

## EXPLORING THE CREATIVE ECONOMIC POTENTIAL THROUGH TRAINING ON THE PRODUCTION OF PINEAPPLE DODOL AS A MEANS OF SUPPORTING TOURISM VILLAGE IN PEGASING DISTRICT CENTRAL ACEH

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### ABSTRACT

The purpose of this Community Partnership Program (PKM) is to utilize pineapple as a community agricultural product in the Pegasing area, especially in Kayu Kul Village to be processed into snacks, namely pineapple lunthead which can be used as souvenirs for tourists who come to visit. Central Aceh. The training activities for making pineapple lunthead are aimed at (1) introducing processed products made from pineapple. (dodol pineapple) (2) to provide additional knowledge and skills for pineapple farming communities. (3) as a creative economic effort that can increase the income of the pineapple farming community (4) it is hoped that the community can develop a home industry that produces pineapple dodol (5) it is hoped that the pineapple dodol produced by the pineapple farming community can become a characteristic of tourist souvenir snacks. The successful implementation of all community service activities is expected to have good benefits for the community in general and the growth of home industry players in particular.

*Keywords: Processed Products, Pineapple Dodol, Product Variations and Innovations*

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### 1. INTRODUCTION

Agriculture is still believed to be one of the roots of the Indonesian economy in almost all economic sectors and cannot be separated from the role of the agricultural sector. Abundant natural potential, fertile soil, and a quite supportive climate are very supportive capital for the success of agricultural development. (D. Tresnawati, 2010) explains that there are at least four strategies for the agricultural sector to be able to contribute to the economy, namely:

- a) able to contribute in encouraging economic growth, such as increasing agricultural production, livestock, fisheries, plantations and forestry, besides moving the domestic market, and continuing to export.
- b) able to contribute to reducing unemployment in rural areas, namely by moving the agricultural sector and the real sector such as agro-industry.
- c) able to contribute to reducing poverty by increasing income.
- d) able to contribute to creating productive activities to attract investors in agriculture or agriculture-based industries. The need for agro-industry development that uses local raw materials and is based on agriculture will be increasingly important to implement.

Pineapple is one of the fruit plants that are widely cultivated in the tropics and subtropics. This plant has many benefits, especially in the fruit. Pineapple is a tropical fruit that is very important in world trade. The prospect of pineapple agribusiness is very bright, tends to increase both for the need for fresh fruit and as processed ingredients (Agustina et al., 2014). Pineapple production in Aceh reaches 7,568 quintals, with the districts of Central Aceh (886 quintals), Aceh Singkil, North Aceh, and Gayo Luwes as the main producing areas (Central Bureau of Statistics, 2011). Based on agro-climatic conditions, Indonesia is an area that is very suitable for pineapple development, especially in areas that have not been used optimally. The potential for agro-climate

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and land availability in Indonesia will support the development of pineapple cultivation, so that Indonesia has a very large opportunity to supply greater demand for pineapple to the global market (Cahyaningsih et al., 2021). In addition, the potential for pineapple development is also open for fresh pineapple and its processed products, both for domestic needs and to meet export demand (Ristekdikti, 2000).

KayuKul Village, located in the Pegasing district, is a center for pineapple production in the Central Aceh region. Most of the pineapple varieties developed are the cayenne variety, which is characterized by a large average fruit with a fresh aroma, very sweet taste and a crunchy fruit texture with little fiber. This Pegasing pineapple was increasingly recognized when it was able to win 2nd place in a fruit contest held at the 15th National Week (PENAS) event in Banda Aceh in 2017. Along the road in the Pegasing sub-district, farmers peddle fresh pineapples that have just been picked from the tree, displayed and hung in rows, neatly on the side of the road.



August-September is the pineapple harvest season which is the time that pineapple farmers have been waiting for, and this fruit seems to flood the traditional markets around the city of Takengon. With the abundance of harvests in these months, the selling price of pineapple is low, and it is prone to damage, which is a risk for pineapple farmers.



