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Economic Empowerment of Housewives Based on OPOR (One Product in One RT) in Pojok Village of Magetan Regency by Using Asset-Based Community-Driven Development (ABCD) Approach

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Abstract: Nowadays, the improvement in resources, especially among women, is considered. One of the efforts to empower women in the village can be done through the assistance of Micro, Small, and Medium Enterprises (MSMEs). This research-based community service aims to assist the community, especially women (housewives) in Pojok Village of Magetan Regency, in developing home businesses. This community service is carried out by using ABCD approach, which is an approach to understanding and internalizing assets, potential, strength, and utilization independently and optimally. The results of the community service carried out by researchers have positive impact to the community and it fosters a high desire and enthusiasm to make changes for the better in the development of marketing businesses, both during the mentoring process and post-mentoring so that the economy in Pojok Village, Magetan Regency can increase.

Introduction

Economic progress should be felt by people in all sectors, both rural and urban communities, both domestically and abroad, regardless of the community type. But economic progress has not been fully felt by women. Women are still very dependent on their husband's economy, so women are less independent in their economy¹. According to United Nations data, 1/3 of the world's population lives below the poverty line, while about 70% are women².

The importance of gender equality is increasingly recognized and accepted by society in developing countries and globally. It is reflected in the vision and goals set out

¹ Kgaugelo Sebidi and Frank Vollmer, *Global Multidimensional Poverty Index 2018: The Most Detailed Picture To Date of the World's Poorest People*, 2018, <https://www.researchgate.net/publication/330421754>; Norma Yuni Kartika, *Peran Wanita Dalam Menghadapi Bonus Demografi*, vol. 19, 2018.

² Venny Adriana et al., *Mengurai Kemiskinan, Dimana Perempuan?*, 42nd ed. (Jurnal Perempuan, 2005).



in the Millennium Development Goals (MDGs). The rise of economic growth is expected to not only be able to encourage poverty reduction, but also it must be able to encourage the rise of gender equality, as emphasized by the United Nations Development Programme (UNDP). Based on data from the World Economic Focus (WEF) in 2021, women's economic participation and opportunities became the second-largest inequality of the four dimensions. In its report, the WEF said that although the state of overreach had improved by 58%, it would still take 267.6 years to achieve equality. In Indonesia, if you look at the current situation compared to the past, women today have more opportunities to develop. However, the actual position has not changed much. In Indonesia, gender inequality is ranked 101st out of 156 countries and ranked 99th in the dimensions of women's participation and economic opportunities in the Index based on the World Gender Inequality Index 2021. The existence of open options to vulnerable groups is one of the main factors of gender inequality. This ranking is one of reference in ensuring equal opportunities for all as part of the fulfillment of human rights³.

Low gender equality in Indonesia does not describe women's ability in Indonesia in the business sector. On the contrary, in the current condition of COVID-19 pandemic, women show sensitivity and responsiveness in overcoming problems. However, the data says that 5% of women lost their jobs during the pandemic, compared to 3.9% of men. Still, during the pandemic, in this emergency, women were faster in responding and providing solutions in the business sector⁴. They are shown in several studies which was conducted during the pandemic. One of them is research conducted by LPEM FEB UI with Tokopedia, which shows that women are 5.4 points more likely to start a business than men during the pandemic. Not only during the pandemic, but women have also long mastered MSMEs and are famous for their business skills⁵.

The rise in resources, especially women in the village, is increasingly considered to get business opportunities. The potential of women as a support for the nation's economy is significant to continue to be encouraged, considering that the number of women reaches 48.4 percent of the total population in Indonesia. The existence of equal opportunities in the productive economy provides space for women in village to develop themselves and their ability to produce something. Consequently, women in village have

³ Veland Ramadani et al., "Gender and Succession Planning: Opportunities for Females to Lead Indonesian Family Businesses," *International Journal of Gender and Entrepreneurship* 9, no. 3 (2017): 229–251; World Economic Focus, *Global Gender Gap Report 2021*, 2021, <http://reports.wefocus.org/global->

⁴ Rubin Japhta et al., "UKM Yang Dimiliki Wanita Di Indonesia: Kesempatan Emas Untuk Institusi Keuangan Lokal," *International Finance Corporation* (2016): 32–44; Fiona Suwana and Lily, "Empowering Indonesian Women through Building Digital Media Literacy," *Kasetsart Journal of Social Sciences* 38, no. 3 (September 1, 2017): 212–217.

⁵ Nino Eka Putra, "Dewa Wisana: Pemberdayaan Perempuan Dalam Peningkatan Ekonomi Bangsa Melalui UMKM," *Humas FEB UI*, last modified 2021, <https://www.feb.ui.ac.id/blog/2021/05/01/dewa-wisana-pemberdayaan-perempuan-dalam-peningkatan-ekonomi-bangsa-melalui-umkm/>.



the potential to get a source of income and they can be economic supporters of the family to achieve a more decent life⁶.

