

THE ROLE OF THE GOVERNMENT IN ASSISTANCE IN THE DEVELOPMENT OF OYSTER MUSHROOM BUSINESSES TO IMPROVE THE ECONOMY OF THE VILLAGE COMMUNITY BLOK 10 DOLOK MASIHUL DISTRICT

Hastuti Handayani Harahap¹, Indra Welly Arifin², Frederick Rudy Sentosa Rajagukguk³

Sekolah Tinggi Ilmu Ekonomi Bina Karya Tebing Tinggi

Email: harahaphastutyhandayani@gmail.com¹, indrawellyarifin66@gmail.com²,
rudyrjagukguk00241@gmail.com³

Corresponding Author: indrawellyarifin66@gmail.com

Abstract

This research aims to describe the role of the government in assisting the development of the oyster mushroom business to improve the economy of the village community in Block 10, Dolok Masihul District. This research uses a qualitative method with a case study approach. The data collection method used was observation, interviews, documentation, and the analytical processing technique used was descriptive qualitative. Coordination and Discussion: The PKM team coordinates and discusses with partners to understand their needs and problems in developing the business. Support and attention from various parties, especially related government institutions, is very important for small and medium enterprises (MSMEs) such as these PKM partners. Implementation of the Domas Oyster Mushroom (Jatiramdo) business development strategy is carried out through programs or activities such as increasing the number of special memberships for oyster mushroom farmers, increasing member innovation and creativity, socialization and guidance programs, and purchasing unsold harvests. The implementation of the Domas Oyster Mushroom (Jatiramdo) business development strategy can be said to be successful, the members admitted that there was an increase in knowledge and skills in the agricultural sector, obtained new information about agriculture, and the members became creative and innovative members in terms of processed oyster mushroom products.

Keywords: *The Role of Government, Assistance in Oyster Mushroom Business Development and Community Economy*

1. INTRODUCTION

The goals of development in Indonesia include improving products while increasing income, so that it can improve people's standard of living. Development is directed at increasing production to meet food and industrial needs, expanding employment opportunities, and encouraging business opportunities. The importance of agriculture in the economy can still be seen from the aspect of its contribution to GDP (Gross Domestic Product), providing employment opportunities, providing diversity in the food menu, its contribution to reducing the amount of poverty and its role in the foreign exchange value that will be generated from exports (Suratiah, 2018). The increase in people's consumption of vegetables is due to healthy lifestyles which have become people's lifestyle. This certainly affects the development of the oyster mushroom business, which is one of the vegetable commodities that is good for health.

People's lifestyle to maintain body health, namely switching from food containing chemical elements to organic food, makes white oyster mushrooms an option. Currently, many restaurants have emerged that serve main menus made from mushrooms and also franchise businesses that choose mushrooms as the basic ingredient, such as crispy mushrooms, mushroom rice and mushroom pepes. Along with the increasing popularity and increasing public knowledge about white oyster mushrooms as a delicious and nutritious food ingredient, consumer demand and market demand for white oyster mushrooms continues to increase. According to Wardani (2020), cultivation of edible mushrooms is still rarely found in most parts of Indonesia, even though the need for mushroom agricultural products is increasing day by day and can be used as a business opportunity. White Oyster Mushrooms (*Pleurotus ostreatus*) have various benefits in everyday life, including as a food ingredient and as drug manufacturing ingredients.

White Oyster Mushrooms (*Pleurotus ostreatus*) are known as a non-cholesterol food, very suitable for those who abstain from eating meat or who are on a diet. The benefits of White Oyster

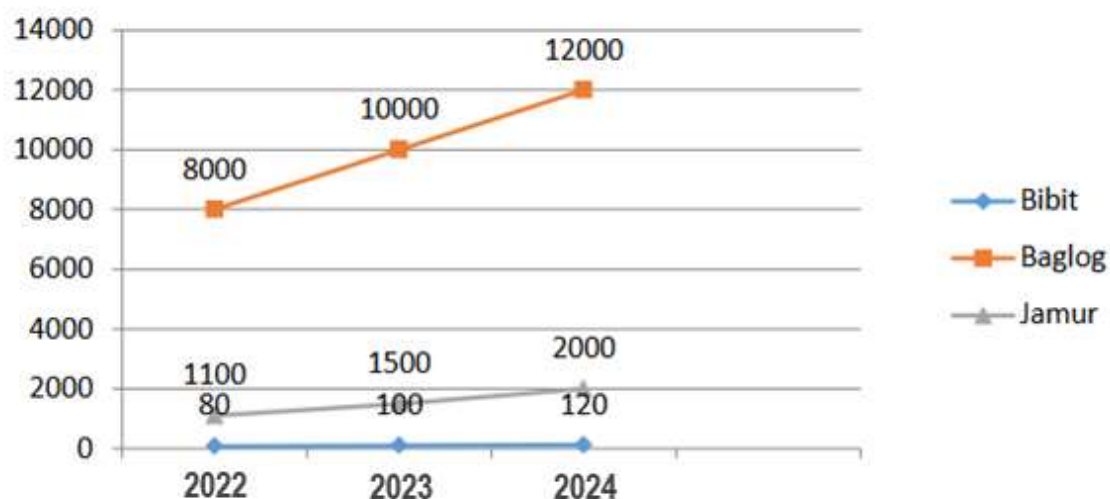
PKM; THE ROLE OF THE GOVERNMENT IN ASSISTANCE IN THE DEVELOPMENT OF OYSTER MUSHROOM BUSINESSES TO IMPROVE THE ECONOMY OF THE VILLAGE COMMUNITY BLOK 10 DOLOK MASIHUL DISTRICT

