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Sugar Form Product Innovation and Education Packaging and Labeling for the People of Putrappinggan Village, Kalipucang District, Pangandaran Raise the Sales Value of Sugar Products

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ABSTRACT

Putrappinggan Village is one of the villages in the Kalipucang District of the Pangandaran Regency with abundant natural resources, and aren sugar is one of the leading products. The very abundant palm sugar potential in the village of Putrappinggan has rather than optimally provided a decent income. Community service is intended to increase the value-added of palm sugar. The method of implementation is exposure and practice. 47 participants were involved in this activity. Activity Evaluation uses a 15-question pre-test and post-test, with the results of the activity increasing partners' knowledge and skills regarding the processing of palm sugar products and motivating and inspiring them to further increase the added value of palm sugar products to improve the welfare of people.

INTRODUCTION

Putrappinggan Village is one of the villages geographically situated in the Pangandaran district. Compared to other villages in the Kalipucang district, this village has the largest expanse of Perhutani forest, with a lowland terrain in the south and a hilly terrain in the north. Due to the abundance of natural resources, agriculture is the majority of the people's primary source of income, making agricultural produce and other land, such as peas, coconut, aren, cranberries, bananas, and wood, superior commodities (Kab Ciamis, 2021; Masitoh et al., 2022; Putrappinggan, 2022).

Aren, one of the best agricultural products in Putrappinggan Village, aren is only produced in its traditional sugar form. One of the efforts that can be made to develop the community in Putrappinggan Village based on the potential of the community and local excellence commodities is to enhance knowledge and skills in processing banana raw materials into more diverse banana processing with the role and implementation of Siliwangi University's Commitment for the Community (PbM). It is anticipated that the exploitation of local potential through PbM activities will contribute to the economic growth of Putrappinggan Village.

This dedication was conducted in collaboration with two partners from the village apparatus, namely the village chief and Kasi Kesra, each of whom has a building group in Putrappinggan village, Kalipucang district, and Pangandaran district. The in-depth interviews with the two partners revealed several issues, including (1) The limitations of the partner's knowledge of the potential sugar aren that can provide economic added value after being processed into ant sugar; (2) Product quality constraints When packaging, the solution to be implemented is design and training on packaging and labeling to maintain the quality of the product and increase the appeal of the display.

Looking at the existing potential and the results of joint research between partners and implementers, one of the problems that will be sought is an effort to innovate sugar products and education on packaging and labeling for the village of Putrappinggan.

Diversification of food processing has numerous benefits, such as enhancing the durability of processed products, enhancing food durability, and increasing the added value of products, thereby boosting the economy and autonomy of rural

communities (Sari & Zuber, 2020; Syamsuri et al, 2022; Syamsuri & Alang, 2021).

Good packaging and labeling, in addition to improving the quality of Putrappinggan's signature products, also contribute to a more appealing product appearance and increase the product's sales value (Hidayati et al., 2021; Mukhtar & Nurif, 2015; Widiati, 2020).

METHOD

The Public Partnership Programme (Pbm-PKM) was held in Putrappinggan Village, in the district of Pangandaran. The partner in this activity is Putrappinggan Village with the number of participants of UMKM as many as 47 people. PbM-PPKM enforcement is carried out in 4 stages, (1) the observation phase, starting with finding the root of the potential causative problems of the less developed Putrappinggan village, (2) the preparatory phase contains an attempt to identify the deep problems that are facing partners and find the best solution to solve them, (3) Implementation stage, at this stage is conducted the activities of determination of the value of the sale of sugar products *aren* through the innovation of sugar product ants as well as education packaging and labeling, (4) Evaluation stage at the time of the activity is taking place by giving pre-test and post-test with 15 questions. The indicator of success at the time of the activity is that the participants can make sugar ants, until packaging and labeling well. Activities will continue to be monitored for the next year.

RESULT AND DISCUSSION

On July 26, 2023, 47 participants, comprising UMKM perpetrators, PKK cadres, and

representatives of young coral Taruna, participated in PBM-PKM activities on the innovation of ant sugar products as well as packaging and labeling education. The implementation phases are as follows:

Observational Altitude

The PbM-PPKM phase commences with an application for permission to conduct activities in Putrappinggan Village, which necessitates continued coordination and the conduct of FGD with the village head and Kasi Kesra on June 27, 2023, to identify issues pertaining to the optimization of the economic potential of the residents of Putrappinggan Village. Coordination and discussions are ongoing to identify problems and find joint solutions for enhancing the added value of the village's superior products.

The Preparatory Phase

At this stage, the formulation of the problem and the implementation of the most effective solutions to increase the economic potential of the partners are carried out. After lengthy deliberation, it was agreed that PBM-PKM would increase the added value of the economy on Gula Aren, one of the best crops of the partner. Table 1 displays a map of problems and solutions for partners.

Sugar aren potential in the very abundant Putrappinggan village has not optimally generated a sufficient income, so the team and partners have agreed to increase the added value of the sugar aren economy by promoting innovation in ant sugar. In addition, education on packaging, labeling, product marketing concepts, and product quality controls must always be implemented to increase the sales value of sugar-processed products. At this stage, preparations for the implementation process for PbM-PPKM activities were also made.

