guitars and birdcages was underdeveloped. The undeveloped products are due to the lack of guidance and raw materials difficult to obtain for guitar making. In contrast, the raw material for birdcage products is bamboo, readily accepted in Candimulyo Village.

b. New Featured Products

The community empowerment carried out by Lecturers from FEB Universitas Brawijaya Malang gives new hope for Village officials and Village communities. The people of Candimulyo Village must have good health and must be economically strong.

The community service team came to Candimulyo Jombang village in June 2021. The community service team provided education in carrying out health protocols, such as wearing masks, maintaining distance, using hand sanitizers, maintaining immunity to have muscular endurance. The community must have good knowledge to carry out a clean lifestyle, diligently washing hands with soap.

They were strengthening the economy for the Candimulyo Jombang village

community by providing training on making eco prints and dim sum. This training is given with the aim that the community can increase income for the family and can provide nutritional needs to the family so that the immune system is robust. In addition to providing nutrition to families, the community can also sell eco print and dim sum products to help increase family income. This increase in the family income increases their spending power, which flows to other businesses within the community. In addition, the village officials also began planning to introduce eco print as a new flagship product for Candimulyo Village.

c. Community Empowerment with Ecoprint Training

The people of Candimulyo Jombang village were also given the training to make Ecoprint T-shirts. This training is intended so that the community can improve their economy by selling Ecoprint t-shirts. The use of natural materials for making eco prints is easy to do because its advantage is that it is an environmentally friendly material. This eco print is made from leaves, *Terminalia catappa* leaves, teak leaves, mango leaves, guava leaves, flowers, and plant twigs.

Making ecoprint t-shirts starts with washing the t-shirts with a scouring process to remove any contaminants (dirt, chemicals) as these can affect the dying process. After the shirts are passed, a mordant is added, dipping the sweater into the tunjung or alum (a substance used to fix a dye to the material). Next, the blanket is washed and soaked with natural dyes, such as high wood, mahogany, or sappan (secang lumber). The t-shirt is laid out with selected leaves or flowers, then covered with the blanket. After that, it is rolled and tied with raffia rope, then steamed for 2 (two) hours. After 2 (two) hours, removed and aerated to dry. The following are the steps in making an eco-print:

The tools and materials used to make eco prints are white T-shirts made of cotton, fabrics for blankets made of cotton or rayon,

plastic or plastic bags, rollers used to roll t-shirts, cotton or plastic ropes, buckets, detergent, solution of Ferrous Sulfate, or tunjung with a concentration of 5 g / liter of water, an explanation of tannins with a concentration of 30 g / liter of water, leaves, and a steamer.

Blankets are used to cover shirts; before use, blankets are measured. Blanket measurements were calculated from the tip of the right arm to the end of the left arm for the length of the blanket (X cm), the shirt was measured from the neck to the bottom of the shirt plus the size of the neck to the chest for the width of the blanket (Y cm), the veil was obtained, Xcm x Y cm.

The next step is to prepare the printing. Printing preparation includes the following steps, washing the T-shirt and blanket using a mild detergent concentration, then rinsing thoroughly and drying. Next, soak the veil in the tannin solution for approximately 2 (two) hours before printing.

The printing process is as follows: first, dip the shirt into the ferrous sulfate solution and do it back and forth until it is smooth and then squeeze until it is moist. Second, unfold the sweater and insert the plastic in the middle of the shirt. Third, cut the plastic the size of the sleeve, and insert the plastic in the middle of the shirt's sleeve. Fourth, arrange the leaves on the shirt. Fifth, cover the t-shirt that has been laid out with leaves on it with a blanket. Sixth, wrap the shirt that has been given a blanket with plastic. Seventh, flip the shirt quickly. Eighth, arrange the leaves on the back of the shirt. Ninth, cut the blanket on the left and right forearms. Tenth, cover the veil to the lower body. Eleventh, close the upper shroud towards the chest. Twelfth, cover again with plastic and roll using a roller. Thirteenth, steamed for 120 minutes.

The final stage is to aerate the T-shirt for 3 (three) days, rinse it with clean water, wash it with a mild detergent concentration, rinse with clean water, then dry it in the sun.

Ecoprint results have benefits such as preventing health problems because they do

not use chemicals but use environmentally friendly materials. In addition, it also invites the public to love products made from natural ingredients and prevent environmental damage from chemical waste. Ecoprint can also be used as a business for the community because of the cost of making it is cheap and in demand by the wider community.



Source: Author Documentation, 2021

Figure 3. Participants practice EcoPrint batik on available media



Source: Author Documentation, 2021

Figure 4. Participants showing the results of their EcoPrint t-shirt batik practice

d. Dinsum Food Making

People were also taught how to make dim sum. The ingredients for making the dim sum casing (skin) are 150 grams of flour, 120 ml of water, two tablespoons of oil, and one teaspoon of salt. Add flour, salt, and oil into a saucepan and stir until blended. Heat the water in a saucepan; when it boils, remove the water, pour it into the dough, and stir until well blended. Let the dough rest for 5 (five) minutes, flatten with a roller, then cut and shape into long rounds of approx. 8cm. The dumpling skin is now ready to use. How to make dumplings and the ingredients needed are chicken filet 500 grams, sago flour 3 (three) tablespoons, sesame oil 3 (three) tablespoons, salt 1½ teaspoons,

chicken seasoning (Royco or Masako) 1 teaspoon, sugar one tablespoon, pepper to taste and dumpling skin. The cooking method for the filling is to mince the chicken filet until smooth, put the minced chicken into the pan with salt, seasoning, pepper, sugar, then stir until smooth. Place the filling in the refrigerator for 10-15 minutes for the flavors to infuse; after 15 minutes, remove the packing and wrap it in dumpling skin. Prepare a pot and boil water to steam the dumplings for 7-8 minutes; remove the dumplings, and they are ready to serve.

This training is making chicken dim sum food to teach people that dimsum can provide nutritional needs for families and increase body immunity. In addition, according to yoursay.voice.com (2019), dim sum can strengthen bones, make nails and hair healthier, and prevent cancer. Furthermore, shrimp dim sum can prevent cancer because it contains selenium that the body needs. Selenium in the body increases immunity and prevents prostate cancer (Viva.co.id, 2021).



Source: Author Documentation, 2021

Figure 5. Participants take part in the practice of making dim sum



Source: Author Documentation, 2021

Figure 5. Participants show the results of the practice of making dim sum

CONCLUSIONS

Ecoprint is very much in demand by the wider community because it is easy to manufacture and environmentally friendly. This eco print has benefits such as preventing health problems because they do not use chemicals but use materials that grow around the house. People love products made from natural ingredients and prevent environmental damage from chemical waste. Ecoprint can also be used as a business for the community to increase income for families and the community.

Making chicken dim sum food also teaches people that dimsum can provide nutritional needs for families and increase body immunity. In addition, according to yoursay.voice.com (2019), dim sum can strengthen bones, make nails and hair healthier, and prevent cancer. Furthermore, shrimp dim sum can prevent cancer because it contains selenium that the body needs. Selenium in the body increases immunity and prevents prostate cancer (Viva.co.id, 2021).

The community and village officials welcomed and were happy with the eco print and dim sum food training. Even this eco print training provides new inspiration for the community and Village officials to make Village Superior Products with local characteristics of village motifs.

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