



Empowering women in Lunjuk Village through the creation of MSMEs ginger products

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ABSTRACT

Since 2011, the Forum Petani Bersatu (FPB) Women's Group in Lunjuk Village has been embroiled in tenurial conflict, resulting in the loss of their plantation land. Currently, most members work as laborers in oil palm plantations, earning a limited income. This community empowerment program aims to empower them as the mainstay of their family's economy by establishing a family micro-enterprise that produces processed ginger products. This is due to the easy and affordable availability of ginger in their vicinity. At the start of the activity, a counseling method was used to emphasize the importance of entrepreneurship. Following this, participants received training on ginger processing, including the production of ginger flour for instant ginger drinks, candy, dodol, and ginger syrup. The outcome of the activity was the establishment of SMEs that produce processed ginger products with an official P-IRT license from the Seluma Health Office. The small and medium-sized enterprise (SME) has been registered with the Seluma Regency Industry, Trade, and Cooperative Office to obtain a business license (HO) and receive assistance from the office. Currently, the SME produces ginger flour and markets it not only in Lunjuk village but also in Bengkulu City.

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1. INTRODUCTION

Lunjuk Village is one of the villages in the West Seluma area, Seluma Regency, Bengkulu Province. The village is approximately 50 km from Bengkulu city, which can be reached by vehicle in about an hour. Accessibility to this village is quite good, crossing the western Sumatra crossing road. The village is inhabited by approximately 753 people whose main livelihood is farming, especially oil palm farmers in their plantations and hiring in other people's or oil palm company plantations.

Since 2011, the farming community of Lunjuk Village has been facing agrarian conflicts (land ownership disputes) with one of the oil palm plantation companies operating there. The disputing farmers created a group to organize their struggle in one group, namely Forum Petani Bersatu (FPB). The agrarian problem has not yet been resolved, and the government has participated in handling it at the district, provincial, and central levels, marked by the arrival of the Presidential Staff Office Agrarian Conflict Resolution Acceleration Team (PPKA KSP) to the location on March 22, 2018 (Sipayung, 2018).

For more than ten years, living in uncertainty about the fate of their land, most farmers in Lunjuk Village, especially FPB members, have faced severe economic problems. It is because most of their land has been taken over (forcibly sold) to the oil palm company, and they work as wage laborers for the company with insufficient income to support their families. Some other farmers who own oil palm plantations also have insufficient incomes because their oil palm production is not very large, and the selling value of fresh fruit bunches (FFB) is low.

Women and children are the most affected by these land conflicts. Based on our observations in the village, when surveying the FPB women's group, they expressed their problems with the family's economy and education (children). They find it challenging to fulfill the family's daily needs and children's education, including paying for motorcycle loans. Motorcycles are a significant necessity for the farming community there because there is no public transportation to the location of their farms, which must be about 3-5 kilometers away from their homes. The monthly motorcycle installment is quite large (ranging from IDR 450,000 to IDR 800,000 depending on the amount of down payment) and affects their household expenditure. In fact, for most FPB members, the motorcycle installment amount is greater than the monthly cost of their family's daily needs.

To address their financial needs, many female members of the FPB (Family Planning Board) work alongside their husbands, either as rubber tappers for neighboring plantation owners or as gardeners in oil palm plantations. Even for those who own their oil palm plantations and diversify their crops with cassava and various vegetables, the yields are often insufficient due to the pricing set by village middlemen. Some FPB women have ventured into additional endeavors such as operating small stalls, engaging in small-scale poultry farming (often with only a few chickens), and launching modest catering businesses to cater to the lunch needs of oil palm plantation workers. Despite the challenges, these women strive to contribute as much as they can to support their families alongside their husbands.

To address the challenges faced by the women members of FPB, we propose a solution by harnessing their potential through the establishment of a micro household business centered around ginger. This initiative aims to process ginger into various products, including instant ginger powder, ginger *dodol*, ginger candy, and ginger syrup. The significance of micro, small, and medium enterprises (MSMEs) in bolstering family economies has been underscored by studies such as those conducted by [Wiyani & Triatmanto \(2016\)](#), [Nurita \(2016\)](#), [Prastyabudi et al. \(2022\)](#), and [Herawati et al. \(2023\)](#).