One of the efforts to empower women can be done through the assistance of Micro, Small, and Medium Enterprises (MSMEs), which housewives widely do. Indonesia is a country with a population that mostly comes from the lower middle class, MSMEs play an important role in Indonesia as the largest provider of jobs and community service and help the development of the local economy by creating new markets and becoming a source of innovation for the new products and commodities in providing market demand. MSMEs contribute to the balance of payments. Therefore, the empowerment of MSMEs is needed to influence market competitiveness and generalize Indonesia's economy. MSMEs also play a role in contributing foreign exchange for the country. MSMEs are considered to reduce the marginalization which is faced by women by allowing them to participate in decision-making related to capital, marketing, and others. In 2016, the President of the Republic of Indonesia stated that MSMEs have high durability and it can support the country's economy, even during a global crisis. Therefore, the government encourages various parties, both private and higher education, to increase the competitiveness of MSMEs⁷.

Community support is carried out through this research-based community service, especially among women (mothers) in developing home businesses. This assistance was carried out in Pojok Village of Magetan Regency. Pojok Village is a village located in Kawedanan District, Magetan Regency. Some of the considerations that make researchers conduct research in Pojok Village are the potential of natural resources overflow, fertile agricultural land, plantations, and pond products can be used as a source of income if appropriately organized. During the harvest period, most women in Pojok Village work only as farm laborers, so the economic gain of women in Pojok Village depends on the growing season and rice harvest in the rice fields. In reality, agricultural products are no longer promising and cannot afford to meet the family's needs. The Pojok Village Magetan - East Java also has natural potential that is *Markisa*, *Kelor*, and Nila fish.

While waiting for the harvest, women in Pojok Village began to start home businesses by making various products based on their regional potential. Women'

⁶ Kemen PPPA, "WUJUDKAN PEMBERDAYAAN PERKONOMIAN PEREMPUAN DALAM UMKM BERBASIS GENDER," *Siaran Pers Nomor: B-127/SETMEN/HM.02.04/04/2021*, last modified 2021, <https://www.kemenpppa.go.id/index.php/page/read/29/3162/wujudkan-pemberdayaan-perkonomian-perempuan-dalam-umkm-berbasis-gender>; Putra, "Dewa Wisana: Pemberdayaan Perempuan Dalam Peningkatan Ekonomi Bangsa Melalui UMKM."

⁷ Dhian Kusumawardhani, Amy Y. Rahayu, and Irfan Ridwan Maksum, "The Role of Government in MSMEs: The Empowerment of MSMEs during the Free Trade Era in Indonesia," *Australasian Accounting, Business and Finance Journal* 9, no. 2 (July 2, 2015): 23–42; Ery Teguh Prasetyo et al., *The Activities of SMEs and The Role Indonesian Government During Covid-19 Pandemic*, n.d., www.solidstatetechnology.us.



business in Pojok Village is still a home business and does not have a home business license (in Indonesia, PIRT). Currently, they have a variety of excellent products spread across eight Neighborhood associations (in Indonesia, namely Rukun Tetangga (RT)). The Village Head regulation supports this by creating an OPOR program (One Product in One RT). Some of the superior products of Pojok Village are Nila chips, sticks of Kelor, and Juice of Markisa, whose raw materials are sourced from the natural potential of Pojok Village. Products made by the women in Pojok Village are promoted in front of the house during *Pasar Minggu Pon* (in Indonesia, namely Pagupon) and sold to member-community locals, and deposited at the tourist site of Sarangan Lake.

However, the unfortunate thing is that adequate technology is not used in making the product, so productivity is low and has difficulty increasing business volume. The impact of business volume that does not improve is that the income got also does not increase. Limited technology also makes businesses not to get good quality of the product. In addition, products are packaged in plastic packaging containers with simple labels, resulting in them being less able to compete with other similar products because they are less attractive. This condition motivated researchers and partner communities, especially women in Pojok Village, to find solutions to improve entrepreneurship skills, product packaging, developing product licensing, product branding, and marketing strategies for the products by using technology through the market places. From this research, it is expected that the community, especially women in Pojok Village, has the awareness to increase production potential by paying attention to existing assets and the elements of product marketing strategies to improve the economy of people of Pojok Village.