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Mushrooms (*Pleurotus ostreatus*) as medicine include preventing various diseases, such as anemia, improving digestive disorders, preventing cancer, tumors, hypertension, lowering cholesterol levels and diabetes and having the ability to maintain the viability of men and women and help overcome cases of malnutrition (Soenanto, 2018). White Oyster Mushrooms (*Pleurotus ostreatus*) can generally grow in various media, both natural (woody tree trunks) and other media, such as sawdust, rice straw, reeds, paper waste, bagasse, peanut shells, and other materials. Requirements for good wood as a planting medium include sawdust that does not contain oil or chemicals. As the need for sawdust as a medium for growing mushrooms increases, it becomes increasingly difficult to obtain sawdust that has the qualities or requirements for mushroom growth.

The mushroom cultivation business is a business that has enormous potential. This is because Indonesia has resources that can be used as the main ingredient for oyster mushroom production. These materials are widely available throughout the year, for example sawdust that comes from wood factories. Sawdust is a waste material that cannot be utilized. The sawdust can be used as the main media for mushroom cultivation. Market demand for mushrooms is increasing, both domestically and abroad. So this high demand makes this business have good prospects in domestic/overseas business development. The mushroom trend is indeed increasingly skyrocketing, as evidenced by the fact that every month mushroom export commodities tend to experience a quite significant increase. Even people in developed countries have included mushrooms on their monthly list. This condition creates a fairly large international market for mushroom commodities.

The people of Block 10 Village, Dolok Masihul District carry out MSME activities by forming groups, such as Edi Perianto, one of the residents who formed the Domas Oyster Mushroom Group (Jatiramdo). Demand for Mr. Edi Perianto's oyster mushrooms comes from inside and outside the city. Many people already know about Mr. Edi Perianto's white oyster mushrooms and are starting to consume them. This is due to the high level of public awareness and knowledge about consuming healthy and nutritious food. The demand for white oyster mushrooms includes Panyabungan Jae Village and its surroundings, Panyabungan city and its surroundings, Natal, Sinunukan, Kotanopan, Padangsidempuan and Rantauprapat and other cities.



Picture. 1.1 Sales of Mr. White Oyster Mushrooms

From the picture above, it can be seen that the number of sales of Mr. Edi Perianto's white oyster mushrooms in Block 10 Village has increased, but consumer demand has not been met. From the results of interviews with Mr. Edi Perianto, many people know and consume Mr. Edi Perianto's white oyster mushrooms. Mr. Edi Perianto's white oyster mushroom business can produce 1500-2000 kg/year, but consumer demand reaches 3000-5000 kg/year. The increasing demand among the public

for white oyster mushrooms can influence the demand for more mushroom production. However, the high consumer demand is not matched by the production of Mr. Edi Perianto's white oyster mushrooms. Mr. Edi Perianto's white oyster mushroom business in Block 10 Village has quite good business opportunities. Mr. Edi Perianto's white oyster mushroom business has several advantages compared to other oyster mushroom entrepreneurs, such as producing his own mushroom seeds, mushroom growing media, and mushrooms so that production costs are lower than other entrepreneurs, fresh quality mushrooms, and airtight mushroom packaging. and packaging of mushrooms is separated between the mushrooms and the stems. However, there are several obstacles to Mr. Edi Perianto's business, namely that the business does not have permanent employees, the lack of capital is an obstacle to the production of white oyster mushrooms, and the equipment is inadequate, namely compacting the baglog which is still done manually without using a baglog press machine, steaming equipment which is still simple (using a furnace).

