



Improving The Technical Capacity Of Red Ginger Production For The Women Of The Sampora Village: Participant's Perception

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ABSTRACT: Activity restrictions during the COVID-19 pandemic have an impact on the national economy. The situation will be better if the handling of the economy starts from people who are able to create their own jobs. Herbal plants, one of which is red ginger, is a plant that has functions and benefits for health, coupled with the presence of the covid 19 virus, making changes in people's behavior towards health. This is an opportunity to make an effort to become a creative society. The Sampora farmer group has started to do this, but they still do not have sufficient knowledge and skills. For this reason, it is necessary to have training in red ginger cultivation, red ginger processing and transfer of knowledge about marketing red ginger processed products. This study aims to measure the increase in the understanding and skills of women in farmer groups after being given training. Data processing uses spider finger analysis which is a quantitative analysis method to map the comparison of variable parameters in the form of spider web graphs. The results showed that there was an increase in the knowledge and skills of the trainees as seen from the average score before training was 1.93 and after training was 4.5.

KEYWORDS: Improving, Red Ginger, Production, Women, Perception

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I. INTRODUCTION

The rise of the COVID-19 outbreak in various countries has caused many people to try to increase their immune system (Buana, 2020). The World Health Organization (WHO) has registered the novel coronavirus pneumonia epidemic as a public health emergency of international concern. (Darmawan et al., 2020).

An appeal to the public to protect themselves from exposure to the virus by implementing health protocols, namely prevention by doing social distancing. This affects the behavior and attitudes of the community in anticipating the transmission of the COVID-19 virus, one of which is the consumption of ginger herbal drinks. With this behavior, the demand for and the price of red ginger increases. In addition to the influence of Public Perceptions & Attitudes to anticipate Covid-19, there are things that make the demand and price of red ginger experience a significant increase, namely because it is influenced by the weather which is correlated through the condition of the planting media and the interest in people's purchasing power when affected by Covid-19 and also influenced by the growing and harvesting seasons (Adinugroho et al, 2020).

On the other hand, the community takes advantage of this opportunity to cultivate red ginger. One of the groups of residents who took advantage of this opportunity was the resident of the village of Sampora, Cibinong, Bogor, Indonesia. At first the villagers of Sampora, especially housewives, were a group of people who were not economically productive (A.Rahmi et al, 2022). However, residents use their land to grow ginger but still do not have sufficient skills and knowledge about red ginger cultivation

Knowledge of red ginger cultivation from seedling to harvesting, along with the growing conditions, is not yet known by the public. Seeing the potential possessed by Sampora Village, it is necessary to conduct a training activity with the aim of developing the potential for red ginger cultivation in Sampora Village so that it has high selling value and has a wider market. This is based on the fact that the people of Sampora are not yet optimal in developing the red ginger they harvest. Currently, after the plants are harvested, residents directly sell

the red ginger to the market or to the surrounding community, even though the red ginger product can be processed so that it has a higher selling value and increases people's income. The tourism potential of Sampora Park can be collaborated with red ginger products so that there are more business opportunities that can be run by residents and can increase residents' income during this pandemic.

II. INDENTATIONS AND EQUATIONS

This research was conducted on women from the farmer group in Sampora Village, Cibinong Village, Bogor Regency, West Answer, Indonesia. The implementation method is conducting training on red ginger cultivation, who participated in the red ginger cultivation training program as a provision for the development of red ginger cultivation that they had done. The selection of the women of the Sampora village farmer group was motivated because this farmer group had started planting red ginger on the land they owned but did not yet have sufficient understanding and skills in terms of red ginger cultivation, harvest processing and marketing techniques that they could do. Prior to the training activities, participants were asked to fill out a questionnaire to measure the extent of their understanding of red ginger cultivation, harvest processing and marketing techniques that they had done. The training activity was carried out for 3 (three) days, starting with the provision of material on how to cultivate red ginger and harvest processing techniques, then continued with direct practice on how to plant red ginger and the practice of making processed red ginger into red ginger powder and finally given material about marketing. processed red ginger products. At the end of the activity participants were also asked to fill out a questionnaire to see the improvement in the abilities and skills they had acquired from the training activities.

The method of implementing red ginger cultivation training is through training on red ginger cultivation, red ginger processing and marketing training. The training was held at one of the tourist sites in Sampora Village, namely Sampora Legok within 3 (three) days with the following stages:

2.1 Red Ginger Cultivation Training

In this training, participants were given an understanding of the selection of good red ginger seeds for planting up to the proper and correct procedures for planting red ginger on land. Good seeds for planting are red ginger plants that have been planted in polybags with the criteria for planting, namely they have 4 leaves. In addition, planting can also use red ginger that has been sown. Seeding can be done by washing the red ginger with water soaking the onion and garlic for 5 minutes after which it is dried for 1-2 hours, this is done because there are substances in the onion that can stimulate plants to grow, while garlic serves to kill any existing fungi. After seeding, prepare the roasted husks, put the ginger that has been sown on top of the roasted husks and then cover it again with roasted husks, then leave it for 1 week until shoots grow. The shoots that have grown have just been transferred to the soil. Before the red ginger shoots are transferred to the field, the land must be fertilized using fertilizer derived from goat manure in a ratio of 1:1.

