

COMMUNITY EMPOWERMENT THROUGH THE USE OF DRY COCONUT COIR INTO HANGING FLOWER POTS IN ULEE PULO VILLAGE DEWANTARA DISTRICT, ACEH UTARA DISTRICT

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Abstract

The opportunity to develop coconut agribusiness into high economic value products is very large. The harvested coconut parts are copra, coconut cough and coconut husk. Dried coconut coir can be processed into hanging flower pots that can be sold at a price range of Rp. 15,000/unit up to Rp. 40,000/unit. The service activity aims to provide training on the use of dried coconut coir into hanging flower pots followed by 25 young women and housewives in Ulee Pulo Village, Dewantara District, North Aceh Regenc. In order to absorb information on the need and analysis of strategic conditions, activities were carried out using survey methods and focus group discussions (FGD) and demonstrations. Through this activity, it is hoped that it will open up business opportunities for hanging flower pot crafts in Ulee Pulo Village. The demonstration of making dried coconut coir is a form of skill for the community with an emphasis on artistic and innovative values so that the community is able to make flower pots from coconut coir with varied models and form small industrial groups in developing an independent business spirit. In this case, participants will be given training in the production management and marketing of competitive hanging flower pots. Through this activity, it is hoped that it will foster community participation, increase participants will be given training in the production management and marketing of competitive hanging flower pots. Through this activity, it is hoped that it will foster community participation, increase participants will be given training in the production management and marketing of competitive hanging flower pots. Through this activity, it is hoped that it will foster community participation, increase creativity, reduce unemployment and increase employment opportunities.

Keywords: *Dried coconut coir, hanging flower pots, community empowerment*

1. INTRODUCTION

The coconut tree or in the Acehnese language it is called "Bak U" is a tree of which almost all parts can be used by the community, including copra, leaves, stems, shells and coconut husks. All parts of the coconut harvest can be converted into economically valuable products and create coconut added value. The use of coconut is not only as a building material, processed food is also a medicine for health and beauty (Kirana, et. al., 2022). Several preparations made from coconuts include packaged coconut milk, cooking oil, nata de coco and massage oil (Purwohandoyo, 2019). Young coconut water contains isotonic which matches the fluids in the human body so that it can replace the lost minerals in the body due to the secretion process. Coconut water also contains high potassium which is good for metabolic processes in nerve and muscle cells (Ibrahim, 2020).

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Coconut oil has the property of increasing body fitness as an antiviral, antibacterial and antiprotozoal (Karouw & Santosa, 2013), protecting the skin from sunburn which burns the skin (Putri, 2019), to blacken and thicken hair (Vala & Kapadiya,

Based on data from the e-smartschool, coconut fiber is a fairly large part of the coconut fruit, which is 35% of the total weight of the fruit. Coconut coir consists of fiber and cork which connects one fiber to another. Each coconut contains 525 grams of fiber (75% of the coir), and 175 grams of cork (25% of the coir). With an average production of 15.5 billion coconuts/year, equivalent to 1.8 million tons of coir fiber, and 3.3 million tons of coir dust (Agustian, et al., 2003; Nur, et al., 2003) then quite a lot of material is available. (Ramadhani 2011).

Dried coconut coir can be used for various crafts, including being processed into beautiful hanging pots and contemporary. Hanging pots made of coconut coir are moist and easily absorb water, therefore these hanging pots can be used to plant fern species such as kadaka, deer antlers, suplir, orchids and so on. Coconut coir which is formed into pots has its own artistic value and is environmentally friendly because it functions as a nutrient when it runs out. Pots made from coconut fiber absorb water so that the water is more evenly distributed around the plant and allows the roots to grow in all directions so that the plants can become healthier.

Training activities for making coconut shell fibers into hanging flower pots are very important, given the high consumer demand for hanging flower pots from coconut shell fibers which are ready to be marketed. This activity includes training on making hanging flower pots, coaching and business assistance in the field of production and marketing. Based on an agreement with the village administrator, this activity is aimed at housewives and young women, and is carried out in stages and continuously so that a business group for the manufacture of coconut shell fiber will be formed. Through this activity it is hoped that it can increase creativity and open business opportunities for young women and housewives in Ulee Pulo Village, who generally work as laborers in the brick industry.

It is estimated that agribusiness actors for processed coconut products can increase their income 5 to 10 times compared to selling only copra products. Departing from the fact that the potential for product development is wide, the progress of the coconut economy at the macro level (competitiveness in the global market) and micro (farmers' income, domestic added value and import substitution) will increasingly demand support for the development of the coconut industry in clusters as a prerequisite (Allorerung et al.2005).

