

THE IMPLEMENTATION OF HUMAN RESOURCES (HR) DEVELOPMENT IN BANANA FARMERS IN BLANGSENONG VILLAGE AIMED AT INCREASING PRODUCTION AND SALES RESULTS

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Abstract

This community service activity aims to implement human resource (HR) development for banana farmers in Blangsenong Village in order to increase production and sales results. Farmers in this village face various obstacles, both in aspects of cultivation techniques and marketing strategies, which have an impact on low productivity and income. Therefore, this program is designed to provide training to farmers in the field of agricultural management, more efficient cultivation techniques, and more effective product marketing. The methods used include direct training, group discussions, and field assistance. The results of this program are expected to be able to improve farmers' skills, optimize banana production results, and open access to wider markets, thereby having a positive impact on farmers' economic welfare. By improving the quality of human resources, farmers are expected to be more independent and competitive in facing the challenges of modern agriculture.

Keywords: *HR development, increase in sales, increase in production*

I. Introduction

Blangseunong Village is a plantation area that produces various types of plants such as coconut, betel nut, and banana. The majority of the population works as farmers who inherit land from generation to generation. Bireuen, where Blangseunong Village is located, is part of the P2KE effort in Aceh. The agricultural potential in the area is very large, especially for banana plantations, because the climate is supportive. Blang Senong Village is an area with a tropical climate, so it is very suitable for planting bananas which are typical of tropical areas (4) However, because the majority of the population is poor, they do not use modern technology. Although there are many farmer groups in Blangseunong Village, they have not been organized into a solid community. Each group still operates independently. Currently, many farmers complain because many bananas are attacked by pests, farmers there have never received training from the relevant agencies and do not have special guidelines for planting the bananas needed. The condition of banana plantations in Blang Blangseunong Village is currently very concerning, with around 35-40 percent of banana farmers experiencing crop failure due to pests or diseases that attack banana trees. One of the main causes of crop failure is a disease known as Fusarium wilt. This disease is a scourge for farmers because it often attacks near harvest time, causing banana trees to wilt and eventually die. The initial symptoms that appear are usually yellowing banana leaves, followed by imperfect fruit growth or even no development at all. Eventually, the banana tree will die, resulting in huge losses for farmers. Fusarium wilt has a very detrimental impact because of its rapid spread. This pest can easily spread to other banana plants in the vicinity, so that more and more land is infected over time. With the widespread spread, more and more farmers in Blang Blangseunong Village are experiencing crop failure. As a result, banana farmers in this village face huge losses, not only because of reduced yields, but also because of the declining quality of bananas.

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In addition to the problem of disease, farmers are also faced with the challenge of low selling prices. The price of banana harvests purchased by agents from farmers in this village is very cheap, ranging from IDR 3,000 to IDR 4,000 per comb. This price is far below the traditional market price, where bananas can be sold for between IDR 15,000 and IDR 17,000 per comb. This phenomenon occurs because the agents who come to the village determine the price, not the farmers. Banana farmers in Blang Blangseunong Village do not have many choices because they sell bananas in large quantities and at once, unlike sales in the market which prioritize sales in individual quantities.



Figure 1

Example of banana trees affected by pests in Blangseunong village

With this condition, farmers are faced with a difficult dilemma. On the one hand, they have to fight against diseases that attack their crops, while on the other hand, they have to accept the fact that the prices offered by agents are unfair and very far from market prices. This adds to the economic pressure felt by farmers, which ultimately affects their overall welfare. Currently, many farmers are complaining because many bananas are being attacked by pests, farmers there have never received training from the relevant services and do not have the special guidelines for planting the bananas that are needed.