2.2 Red Ginger Processing Training

Red Ginger Powder or Instant Red Ginger is a traditional medicinal preparation in the form of a ready-to-use drink made from red ginger combined with sugar and other spices as a complement. The manufacture of instant red ginger uses red ginger which is harvested at the age of 8-months so that the chemical compound content is quite high. Instant red ginger is quite easy to make, so it has the potential to be a good and promising entrepreneur. Just need to pay attention to cleanliness (A.S. Daulay, 2017). The training began with preparing tools and materials, then providing material on how to process red ginger into powder. After that, participants practice directly processing red ginger starting from grating red ginger that has been peeled and washed. Then the participants followed each step of red ginger processing until it finally became red ginger powder.

3. Marketing Training

Considering that this is a digital era where it is very possible to expand online marketing, to realize the idea of raising Instant Red Ginger products not only to focus on the local offline market, but to jump in according to the digital era, namely joining to create e-commerce and social media accounts. , in order to do digital marketing. In this activity, participants gain knowledge transfer on how to use e-commerce and social media for promotional purposes and make sales

The application of digital marketing that allows connecting between consumers and buyers who do not need to have geographic similarities can expand market share from areas that are suitable to be the target market but are not yet affordable, coupled with the fact that there are not many competitors who have similar products that are promoting internationally. online, so that these products still have the opportunity to compete with competitive advantages and product prices. In addition, the existence of e-commerce such as Tokopedia does not limit the number of homogeneous products so as to facilitate the process of marketing products online. From the many opportunities that can be exploited to advance the marketing and sales of this product, this product also has several external threats. The threat that could arise is the birth of new competitors who are more innovative and sell products online at more competitive prices (B. Argawan, et al. 2019).

III. FIGURE AND TABLES

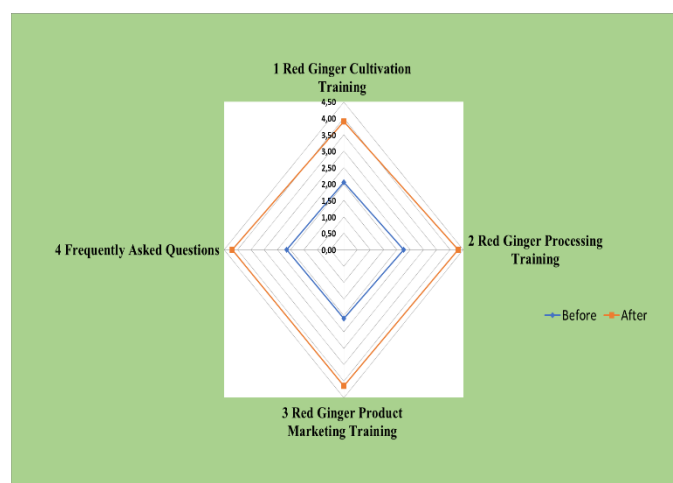
The result of this training activity is that each participant can understand the material that has been given and can immediately put it into practice. The increase in knowledge and skills of the training participants was measured by giving questionnaires to the participants which were conducted before and after the training. The data obtained from the questionnaire results were processed using spider web analysis. Cobweb analysis is a simple quantitative analysis method that is used to map the comparison of various variables or assessment parameters in a graphic form in the form of a spider web. The mapping is done by using the measurement of variables/parameters with an ordinal scale and using the Delphi technique to get the mean score, then the mean value is directly mapped graphically to see a comparison of assessments between variables or parameters (Andria, 2018).

The following are the results of quantitative analysis which are displayed in the form of processed data using the Delphi technique which is described in the form of a spider's web presented in table 1 and figure 1.

Tabel 1. Mean Score Value of Each Training Variable given

No	Parameter	Before	After
1	Red Ginger Cultivation Training	2,05	3,90
2	Red Ginger Processing Training	2,25	4,30
3	Red Ginger Product Marketing Training	2,10	4,15
4	Frequently Asked Questions	2,15	4,20
	Rata-Rata	2,14	4,14