2. IMPLEMENTATION METHOD

a. Service Location

The community service activity was carried out in Ulee Pulo Village, Dewantara District, North Aceh Regency, with the consideration that it is one of the coconut production areas which is quite large and with a high population density has the potential to develop dried coconut coir crafts into hanging flower pots. Geographically, this area has cross-strategy in the distribution and marketing of handicraft products.

b. Metode implementation of activities

Training and mentoring activities for handicrafts from coconut coir will be carried out in stages and systematically as a solution to solving a series of problems faced by the community in Ulee Pulo Village, as follows:

- 1) Mapping coconut coir handicrafts and their suitability with the needs of raw materials agro industry.

Mapping is done by collecting data on the number of dried coconut coir crafts and the need for raw materials agro industry, so that an overview of the production of hanging flower pots will be obtained. At this stage, social problem mapping and community strategic problems were also carried out using a Focus Group Discussion (FGD) approach.

- 2) Formation of dry coconut coir craft business group.

The business group of coconut coir craftsmen consists of out-of-school teenagers, housewives. Given the low level of public education in Ulee Pulo Village, an educational, economic and environmental approach will be taken. Suharto (2004) states that the criteria for assistance for the poor are having professional capacities such as having knowledge and skills regarding programs and handling local community problems, assistance is also required to have several humane attitudes, such as being patient and sensitive to situations, creative, willing to listen and not dominating, open and willing to respect the opinions of others, friendly and not patronizing, authoritative, nonjudgmental and impartial, positive attitude and willing to learn from experience.

- 3) Formation of a cooperative network with groups of craftsmen, in order to obtain guaranteed raw materials (coconut coir) according to the quality and capacity of the agro-industry. The coco coir business group will make coconut farmers partners in providing raw materials so that a supply of quality raw materials is guaranteed.
- 4) Production management training, namely making hanging flower pots. This activity begins with a hearing to find creative ideas and increase the entrepreneurial spirit for craftsmen, namely flower pots that are ready to be used for planting flowers, and wide open to become a distributor of hanging flower pots from dried coconut coir. We can offer it to neighbors, office friends, relatives or leave it at farm shops.
- 5) Production management training is carried out by groups of young women with the following stages:
 - Formation of business groups (young women)
 - Provision of tools and materials
 - Briefing the participants on the use of coconut coir into an economical product (flower pot) to create added value and business opportunities that can be carried out independently or in groups, to increase the income of mothers and young women and to take advantage of free time.
 - Processing of dry coconut coir.
 - Making media (flower pots)
 - Flower Arrangement in a Pot
- 6) Product marketing management training
Marketing management training includes promotion management, product pricing management, distribution management and marketing. Promotion can be done in several ways, namely group demonstrations, through social media such as WhatsApp and Facebook, utilizing regular village meeting activities, and partnering with decorative flower traders. Direct promotions can also be carried out by young women to decorate their homes with pots of coconut fiber and flower arrangements as beautiful as possible, then take photos and promote them via WhatsApp and Facebook media. Pricing is competitive and adjusted to the size of the pot and the model of the pot. If orders increase, it will be carried out in groups by young women in the form of UKM (Small and Medium Enterprises).
- 7) Business development assistance
Business assistance activities are carried out in a sustainable and structured manner to ensure the continuity of the business of coconut coir craftsmen. In this case, an approach will be made with village officials and related parties so that coconut coir craftsmen will have easy access to capital and develop a partnership program.

3. TECHNIQUES FOR MAKING COCONUT COIR INTO HANGING FLOWER POTS

a. Tools and materials

Tools and materials for making hanging flower pots are available in traditional markets and dry coconut coir is easy to obtain because it is a crop waste that is not utilized. The tools used are

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small knife, large knife, scissors, crowbar, drill, and type ex. While the materials needed are dry coconut coir, rope, and wire.



b. Stages of Making Flower Pots from Dried Coconut Coir Shells:

Take the coconut husk from the dried coconut skin, use a crowbar to skin the coconut so that the coconut husk remains intertwined. If in the villages the coconut shells have been skinned in such a way that the coconut coir peels are still intertwined.

- 1) Sheet the coir and cut off the top using a large knife.
- 2) Mark the bottom and top of each split using the ex type, this part will be drilled to tie the coconut fiber halves as well as for the pot tie straps.
- 3) Drill or hole carefully in the part that has been marked.
- 4) String the fibers in each hole of the coconut coir so that each halves of the coir can be fused.