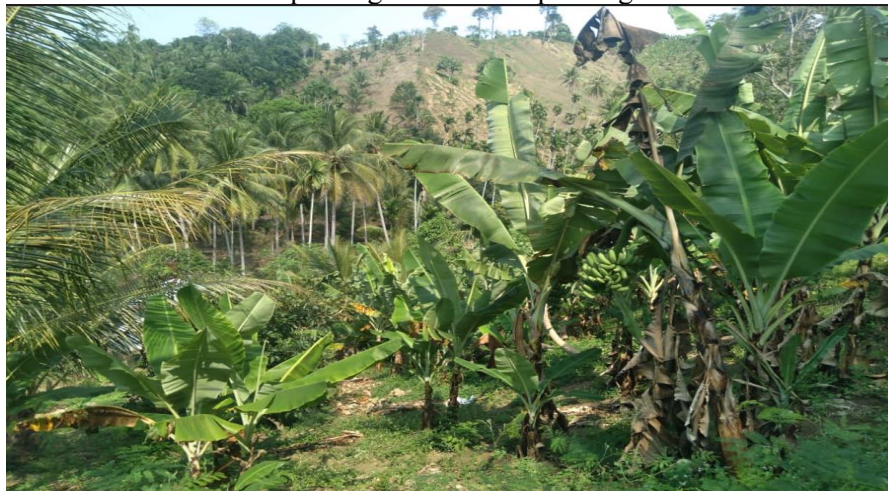


Figure 2

Banana plantation in Blangseunong village



Blangseunong Village is a plantation area that produces various types of plants such as coconut, betel nut, and banana. The majority of the population works as farmers who inherit land from generation to generation. Bireuen, where Blangseunong Village is located, is part of the P2KE effort in Aceh. The agricultural potential in the area is very large, especially for banana plantations, because the climate is supportive. Blang Senong Village is an area with a tropical climate, so it is very suitable for planting bananas which are typical plants of the tropics. However, because the majority of the population is poor, they do not use modern technology. Although there are many farmer groups in Blangseunong Village, they have not been organized into a solid community. Each group still operates independently.

II. Objective

The objectives of implementing community service:

1. Improving farmers' knowledge and skills in more effective banana cultivation, including handling plant diseases such as Fusarium wilt and pest control, so as to reduce the risk of crop failure.
2. Improving the quality of banana production by implementing modern and efficient cultivation techniques, in order to produce bananas with better quality and meet market standards.
3. Improving farmers' capacity in farming business management by providing training related to financial management, selection of superior seeds, and marketing strategies that are more profitable for farmers.
4. Assisting farmers in developing a wider sales network, including fairer marketing alternatives, so that farmers are no longer dependent on agents with low prices and can sell their crops directly to the market or consumers at more profitable prices.
5. Encouraging the independence and welfare of banana farmers in Blangseunong Village by providing access to agricultural technology and market information, so that they can increase production and sales sustainably.

III. Implementation Stage Method

This service is implemented through several methods designed to support the development of the capacity of banana farmers in Blangseunong Village in order to increase their production and sales. The methods used include training approaches and system implementation aimed at providing the knowledge, skills, and technology needed by farmers. The methods used in this implementation stage are as follows:

1. Achievement Motivation Training (AMT) Method

This method aims to increase farmers' motivation in developing their businesses and achieving better results. Achievement Motivation Training is a training designed to instill a positive mental attitude, increase work enthusiasm, and encourage farmers to set higher goals in their businesses. By using this method, banana farmers are expected to have a strong motivation to improve farming methods, overcome various challenges such as pests and diseases, and seek more profitable market opportunities. This training will also provide farmers with an understanding of the importance of good management, innovation in cultivation, and confidence in facing market changes.

2. System Implementation Method

The implementation of the system referred to here is the introduction and implementation of a more efficient and modern integrated farming system. This system includes agricultural technology, such as the use of superior seeds, good soil management, proper irrigation techniques, and effective control of pests and plant diseases. The implementation of the system also includes post-harvest management to ensure that the banana harvest can be stored and processed properly before being sold, so that product quality is maintained. Through this method, banana farmers in Blangseunong Village will be trained to use appropriate agricultural technology, while introducing a more efficient marketing

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system, such as processing products into value-added products, or direct sales to consumers to increase profits.

The combination of these two methods is expected to have a significant impact on farmers' ability to increase banana production, overcome existing challenges, and maximize sales results. This service not only focuses on improving technical skills in farming, but also on developing the mentality and motivation needed for the long-term success of banana farmers in Blangseunong Village.