This venture not only provides an avenue for these women to optimize their skills but also creates opportunities for economic empowerment within the community. By diversifying the use of ginger and introducing value-added products, we aim to enhance the income-generating capacity of the women members of FPB, thereby contributing to the overall well-being of their families.

Ginger is known to have many processed products that have health benefits and the processing business is profitable ([Dilla et al., 2023](#); [Fitria, 2018](#); [Lestari et al., 2022](#); [Muttaqin et al., 2015](#); [Pratama et al., 2021](#); [Puarada et al., 2022](#)). Training on processing ginger into various food and beverage products has been conducted to help increase the capacity of the community, especially women ([Roslinda et al., 2022](#); [Santi & Wahyudi, 2021](#); [Susanty & Yulendra, 2018](#); [Wijayanti et al., 2020](#); [Zumrona et al. 2023](#)).

The idea to create a processed ginger product business received a positive and enthusiastic response from the FPB women's group because ginger is very cheap and easily obtained by the people of Lunjuk Village at the nearest market. In addition, ginger drinks have been known by the community there, especially when certain events always serve ginger drinks. Therefore, they want to be able to do business so that it can be an alternative to their social and economic activities, and some of them even want it to be the flagship product of Lunjuk Village as a typical product of the village.

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We provided a solution to overcome the problem of limited community income and the availability of resources in the form of ginger that are easily and cheaply obtained by the community. We provided training on processing ginger into various products, created a group of SMEs, assisted the group in forming its management structure, and accompanied them for five months of activities until they could be independent and successful in running their business.

The purpose of this PPM activity is to increase the capacity of FPB women as the driving force of the family economy as well as pioneering processed ginger home-industry businesses as micro-economic businesses in Lunjuk Village, West Seluma, and to assist government programs to increase local food diversification and increase entrepreneurial efforts for rural communities, especially women's groups so that they can be independent in the economic field.

2. METHODS

PPM activities were carried out using the method of counseling and training (practice); each activity was carried out to overcome the problems in Lunjuk Village, as shown in Table 1.

Table 1. The problems and the solutions of the FPB empowerment

Problems	Method to Solve	Venue
Lack of knowledge of financial management and entrepreneurship	Counseling on family financial management and entrepreneurship.	Mrs. Ms. Yuli/Mr. Marbun's oil palm plantation
Lack of knowledge and skill in ginger processing	Counseling and training on ginger processing. The training to practice making four processed products: ginger powder for instant drinks, ginger <i>dodol</i> , ginger candy, and ginger syrup (Aisa et al., 2022; Antara et al., 2021; Puteri & Syaiful, 2023; Rasdiana et al., 2022)	Mrs. Marlina's house (The head of the FPB Group)
No official permit to sell products	Getting the P-IRT (Home Industry Food) license	District Health Office

The evaluation was carried out by asking oral questions about their impressions and experiences of the implementation of the activities and questions about the knowledge materials taught (whether they could explain all stages of the implementation of the activities, including how to make processed products). The evaluation would also be conducted openly by asking for impressions from randomly appointed representatives of the participants. Indicators of the success of the activity were the success of all planned programs that could be implemented, the establishment of a processed ginger micro-business, obtained a PIRT permit from the health office, and processed products that were ready to be sold to the public that have PIRT permits and were packaged with excellent and safe packaging.

The benchmark for the success of this activity is the sustainability of this activity carried out by participants even though the PPM activities for the Application of Science and Technology have ended. The FPB women's group participants continued their micro-business of making processed ginger products by increasing production capacity and various marketing places.

3. RESULTS AND DISCUSSION

Results

The FPB members' main problem was a lack of financial management and entrepreneurship knowledge. Most of them were homemakers and laborers in the plantations. Their income was very small. None of them had a side business to support their family income. Based on the information they shared, they were very consumptive and bought unnecessary items because they did not understand how to manage their finances. Therefore, we provided counseling on family financial management and the importance of entrepreneurship.