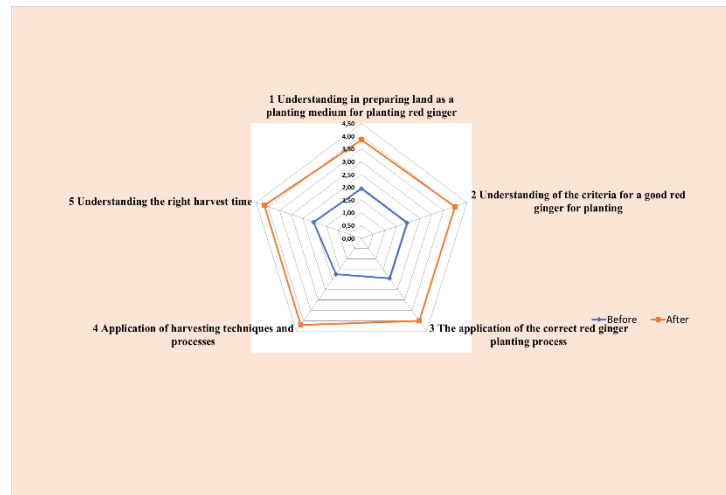
Source: Data processed, 2020



Picture 1. The results of the qualitative analysis of spider webs

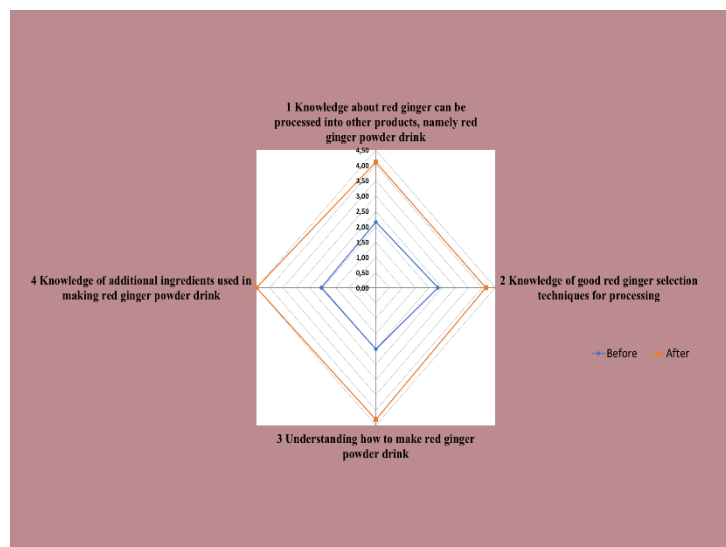
Based on the graph above, the 4 (four) variables that were asked to the training participants before the training was carried out were shown in blue lines and after the training was carried out, they were depicted by orange lines. From the picture above, it can be seen that there was a very significant increase in each variable after the training was carried out. The highest increase between before and after the training was found in the red ginger processing training variable and the red ginger product marketing training.

The increase in the knowledge and skills of the trainees for each variable before and after the activity can be seen in the following figure:



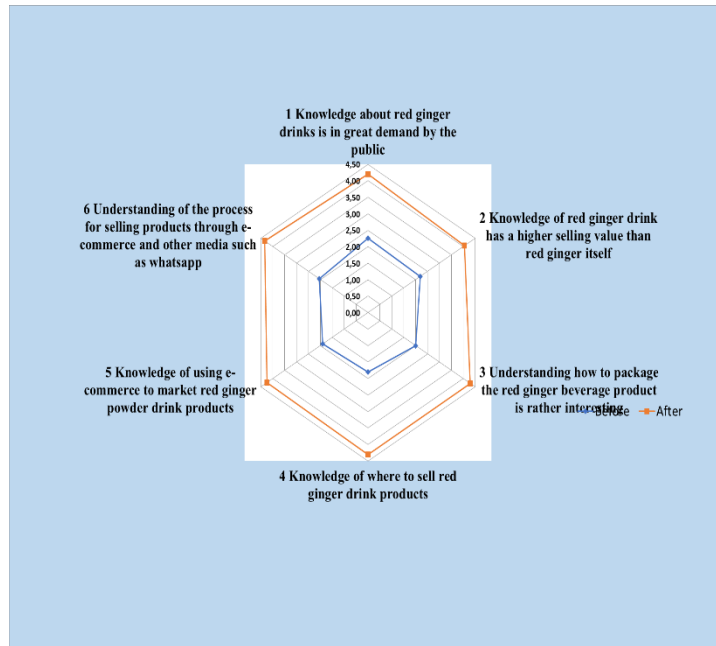
Picture 2. The results of the qualitative analysis of spider webs for the red ginger cultivation training variable

The results of the analysis of the red ginger cultivation training variables stated in 5 (five) indicators, namely understanding in preparing land as a planting medium for planting red ginger, understanding the criteria for red ginger that is good for planting, applying the correct red ginger planting process procedures, implementing harvesting techniques and processes, understanding the right harvest time. In Figure 2, it can be seen in the red ginger cultivation variable that a high increase between before and after training is seen at point (4), namely the application of harvesting techniques and processes, besides that, it can be seen at indicator points (2) and (3) namely the application of ginger planting process procedures. correct red ginger and an understanding of the criteria for good red ginger to be planted and also seen a high increase between before and after training on indicator (5), namely understanding the right harvest time. While at the indicator point (1) the increase in understanding in preparing land as a planting medium for planting red ginger is the lowest increase.