Implementation stage method

1. Socialization

Conducting socialization of activities carried out in the first month of the program, to provide an understanding to partners and all partner members about the PKM program that will be run.

Title of Socialization: SOCIALIZATION OF COMMUNITY PARTNERSHIP SERVICE PROGRAM (PKM) IN THE FRAMEWORK OF GUIDANCE IN STANDARDIZED BANANA CULTIVATION IN BLANGSENONG VILLAGE

Information	
Time	Month I Week II PKM Program (Tentative)
Source person	Muhammad Ferdiananda Chadafi SEMSM (Program Leader)
Location	Blang Seunong Village Hall, Jeumpa District, Bireuen Regency
Participant	25 People (PKM TEAM, Partners, Village Apparatus)
Person responsible	Dr Mai Simahatie SEMM
Budget	Attached

2. Training and Technical Guidance

a. Training and Technical Guidance Theme I

Conducting training and technical guidance on Standardized Banana Cultivation

Training Title: STANDARDIZED BANANA CULTIVATION TO IMPROVE BANANA PRODUCTION RESULTS IN THE FRAMEWORK OF ACCELERATION OF SDGs ACHIEVEMENT

Information	
Time	Second Month First Week PKM Program (Tentative)
Source person	Hilda Pratiwi SP, MP
Location	Blang Seunong Village Hall, Jeumpa District, Bireuen Regency
Participant	20 People (TEAM and Farmer Group Members)
Person responsible	Dr. Mai Simahatie SEMM
Budget	Attached

b. Training and Technical Guidance Theme II (in the context of network expansion)

Conduct training and technical guidance on technology and marketing

Training Title: BIMTEK AND SILURAHMI BETWEEN FARMERS GROUPS IN ORDER TO EXPAND NETWORKS BETWEEN FARMERS GROUPS

Information	
Time	Second Month First Week PKM Program (Tentative)



Source person	Muhammad Ferdiananda Chadafi SEMSM
Location	Blang Seunong Village Hall, Jeumpa District, Bireuen Regency
Participant	100 People (TEAM and Members of the Beurazeki Farmers Group, and farmer groups in Bireuen Regency)
Person responsible	Dr. Mai Simahatie SEMM
Budget	Attached

3. Application of Technology

Improvement and development of human resources for farmers

- Assistance in planting bananas according to standards recommended by the Ministry of Agriculture
- Assistance in resolving plant pests (curing pest diseases in partner gardens)
- Training assistance related to the application of technology and marketing communications
- Network Expansion Assistance between farmer groups

4. Mentoring and evaluation

- Mentoring and evaluation are carried out during the program.
- Program evaluation is conducted to ensure that all targeted outputs are achieved.
- Evaluate that the pest has been controlled and has not spread.

5. Sustainability of the program

- Evaluation of the harvest results once a year
- Cultivation evaluation continues to run according to standards in the following years.
- Evaluation of improving partner's ability to find references
- Evaluation of network expansion between farmer groups

RESULTS OF ACTIVITY IMPLEMENTATION

1. Banana Plant Management and Quality Improvement Training

This training program aims to improve the capacity of farmers in optimally managing banana plants. Training participants are introduced to various modern and more effective banana cultivation techniques. The materials taught include selecting superior seeds that are resistant to disease, planting techniques that are appropriate to soil conditions, efficient maintenance methods, and the right harvesting process to maximize production results. Farmers are also taught the importance of using organic fertilizers and planned weed management, which can not only improve the quality of the harvest but also reduce operational costs. Through this training, farmers are expected to understand the steps needed to produce high-quality bananas that are in demand in the market.

2. Post-Harvest Processing Workshop

In addition to cultivation techniques, farmers are also given in-depth education on processing the harvest so that the added value of the product can be maximized. This workshop includes materials on how to store properly to prevent damage, attractive packaging techniques that meet market standards, and how to process bananas into derivative products such as banana chips, banana sale, and other innovative products. With this knowledge, farmers are able to extend the shelf life of the product while increasing its selling value. The ultimate goal of this workshop is to encourage farmers

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not to only rely on selling fresh bananas, but also to create processed products that have the potential to reach a wider market, including at the regional level.