Table 1. Mapping problem

No	Problem	Problem Root	The agreed solution
1	The limited knowledge of the citizens and the perpetrators of UMKM, sugar producers, about the types of processed products other than conventional sugar, which has a higher selling value, is one of the sugar ants.	The limited knowledge of production other than conventional sugar aren	<ul style="list-style-type: none"> - Education about the kinds of processed products from aren other than conventional aren sugar, which is ants' sugar. - Demonstration of the sugar production process of ants.

2	Limited knowledge of citizens and UMKM perpetrators about packaging and labeling	Limited knowledge of packaging and labeling techniques	<ul style="list-style-type: none"> - Education on packaging and labeling concepts - Education about how to make interesting packaging designs. - demonstration of how simple packaging everywhere makes more durable products. - Education about making labels for products.
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Implementation Stage

The method of coercion is carried out by exposing the material and demonstrating that the production of sugar products doesn't involve ants. The event was attended by 47 participants, along with several invited guests, consisting of the village chief Putrappinggan and his classmates. The activities were carried out in the Putrappinggan Village Hall in the district of Pangandaran. A general overview of UMKM perpetrators, PKK cadres, and representatives of the youth coral taruna involved as participants can be seen in Table 2. ith most participants in the age range of 25–35 years, high school education majority, and female gender.

Table 2. Overview of Participants

Characteristics	N	%
Age (years)		
17-25	5	11
25-35	35	75
>35	7	15
Total	47	100
Gender		
Male	5	11
Female	42	89
Total	47	100.00
Education		
Junior High School	21	45
Senior High School	22	47
Bachelor	4	9
Total	47	100.00

The implementation of the PbM-PPKM activities began at 08.00 hours and ended at 11.30 hours, which was officially opened by the head of the Putrappinggan village and continued with the signing of the Cooperation and Implementation Agreement between the Faculty of Economics and

Business of UNSIL and the Government of the Village Putrappinggan District of Kalipucang District of Pangandaran. The complete arrangement of events can be seen in Table 3.

Table 3. Schedule of Activities to Increase the Selling Value of Palm Sugar Products Through Ant Sugar Product Innovations as Well as Packaging and Labeling Education for the People of Putrappinggan Village, Kalipucang District, Pangandaran Regency

No	Time	Information
1	08.00-08.30	Participant Registration
2	08.30-08.45	The opening of the activity, the recitation of the holy verses of the Al-Qur'an, the Indonesia Raya anthem
3	08.45-09.00	Speech by the team leader of the PbM-PPKM Lecturer
4	09.00-09.15	The head of Putrappinggan Village officially opened the event
5	09.15-09.30	Signing of the Cooperation Agreement and Implementation Agreement between the Faculty of Economics and Business UNSIL and the Putrappinggan Village Government, Kalipucang District, Pangandaran Regency
6	09.30-11.00	Presentation of material and discussion
7	11.00-11.20	Submission of feedback and impressions of messages from participants
8	11.20-11.30	Closing and Du'a

The presentation begins with a discussion of the potential for palm sugar, which has a high economic added value, and the process of producing ant sugar, which has a potential threefold increase in added value. The potential increase in economic added value from ant sugar derives not only from the manufacturing process, but also from packaging, labeling, and quality control procedures that must be always maintained. Simple household items, such as knives, cutting boards, pans, silk, forks, spoons, filters, and, of course, the stove, are used in the production of ant sugar.

The participants appeared extremely enthusiastic about attending the event. The participants returned at the end of the event to take the test (post-test) after the first test (pre-test) was administered during registration at the beginning of the activity. The event concluded with prize distribution and a group photo.

Evaluation Stage

The final phase of the activity consists of evaluating participants through a pretest and posttest, with an increase in scores from the pretest to the posttest serving as an indicator of the activity's success. The pretest and posttest consisted of 12 questions about ant sugar, packaging, and labeling.

Table 4. Results of Participants' Evaluation of Knowledge about ant sugar

Assessment criteria	Participant Composition	
	Before	After
Low	80%	
Medium	15%	40%
High	5%	60%
Total	100%	100%

Prior to the PbM-PKM activity, most of the participants' knowledge of ant sugar was limited, with a composition of 80%. The participants' knowledge of ant sugar, including its potential for the manufacturing process, increased after the activity; even most participants, 60%, had a high level of knowledge (table 4).

Table 5. Results of Participant Evaluation of packaging and labeling knowledge

Assessment criteria	Assessment criteria	
	Before	After
Low	30%	
Medium	55%	30%
High	15%	70%
Total	100%	100%

In addition to an increase in participant knowledge after the PbM-PKM activities met the activity achievement indicators, 75% of participants deemed the evaluation of their attitudes toward the usefulness of PbM-PKM activities to be very useful and 25% found it useful.

Table 6. Results of Activity Usefulness Evaluation

Assessment criteria	Assessment criteria
Less useful	
Beneficial	25%
Very helpful	75%
Total	100%

CONCLUSION

Partner communities benefit from the Community Service Activities of the Siliwangi University Community Partnership Program in Putraringgan Village. Implementation of PbM-PKM has been successful in increasing knowledge and skills regarding the processing of palm sugar products, as well as in motivating and inspiring partners to further increase the added value of palm sugar products to improve the welfare of the population.

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