Pineapple fruit is easily damaged due to its high-water content, therefore proper post-harvest handling is needed (Lisdiana, 1997). Therefore, a pineapple processing business is needed to reduce the risk of fruit being wasted due to rotting into a form of food product that has high economic value. One form of pineapple processing is pineapple processing into pineapple lunkhead (Winarno, 1981). The business of processing agricultural products is one form of creative

economic business. With abundant pineapple production in Pegasing district, especially in Gelelungi village, it has the potential to be developed into processed food products that provide creative economic home-based business opportunities for pineapple farmers.

## 2. METHOD OF IMPLEMENTATION

Approach efforts from the socio-cultural aspect are carried out as preparation for activities by coordinating and socializing with the target community, partners involved, and the village government. Socialization was carried out by the team regarding the plans, objectives, and benefits of the activities as well as the methods used in community empowerment. This is done in two stages. The first stage is carried out to find out the situation and condition of the target community and the location of the activity to be used. This stage is considered successful if the community, the partners involved, and the village government are ready and enthusiastic to participate in preparing the community to take part in the training as well as the equipment and facilities needed for the activities to be carried out in accordance with the agreed coordination.

### 1. Educating Pineapple Farmers in the Development of Pineapple-Based Processed Products

We educate pineapple farmers not to sell all their harvests but to process some of them into processed products that are worth selling to increase their income. Encouraging the growth of the home industry by increasing skills and insights about quality and attractive pineapple-based processed products as well as marketing opportunities in the short and long term. This is related to Central Aceh as a tourist area

### 2. Held Pineapple Dodol Making Training

The training was carried out with the aim of increasing the insight of partners with lecture and demo methods about the diversification of pineapple-based processed products. The increase in understanding and mastery of the material by pineapple farmers as the target community in this activity can be seen from the enthusiasm of the community to ask questions and participate in expressing processed product innovations by modifying materials, processing techniques and formulations.

### 3. Business Feasibility Analysis and Entrepreneurship

The business feasibility analysis training aims to provide an overview to the pineapple farming community about business opportunities that can be realized to support the tourism village program with the pineapple icon. The readiness of the pineapple farming community to be entrepreneurial and produce creative, unique, and attractive products without neglecting nutritional adequacy and hygiene is the success target to be achieved in this service activity.

### 4. Mentoring And Evaluation

Mentoring and evaluation aims to see the ability of the community to absorb and apply the knowledge that has been given. Community understanding and skills have increased and are able to produce quality and marketable pineapple-based processed products.

The success of knowledge transfer to the community can be seen from the positive attitudes and responses of the community as well as responses to all science and technology application activities regarding the use of pineapples in innovative food variants that are quality safe for consumption for the community and can become an iconic product of Central Aceh tourism, especially Kayu Kul Village, Pegasing sub-district.

As a tool for evaluating activities by the service team to reveal the overall results of the activity process, it reveals the following criteria:

1. Ease in the manufacture of processed pineapple products and their use in a variety of quality innovative food products.
2. Ease of providing tools and evaluating business feasibility, so that pineapple-based processed products when sold will become a form of entrepreneurial business.
3. Opportunities for acceptance in the community where the PKK group is formed which can make their own variants of processed products made from pineapple.



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4. The establishment of stalls selling pineapple lunthead.

### 3. RESULTS

#### Implementation of Activities and Results

In order to solve the problems faced by pineapple farmers in Kayu Kul Village, Pegasing District, Central Aceh. So, the Community Service implementation team held a pineapple farmer community empowerment training in Kayu Kul Village which was held on Friday, October 27, 2022. This activity emphasized a practical learning model based on interactive and fun activities. This activity is carried out in several sessions as follows:

#### a. Opening Session

This session began with an opening from the chief executive of Community Service and continued with remarks from the father who represented Reje Desa Kayu Kul.



Image 1. Message from the Chief Executive of Community Service

#### b. Material Session

Submission of material is done briefly. Submission of material is carried out by the head of the research team and members of:



Figure 2. Message from the Chief Executive of Community Service

#### c. Evaluation Session

This evaluation is to see the extent of the participants' ability to process pineapple into food (dodol pineapple). In this session, participants were divided into three groups. Each group was

taught to make pineapple lunthead and also to pack dodol products to have a selling value. The results of the evaluation showed that the participants were able to make pineapple lunthead, but they still had difficulties in the packaging process.