3. Banana Product Marketing and Sales Training

In order for banana production and processed products to have a wider market reach, marketing training is an important part of this series of activities. Farmers are given an understanding of modern marketing strategies, such as the use of social media and e-commerce platforms to promote their products. In addition, this training includes learning about how to develop an attractive marketing communication strategy, product story packaging (storytelling), and the ability to negotiate with local distributors and consumers. The hope is that farmers will be able to increase the attractiveness of their products in the eyes of consumers and establish sustainable business relationships.

4. Improving Financial Management and Business Administration

In order to support the sustainability of farming businesses, farmers are trained on the importance of good financial management and administration. They are taught how to do simple financial records to track cash flow, calculate profit and loss, and make budget plans. This training also includes efficient operational cost management, such as reducing unnecessary expenses and allocating funds for business development needs. With this ability, farmers are expected to be able to run their businesses more professionally, thus creating long-term economic stability.

5. Ongoing Mentoring

After the training and workshop are completed, the activities do not just stop there. Continuous mentoring is carried out to ensure the implementation of the knowledge and skills that have been provided. The mentoring team regularly conducts field visits to provide technical guidance, monitor production developments, and help farmers face challenges that may arise. With this approach, farmers receive consistent support, so they can implement changes gradually but surely.

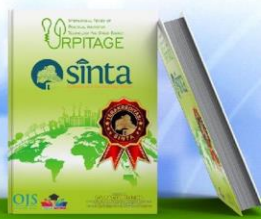
Results Achieved:

It is hoped that with this community service activity, farmers in Blangsenong Village can feel the positive impact in the form of increased productivity of their banana harvest. The expected target is an increase of 20% compared to the previous period, which includes not only the amount of harvest but also the quality of the bananas produced. This quality is measured by the physical appearance, taste, and durability of the product, all of which have increased thanks to the application of better cultivation techniques. Farmers now utilize superior seeds that are resistant to disease and use more environmentally friendly organic fertilizers, so that they not only increase the harvest but also maintain the sustainability of the surrounding environment.

In addition to the cultivation side, the impact of this activity is also seen in the development of processed banana products. Various innovations such as banana chips, banana sale, and other derivative products are now increasingly in demand by consumers in the local market. This increasing interest not only opens up wider market opportunities but also provides added economic value to banana farming products. With product diversification, farmers now have more varied sources of income, so they are no longer completely dependent on selling fresh bananas. This diversification is an important step in building village economic stability, as well as opening up marketing potential to the regional level.

Furthermore, the training provided in this activity helps farmers understand and master more comprehensive business management. They now have the ability to do simple financial records, so they can track cash flow, calculate profit and loss, and identify operational costs that can be reduced. In addition, they are able to prepare more strategic production planning and adjust it to market demand trends, so that production results can be optimized without any detrimental excess supply.

In terms of marketing, farmers also gained new knowledge about the use of technology and social media to expand their market reach. By utilizing digital platforms, they can promote their products more effectively and reach potential consumers who were previously difficult to reach. This strategy not



only increases sales but also helps build the brand of Blangsenong Village banana products that are more widely known. With increased competitiveness, the village's banana products have the opportunity to compete in a larger market, both locally and regionally.

Overall, this activity provides a strong foundation for farmers to manage their farming businesses more effectively and efficiently. With better knowledge and skills, they are not only able to increase production and income in the short term, but also can plan for the development of their businesses in the future. These skills include wise resource management, adaptation to market changes, and development of sustainable product innovations. All of this is expected to bring about sustainable positive changes, not only for individual farmers but also for the economy of Blangsenong Village as a whole.

CONCLUSION

Overall, the new skills acquired by farmers through this community service activity are expected to support the sustainability of their businesses in the long term. In the future, farmers are also expected to be able to become drivers for other farmers in the surrounding areas to jointly develop the banana farming sector, so that an independent and highly competitive farming community is created at the local and regional levels.

THANK-YOU NOTE

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