- 5) After the inner bond is formed then cross the bond on the outside, do the same for all parts of the coconut fiber.
- 6) Then a strong bond is formed and forms a coconut shell that is cut off at the top.
- 7) Cut the ram wire as needed. Wrap the exposed end of the wire and shape the pot as desired. Cut a bit of ram wire to cover the bottom of the pot. Do the same for the inner pot. Add the dry coconut fiber little by little between the inner and outer ram wires. Compact it using scissors. Do it until the dry coconut husk covers all parts of the pot. Leave one segment of ram wire to cover the end of the pot.



c. Implementation of Activities

Housewives and young women attended training on the utilization of dried coconut husks into hanging flower pots. Hanging flower pots have good prospects for development because they have raw materials that are easy to get around the house, and can be done independently or in groups. The objectives of the utilization of dried coconut coir in hanging flower pots are:

- 1) Growing awareness, interest, knowledge and skills of training participants in processing coconut coir into art products (modern beautiful flower pots).
- 2) Utilizing coconut coir waste is a business opportunity for housewives and young women, thereby increasing family income innovation
- 3) Develop knowledge and skills obtained by collaborating on reading sources both through books and social media.
- 4) Forming industrial groups and developing an entrepreneurial spirit for training participants.



Marketing can also be done at each other's homes by planting orchids using hanging flower pot containers or leaving them at ornamental plant sellers and flower pot and grocery stores as well as minimarkets. In North Aceh District flower pots from dried coconut coir have not been developed either traditionally or commercially. Coconut coir flower pots can be marketed through souvenir shops, hotels, tourist attractions as a local superior product based on coconut coir.

Empowering housewives and young women in Ule Pulo village, encouraging the formation of craft business groups (UKM) and motivating housewives and young women to seize business opportunities in the field of making hanging flower pots from dried coconut coir. This activity received a positive response from housewives and young women from Ule Pulo village and received full support from village officials. This is very important because the majority of youth in service areas only graduate from junior high school and senior high school and only rely on brick-making activities to make ends meet.



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d. Program Implementation Evaluation

For the sustainability of the craft business of making flower pots from dried coconut coir, an evaluation will be carried out at every stage, both from the procurement of raw materials, the manufacturing process, distribution and marketing.

- 1) In the field of production, evaluation of the ease of supply of raw materials, production efficiency (based on production cost and revenue analysis), quality and quantity of production including production continuity.
- 2) In the field of management, evaluation of human resource management includes the number of employees, risk control management, conflict management, and ease of access to capital.
- 3) Marketing field, evaluation of the number of consumer requests, distribution processes, price fluctuations (input and output) and timeliness of marketing.

Evaluation of program sustainability will be carried out primarily from production sustainability, access to capital, improving the quality of human resources, increasing production (quality, quantity, and product diversification), increasing income, and creating jobs.

e. Influence and Impact of Activities

Hanging flower pot training activities are focused on increasing creativity, seizing opportunities to increase income, and empowering the community's economy in Ulee Pulo Village, Dewantara District, North Aceh Regency. The activities produced in this training include:

- a. Utilization of coconut coir fiber is processed into flower pots as a craft for housewives and young women. To educate the general public about the use of coconut coir which is processed into beautiful and contemporary hanging flower pots. In the future, training needs to be carried out on an ongoing basis so that mothers and young women have skills and are able to work and are empowered to produce contemporary flower pot products from dry coconut coir which can provide additional income.
- b. Marketing of coconut coir can be done through ornamental plant traders around the districts and districts of North Aceh and the city of Lhokseumawe. Also doable by utilizing social media such as Facebook, WhatsApp, and others

Changing the mindset of housewives and young women who always feel in a safe and comfortable position so that they are not motivated to change lifestyles and economic activities that can increase income and welfare, is not easy to do. This is due to low education and difficulty accepting innovation business that has economic value. In its implementation, there are several obstacles found, including:

- a. Capital Limitations. So that the mothers prefer to work in brick factories, which they get direct income.
- b. The low skills and knowledge of housewives and young women in utilizing existing potential causes coconut waste to have no economic value.
- c. Access to market information, in marketing current flower pot products, is still constrained. The lack of promotion for Aceh's superior products so that marketing is only on a local scale
- d. Product quality is still low, due to limited tools used manually, no technology.
- e. The lack of empowerment programs for housewives and young women both in the scale of skills improvement and the development of commercial businesses.

Ulee Pulo Village has the potential to develop a coconut coir utilization business, because the average community has coconut gardens around their homes. And it's easy to cook the product because it's close to the town of Krueng Geukuh and the City of Lhokseumawe so it's easy for consumers to reach. The community's economic activity is farming and working in a brick factory.

4. CONCLUSION

Training on the utilization of dried coconut husks into beautiful and contemporary hanging flower pots received a positive response from housewives and young women. At first the women and young women of Ulee Pulo village had not thought that the coconut coir, which they previously threw away and burned, could actually be processed into a material with economic value. From wasted waste to beautiful decorative plant pots, contemporary and environmentally friendly. In the future, it is hoped that mothers and young women can make business opportunities and form a central industrial processing industry for dried coconut coir in Ulee Pulo Village, Dewantara District, North Aceh Regency. The product produced is in the form of a beautiful contemporary hanging flower pot for ornamental plants. Marketing can be done directly, through ornamental plant traders and plastic pot traders as well as social media.

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