**Figure 3.** The process of making pineapple dodol



**Figure 4.** Packaging Process

#### d. Closing Session

At the end of the session, souvenirs and souvenirs from the service team were given to Mr. Reje and Mrs. Chair of the PKK Kayu Kul Village, and closed with a photo with the participants.

The results of this activity can be described in the following indicators:

1. Participants are able to process pineapple into pineapple lunthead.

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2. Increased knowledge and skills of mothers in processing pineapple into pineapple lunkhead, which is expected to later become tourist souvenirs and become an icon of Kayu Kul village products.
3. Increasing the ability of participants in packaging pineapple lunkhead products and being able to create product brands.



**Figure 5.** Giving souvenirs and souvenirs by the dedication team to Kul Wood Village

### Effect and Impact of Activities

Influence and impact of activities on:

1. Partners: Increased knowledge of mothers in processing pineapple into pineapple dodol products. Where they usually sell all of their harvested pineapples directly without being processed, with this training, pineapple farmers can process some of their harvests into pineapple-based processed products.
2. Universities: Universities are often dubbed agents of exchange or change agents who can change the surrounding community for the better. Community dedication. As the third dharma



of higher education, it is the hallmark of the higher education system in Indonesia. With this character, all elements in college should not be preoccupied with taking care of themselves. However, there must also be a caring attitude towards the conditions and realities of society. The success of the campus is not only seen from the science and technology that is growing rapidly on campus. However, it is also seen how far technology and science can be applied to society. The community feels the benefits so that it improves the standard of living of the community itself. The community service carried out has made a real contribution in developing and building the community on the one hand, not only improving people's living standards through the transfer of technology from campus to the community. But on the other hand, it will also have an effect on the bargaining position of the Indonesian people in terms of the higher education system in the international world.

3. Implementing Team: Community service itself is a process of implementing science, technology, and cultural arts directly to the community using scientific methodologies as the dissemination of the Tri Dharma. Through this community service, lecturers have the opportunity to be able to apply their knowledge directly. Starting with giving directions or socializing so that the public knows the technology and science delivered by the lecturer. Then together with the community to begin to be applied.

### **Out of Devotion**

The output of this service activity is an increase in the knowledge of pineapple farmers in Kayu Kul Village in processing pineapple dodol which has regional characteristics as a pineapple producing area. In addition, the output produced is in the form of publication of activities in local journals and online media.

### **Implementation of Follow-up Activities**

The implementation of community service activities that have not been carried out is the stage where the pineapple farming community can sell pineapple dodol products. The strategy that will be carried out is to motivate and monitor the development of pineapple products that are produced which are expected to be used for community service programs to be able to carry out marketing of pineapple dodol produced by pineapple farmers in Kayu Kul Village, Pegasing District, Central Aceh.

### **External follow-up**

In community service activities, in this case the publication of activities in the mass media and scientific publications on the results of the service have not been carried out. Meanwhile, the cooperation script consists of two documents, namely the document at the memorandum of agreement (MoA) level and the document at the implementation arrangement (IA) level which has been signed by the activity implementation team with partners.

## **4. CLOSING**

### **4.1 Conclusion**

Service activities that have been carried out are in the form of community empowerment training for pineapple farmers in Kayu Kul Village, Pegasing District, Central Aceh, through innovation of processed pineapple-based products, including brief explanations and demonstrations of making pineapple dodol and how to package pineapple dodol so that it has a selling value and can be used as souvenirs. by travel. It is hoped that the service activities that we do can increase the knowledge and family income of our partners.

From the Community Service activities that have been carried out, the following conclusions can be drawn:

1. The training participants realized the importance of processing pineapples into various processed products as a business provision or source of additional income and the availability of functional food for the family.

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2. The training participants already know how to process pineapples into nutritious, hygienic and healthy products.
3. The products produced by the participants show good results but need to be improved in terms of product quality, product variety, and packaging so that they are worthy of sale.

#### 4.2 Suggestions

Some suggestions that can be given for program sustainability include:

1. Training participants already have skills in making pineapple fruit processed products, but to become a business opportunity they still need guidance and motivation.
2. It is necessary to carry out follow-up activities related to breakthroughs for packaging and marketing of pineapple dodol products that have been produced, especially for consumption targets/gifts by both local and foreign tourists visiting the tourist areas of Central Aceh.

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