2. METHODS

This research uses a qualitative method with a case study approach. The data collection method used was observation, interviews, documentation, and the analytical processing technique used was descriptive qualitative. (Sugiyono, 2017). The PKM implementation method offered by the proposing team to Domas Oyster Mushroom (Jatiramdo) business partners is carried out using several strategic steps, (T. Rusli et al, 2024). The implementation of PKM is carried out with several strategic steps, namely: Coordination and Discussion: The PKM team coordinates and discusses with partners to understand their needs and problems in developing the business. Skills Assistance: The PKM Team provides assistance to partners in expanding their product business development network. The PKM team helps partners in building tofu businesses. (Y. Trisnawati, C. Jatiningrum., and A. Maselena, 2021). Support and attention from various parties, especially related government institutions, is very important for small and medium enterprises (MSMEs) such as these PKM partners. This support can take the form of providing ongoing training and mentoring, business capital assistance, providing access to a wider market and optimal support and attention for MSMEs in the local government area, (C. Jatiningrum, Wulandari, R. Yuliana, 2020).

3. RESULTS AND DISCUSSION

3.1 Production Process in the Domas Oyster Mushroom Business (Jatiramdo)

Regent The mushroom production process begins with preparing the cultivation media. There are many types of growing media for oyster mushroom cultivation, depending on how easy it is for us to obtain the ingredients. The fungal medium can be wood substrate, sawdust, bagasse, or husks. Making planting media containing a mixture of media with added nutrients in the form of corn flour, water, fine bran, water, gypsum or lime (CaCo3). The planting medium is then put in a plastic bag until it is full, then put in pralon or bamboo with a diameter of 3 cm and then tied tightly. The finished media is called baglog. However, most oyster mushroom business people buy ready-made baglog because it requires skill, habit and high precision in making their own baglog.



Figure 4.1
Planting Media Making Process

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Making oyster mushroom seeds by making parent seeds is basically the same as making seedlings, the only difference is that the composition of the media and inoculant used is different. In making mother seeds, the inoculant uses pure culture, while the inoculant for seedlings is the mother seed. Currently, oyster mushroom farmers no longer need to worry about getting mushroom seeds, because there are many mushroom entrepreneurs who sell oyster mushroom seeds already in baglog packaging and ready to use and most of them have been certified.



Figure 4.2
Oyster Mushroom Harvesting Process

3.2 Forms of Implementation of Oyster Mushroom Development and Development through Discussion Forums

The business prospects for oyster mushrooms are very good. The economic value of mushrooms continues to increase from year to year. The selling value of mushrooms can increase if they have been processed or packaged well, for example into crispy mushrooms and mushroom meatballs. The oyster mushroom business is quite widely run and developed considering the high value of the product. This business has the potential for lucrative profits, especially if it is managed properly. The capital required for mushroom cultivation is relatively small. Utilizing waste materials into products that have economic value is a good decision in the home industry. Materials for making baglog as a growing medium for oyster mushrooms are abundant and easy to obtain. Even the main ingredient in the form of wood saw residue is considered valueless waste. This convenience should encourage the community's oyster mushroom business.



Figure 4.3
Development and Development of Oyster Mushrooms

Oyster mushroom cultivation carried out by the community is able to increase income so that various economic needs can be met. The determination to work hard can make a big difference to the economy. Family welfare needs to be maximized by each individual.



Figure 4.4
Oyster Mushroom Packaging

3.3 The Government's Role in Oyster Mushroom Business Development

Regent H Darma Wijaya really supports and gives appreciation to the Jatiramdo group because their efforts can improve the economy of the people of Serdang Bedagai Regency (Sergai) so that they can live more prosperously. "I really fully support the MSME activities carried out by the community, especially the Domas Oyster Mushroom Group (Jatiramdo) in Blok 10 Village, Dolok Masihul District," said Deputy Regent H Darma Wijaya when met during his routine at the Sergai Regent's Office Complex in Sei. Ramp.



Figure 4.5
Regent H Darma Wijaya Visits Domas Oyster Mushrooms (Jatiramdo)

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Regent Sergai said there were many things the community could do to boost the economy to increase community prosperity, one of which was MSMEs. Very extraordinary, I am very proud of the Jatiramdo Group, especially Edi Perianto, for his hard work in developing oyster mushroom cultivation in the Dolok Masihul area. Apart from cultivation, I also saw success in creating a training center for mushroom cultivation and selling ready-to-use mushroom seeds or Baglog. Regent Darma Wijaya said that the Jatiramdo Group was a form of business that could be relied on to improve the community's economy. Apart from creativity and innovation, cultivating oyster mushrooms is an effort to maintain food security in the Land of the Traditional People. This is very cool, if only young people like Brother Edi Parianto would develop their creativity, then Sergai would be very prosperous and prosperous. Therefore, it is very natural for us to appreciate the Jatiramdo Group which has succeeded in developing oyster mushroom cultivation among the Sergai community.