The activity was held in the oil palm plantation area of one of the FPB members (the plantation owned by Mrs. Yuli/Mr. Mangun). This activity was attended by many residents, around 35 people, not only women's groups but also their husbands who were not in the garden. The participants received the material provided well, as they could repeat all the material that had been explained. Likewise, some participants were enthusiastic by asking questions about the PPM material.



Figure 1. Counseling on entrepreneurship and household financial management

This activity was continued with the training to practice making instant ginger powder, candy, and ginger syrup. We taught them ginger processing skills in several food and beverage products because ginger is easily and cheaply available. Making instant ginger powder, ginger candy (*dodol*), and ginger syrup was popular among the participants. It could be seen from their enthusiasm to be directly involved in preparing materials (cleaning and grinding ginger) and cooking it. They were eager to turn the activity into a business to increase their (group) income.



Figure 2. Process of making ginger flour, ginger candy (*dodol*), and ginger syrup

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Figure 3. Practice of making instant ginger powder, candy, and ginger syrup

In this first practice, participants were only given and demonstrated how to make a limited number of the three ginger products. However, the results were so satisfying that they continued to make instant ginger flour and distributed it (some were sold to neighbors) even though there was no PIRT permit. It was packaged with simple packaging (using plastic). It showed that the materials provided benefited the FPB women's group.

In the second phase of the meeting, PPM activities were carried out by providing counseling on sanitation (hygiene) in the manufacture of processed food products concerning the hygiene of the equipment used, the place/room for making, and the use of gloves, clean water, and ingredients that are guaranteed to be safe for health. In addition, counseling was also provided on PIRT (Home Industry Food) licensing.

We accompanied the group in creating an official UKM group to manage their ginger products business. They agreed to create five coordinators who are responsible for each of the processed products. Thus, the group's organizational structure consisted of the Chairperson, Secretary, Treasurer, and 5 Division Coordinators, where each division consists of 3 members and 1 or 2 people as the marketing team. The total number of FPB women's group members was 24, but only nine were active. On this occasion, the Group Leader was asked to invite all members, especially those who were inactive, to run the group business together.



Figure 4. Discussion on the organizational structure of the FPB women's group

At the third meeting, several pieces of equipment and materials for making processed ginger products were handed over from the PPM UNIB Team to the FPB Women's Group, which included equipment needed to run a commercial (professional) business of making and producing processed ginger products such as a gas stove complete with a gas cylinder, blender, 5 kg scales, cauldron and

steel pan, and other equipment needed for making processed ginger products. On that occasion, they were also given 25 kg of raw ginger, 15 kg of finely ground ginger, one pack (20 kg) of sticky rice flour, 5 kg of cornstarch, 2 kg of margarine margarita, 2 kg of sesame seeds and other ingredients to start their business. In addition, several packages of packaging samples were also provided to package processed ginger products, such as several bottles, plastic containers, plastic, and oil paper.



Figure 5. Handover of activity equipment to the FPB women's group

The next step was training to practice making ginger *dodol*, syrup, and candy. All three were made by FPB women's group members, assisted by their husbands, who were eager to support the women's group activities. The syrup was made and packaged on this occasion, but the *dodol* and ginger candy needed time to cool down overnight. Hence, completing the activity was only up to the cooking and molding of the candy and *dodol*. Group members carried out packaging activities.



Figure 6. The activities during the making of the four ginger products

The next activity was to apply for a PIRT license to the Seluma District Health Office. The PPM team and the FPB Women's Group Chairperson went to the Seluma Health Office to register their business and obtain a P-IRT license. The head of the P-IRT permit issuance section of the Seluma District Health Office, Mr. Syafrudin Lambau, welcomed our visit and was willing to assist in issuing the permit after all the registration documents were completed. Before issuing the license, hygiene and food safety training was conducted by the Seluma Health Office team at the location of the ginger product manufacturing business at the home of the head of the FPB Women's Group. The event was attended by several FPB members, representatives from the local health center, and the head of Lunjuk village.

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Figure 7. The hygiene and food safety training

A week later, a visitation was conducted by the Seluma Health Office team to verify the feasibility of the business premises, equipment, and environment for making processed ginger products. With the completion of PPM activities marked by the official P-IRT license obtained by the FPB Women's Group and registered as an official SME at the Seluma Regency Industry, Trade, and Cooperatives Office, this business group can conduct its business commercially and independently.