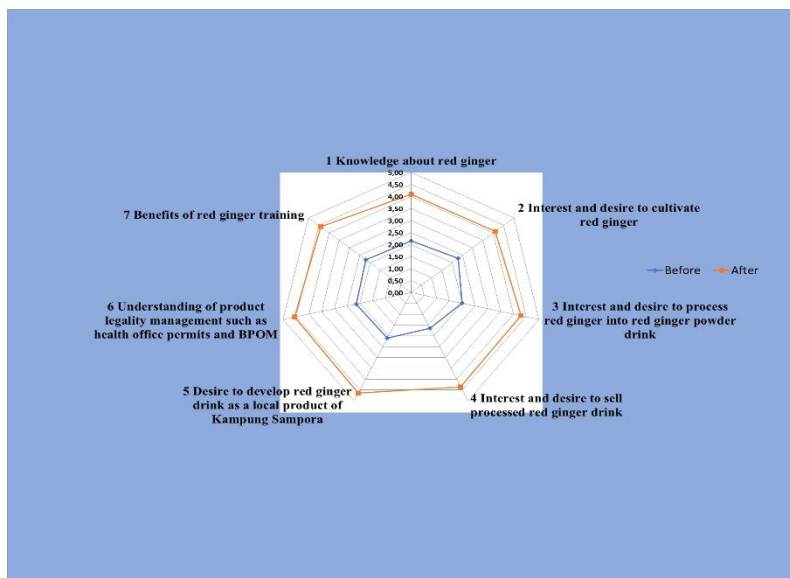
Picture 3. The results of the qualitative analysis of spider webs for red ginger processing variables

Figure 3 shows the results of the qualitative analysis of spider webs for the red ginger processing variable measured with 4 indicators where the highest increase in the results of training before and after training is at indicator point 4, namely knowledge of additional ingredients used in making powdered drinks. Red ginger. Then the next highest increase is at the indicator point (3), namely understanding how to make red ginger powder drinks, followed by indicator (1) about knowledge about red ginger that can be processed into other products, namely red ginger powder drinks. While the lowest increase is at the point of knowledge indicator about the technique of selecting good red ginger to be processed.



Picture 4. The results analysis for marketing variables processed red ginger products

The results of the analysis on the marketing variables of processed red ginger products are measured by 6 (six) indicators, namely knowledge about red ginger drinks which are in great demand by the public, knowledge about red ginger drinks which have a higher selling value than red ginger itself, understanding how to package beverage products To make the red ginger interesting, knowledge of where to sell red ginger drink products, knowledge about the use of e-commerce to market red ginger powder drink products and understanding of the process for selling products through e-commerce and other media such as whatsapp. In Figure 4 it can be seen that the highest increase in understanding and skills before and after training is at the indicator point (4), namely knowledge of where to sell red ginger drink products and the lowest increase is at indicator point (2), namely knowledge about red ginger drinks. which has a higher selling value than red ginger itself.



Picture 5. The results of the qualitative analysis of spider webs for general question variables

This general question variable is used to obtain information in the form of other benefits felt by training participants in addition to increasing variables which are components of the material provided in the training (Salmah, 2020). This variable consists of 7 indicators, namely knowledge about red ginger, interest and desire to cultivate red ginger, interest and desire to process red ginger into red ginger powder drink, interest and desire to sell processed red ginger drink products, desire to develop ginger drink red as a local product of Sampora

village, understanding of product legality management such as health office and BPOM permits and the benefits of red ginger training. Of the seven indicators provided, participants felt a significant increase in indicator (4) Interest and desire to sell processed red ginger drink products, indicator (5) desire to develop red ginger drink as a local product of Kampung Sampora, indicator (6) understanding of management legality of products such as permits from the Health Office and BPOM, indicators (3) of interest and desire to process red ginger into red ginger powder drinks and point (7) the benefits of red ginger training. Meanwhile, the increase in participants' understanding was not very significant felt by participants after the exercise, namely at the indicator point (1) knowledge about red ginger and indicators (2) interest and desire to cultivate red ginger

IV. CONCLUSION

The conclusion in this study is that from the results of the discussion above, it can be seen that there is an increase in understanding, knowledge and skills of the women of the farmer group of Kampung Sampora Cibinong. It can be seen that there is an increase in all given variables. A very significant increase is found in the red ginger processing variable, then the marketing variable and finally is there red ginger cultivation. The women of the farmer groups are of the opinion that by participating in this training, they can increase their knowledge about red ginger, and increase their desire to increase cultivation and processing of red ginger somewhat to improve the local economy.

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