3.4 Development of Domas Oyster Mushrooms (Jatiramdo) to Improve the Community's Economy

Based on the PKM results in the Domas Oyster Mushroom (Jatiramdo) business group, several strategies for developing the Domas Oyster Mushroom (Jatiramdo) business were found, including the following:

1. Increase the number of special memberships for oyster mushroom farmers. As found by researchers at Domas Oyster Mushrooms (Jatiramdo), one of the strategies for developing the oyster mushroom business to improve the community's economy is to increase the number of special memberships for oyster mushroom farmers through promotions. So the promotion in question is to provide direction and encourage people to become entrepreneurs in order to increase family income because not many people still need to increase their income considering the increasing number of needs. The business development stages must consist of a business plan. A business plan will be a guide for implementing the business that an entrepreneur will carry out.
2. Increasing member innovation and creativity, as researchers at Jamur Oyster Domas (Jatiramdo) found, one of the strategies for developing the oyster mushroom business for members is to increase member innovation and creativity in terms of innovative processed oyster mushroom products by giving freedom to groups of farmers in determining profits. desired and provide land for groups of farmers to continue to be creative by making preparations from processed oyster mushrooms. The strategy carried out by Domas Oyster Mushrooms (Jatiramdo) is to increase member innovation and creativity in terms of innovative processed oyster mushroom products so that this can increase sales value and consumer appeal as well as giving freedom to farmer groups in determining marketing so that farmers can increase turnover. according to his wishes. Meanwhile, in the theoretical study explained, increasing member innovation and creativity in terms of innovative products is classified as a diversification strategy, which is a strategy intended to add new products to an existing business or start a new business with the same concept to increase company profits.
3. Socialization and guidance program. As found by researchers at Mushroom Tiram Domas (Jatiramdo) that one of the business development strategies carried out by Mushroom Tiram Domas (Jatiramdo) is to provide outreach and guidance regarding oyster mushroom cultivation, this empowerment is carried out by Mushroom Tiram Domas (Jatiramdo) and how to overcome obstacles in Mushroom cultivation involves socialization and guidance which includes educational factors as well as maintaining the health of mushrooms. So the business development strategy carried out by Domas Oyster Mushrooms (Jatiramdo) is to provide outreach and guidance so that farmers have education and increase their knowledge.
4. Buying unsold crops. As for the business development strategy carried out by Domas Oyster Mushrooms (Jatiramdo) for its farmer groups in increasing income, one of the business

development strategies carried out by Domas Oyster Mushrooms (Jatiramdo) is to buy unsold harvest even though Domas Oyster Mushrooms (Jatiramdo) does not buy at the same price as when sold to consumers directly or to wlijo but the price given by Domas Oyster Mushrooms (Jatiramdo) is quite competitive and relatively higher than when sold to collectors, in collectors the price for good mushrooms is IDR 10,000.00 while for Domas Oyster Mushrooms (Jatiramdo) accommodates leftover mushrooms from farmer groups that are not sold at a price of IDR 12,000.00, which is higher than collectors.

3.5 Several supporting and inhibiting factors in the implementation of the development of Domas Oyster Mushrooms (Jatiramdo)

The supporting factors are its strategic geographical location and many tourist attractions, in which case Domas Oyster Mushrooms (Jatiramdo) will make it easier to increase the oyster mushroom business as well as the ease of raw materials for making oyster mushrooms which will attract people to make oyster mushrooms. Meanwhile, the inhibiting factor is limited business capital. Business capital is very necessary to start developing oyster mushroom products so that they can process and increase the selling value of oyster mushrooms. The capital factor is an obstacle because the average income of oyster mushroom farmers is very limited for daily needs, so for business capital they need other funds that do not interfere with basic daily needs. Based on the PKM results, it can be said that the strategy for developing the Domas Oyster Mushroom (Jatiramdo) business in improving the community economy in Block 10 Village, Dolo Masihul District is carried out by providing direction and guidance in becoming innovative and creative oyster mushroom farmers, in addition to Domas Oyster Mushrooms (Jatiramdo).) also buys oyster mushroom harvests that are not sold on the market for further processing.

4. CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

Implementation of the Domas Oyster Mushroom (Jatiramdo) business development strategy is carried out through programs or activities such as increasing the number of special memberships for oyster mushroom farmers, increasing member innovation and creativity, socialization and guidance programs, and purchasing unsold harvests. The implementation of the Domas Oyster Mushroom (Jatiramdo) business development strategy can be said to be successful, the members admitted that there was an increase in knowledge and skills in the agricultural sector, obtained new information about agriculture, and the members became creative and innovative members in terms of processed oyster mushroom products. The business development carried out is focused on one point so that the results of the development carried out will be visible. Involving all elements related to the development that will be carried out so that we can carry out this development to produce the expected results together. Thoroughly identify the objects to be developed so that all plans can be prepared as well as possible.

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