Figure 8. FPB Women's Group signboard and processed ginger products

As a manifestation of the determination and seriousness of the FPB Women's Group in pioneering and developing the processed ginger product business, a working lodge was built in the backyard of the KP FPB Chairperson's house for workshops and group meetings. It was a crucial point the Seluma Regency Health Office assessed in considering issuing a P-IRT license. The work lodge was constructed independently and self-financed by the group members. It showed their commitment to the development of their ginger products.



Figure 9. The working lodges

Discussions

Based on the results of the activities for five months, overall, all activities could be carried out, including the outcomes of the activities can be achieved, namely the formation of FPB Women's Group SMEs with a focus on making processed ginger products that have official P-IRT licenses from the Seluma Regency Health Office. In addition, the SME has also been registered with the Seluma Regency Industry, Trade and Cooperatives Office to be issued a business license (HO) and registered as an official SME that the office assists.

During the implementation of the activities, the enthusiasm of the group members was terrific. It was evident from their high attendance and participation in each activity. Their response to the materials and skills provided was also quite good. It could be seen from their independence in continuing to process ginger into several products without accompanying the team. They were also creative enough to process the ginger into better quality products, for example, by increasing the cooking time of *dodol* so that it could last longer.

The group also had a management structure that they had agreed upon. It was important for their business to run smoothly, openly, and accountable. In addition to the chairperson, a secretary and treasurer had also been appointed to manage the group's administrative and financial matters. Their initial capital in making a business is a joint fund from group members. At the same time, equipment and materials were obtained from grants by the PPM Team when practicing making processed ginger products.

During the implementation of the activity, problems were experienced when making ginger candy and ginger *dodol* in large quantities. They did not continue to make candy and ginger *dodol* in large quantities because the expiration period had not been tested to the fullest. It was because the products did not use preservatives, so testing is needed to determine how long the products can be consumed safely. It happened because *dodol* stored for three weeks showed a musty taste and was unsuitable even though it had not released mold or changed color. They would only make ginger candy and ginger *dodol* when there was an order. However, instant ginger flour and syrup can be made in large quantities because they can be stored for a long time in a cool room.

Another obstacle was marketing their products. It was important to expand marketing access and find effective marketing strategies. The PPM team suggested they could sell their products to local markets in Seluma Regency, for example, to existing sweet shops or direct marketing to offices in Seluma Regency. In addition, they could also utilize online means such as marketing on social media owned by group members, or they could market specifically online. However, locally, especially in Lunjuk village, the group's processed products are already in high demand and are produced and marketed regularly every two weeks.

Finally, with the formation of a new SME unit, namely the FPB Women's Group, which had a business field of processing processed ginger products, it is hoped that it could solve economic and social problems, especially for FPB members. It is hoped that the proceeds from the sale of processed ginger products could help improve the welfare of the families of each group member. In addition, this activity increased the number of SMEs in the Seluma district, which showed that the community's economic activity in Seluma is quite good, mainly when carried out by women's groups. Hopefully, this activity could motivate other community members to actively and creatively seek business opportunities.

The evaluation at the end of the activity was carried out by asking the participants several questions regarding the activities that had been carried out. All participants stated that they were delighted with

the activity, had the knowledge and skills to make some of the processed ginger products taught, had been able to produce processed ginger independently, and had marketed it to several shops and their acquaintances.

4. CONCLUSION AND RECOMMENDATIONS

The lack of knowledge and skill of FPB members in financial management and entrepreneurship has been addressed by providing counseling on these subjects. The lack of family income was addressed by providing training on processing ginger into beverages and food products. FPB's MSME management structure has also been established to run the ginger processing business, and it has obtained a PIRT license from the Seluma Regency Health Office. Overall, this community service activity could be carried out well to overcome problems in the Lunjuk Village community, especially those members of the FPB group.

It is suggested that the FPB women's group should actively promote their ginger products locally and online. It will not only positively impact the group's business but can also promote the local excellence of the Seluma region. In addition, each group member should continue to improve their knowledge and skills to make variations and modifications to their business and processed products.

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