Method

Assistance to women of Magetan Regency Pojok Village is carried out by using Asset-Based Community-Driven Development (ABCD) approach. ABCD approach is an approach that leads to the understanding and internalization of assets, potential, strength, and utilization independently and optimally⁸. An asset is everything valuable,

⁸ Esti Novi Andyarini, Sarita Oktorina, and Hamim Rosidi, "Strengthening Self Capacity of Ex-Localization of Prostitution Community at Bangunsari Surabaya for Economic Independence through Asset Based Community-Driven Development (ABCD) Approach," *Jurnal Pengabdian kepada Masyarakat* 04 (2020): 278–297; Rebecca Harrison et al., "Asset-Based Community Development: Narratives, Practice, and Conditions of Possibility—A Qualitative Study With Community Practitioners," *SAGE Open* 9, no. 1 (January 1, 2019); Hanna Nel, "An Integration of the Livelihoods and Asset-Based Community Development Approaches: A South African Case Study," *Development Southern Africa* 32, no. 4 (July 4, 2015): 511–525; Mao Ying Wu and Philip L. Pearce, "Asset-Based Community Development as Applied to Tourism in Tibet," *Tourism Geographies* 16, no. 3 (2014): 438–456; Mei Lina Fitri Kumalasari, Abdul Muhid, and Funsu Andiarna, "Community Mentoring Through Efforts to Use The Waste of Cow Dung Into Biogas and Organic Fertilizer Towards Energy Independent Society," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 4, no. 1 (2020): 1–13.



valued as wealth or treasury. Everything that has the value aims to provide the needs⁹. Assets owned by Pojok village women, namely OPOR (One Product in One RT) products developed approach strategies as follows:

1. Studying and organizing scenarios (Inculturation)

The Inculturation stage is the introduction stage carried out by researchers to set the best scenario. This stage is carried out by using appreciative inquiry (AI); the team conducts an inculturation process with the community and the environment¹⁰. In this case, the community and the environment are the community of housewives in Pojok Village of Magetan Regency. They have a home business incorporated in OPOR and local village community leaders. This stage facilitates community groups and builds community trust to become agents of change.

2. Discovery

The Discovery stage is a process of in-depth search for the positives things, the best things which was ever achieved, and past success experiences. An appreciative interview carries out this process¹¹.

In this stage, the accompanying team conducted a conversation or interview process to discover what things were considered successful by the community of housewives of Magetan Regency Pojok Village who are members of OPOR to manage home businesses. In finding the past (discovery), Magetan Regency Pojok Village housewives who have a home business must be responsible for the expected changes. The community can do this conversation or interview process with the community or the community with a companion.

3. Dream

Based on the previous information, people begin to imagine the expected future. At this stage, everyone explores their hopes and dreams both for themselves

⁹ Amal Taufiq and Siti Asiah, "Pencegahan Covid-19 Pada Komunitas," *Jurnal Abdimas Bela Negara* 1, no. 2 (2020): 39–50.

¹⁰ Malou C Baaco, Rosario Cabuhat Alzona, and Emely Dulig Dicolon, "Organization Development Interventions of Asilo de San Vicente de Paul, 2015-2018: A Developmental Study," *International Journal of Humanities and Social Sciences* 12, no. 3 (June 30, 2020): 13–41; Rachael Bertram, Diane Culver, and Wade Gilbert, "Using Appreciative Inquiry to Create High- Impact Coach Learning: Insights From a Decade of Applied Research," *AI Practitioner* (May 1, 2016): 59–65.

¹¹ Lynn Clouder and Virginia King, "What Works? A Critique of Appreciative Inquiry as a Research Method/Ology," 2015, 169–190; Suza Trajkovski et al., "Implementing the 4D Cycle of Appreciative Inquiry in Health Care: A Methodological Review," *Journal of Advanced Nursing*, June 2013; Anders Fundin et al., "Quality 2030: Quality Management for the Future," *Total Quality Management and Business Excellence* (2020).



and the organization. It's time for people to think big and think out of the box and imagine the results they want to achieve¹².

In this stage, the team encourages the community of housewives of Magetan Regency Pojok Village. They have home businesses and they are members of OPOR, conveying hopes or dreams for themselves and groups towards managed companies. The hopes or dreams expressed can be in writing or pictures form.

4. Design

At this design stage, people begin to formulate strategies, processes, and systems, they make decisions and develop collaborations that support the realization of expected changes. All the positive things of the past are transformed into the power to realize the expected change (dream)¹³.

At this stage, the team and the community of Magetan Regency Pojok Village housewives who have a home business and are members of OPOR determine the design of activities to achieve community hopes or dreams. The specified activity design refers to the assets owned by the community of housewives of Magetan Regency Pojok Village (as an assisted community).

5. Define

At this stage, it is determined what steps should be taken to realize the strategy that has been designed to recognize the expected changes¹⁴. The community of Magetan Regency Pojok Village housewives who have a home business (as an assisted community) knows the positive assets. Mapping and selection of assets are carried out in two stages, namely:

- a. Map community assets or talents, competencies, and resources now.
- b. Which quote is relevant and valuable to start achieving community dreams.

6. Destiny

The destiny stage is the last stage in ABCD approach, where everyone in the organization implements various things that have been formulated at the Design

¹² Clouder and King, "What Works? A Critique of Appreciative Inquiry as a Research Method/Ology"; Trajkovski et al., "Implementing the 4D Cycle of Appreciative Inquiry in Health Care: A Methodological Review"; Fundin et al., "Quality 2030: Quality Management for the Future."

¹³ Clouder and King, "What Works? A Critique of Appreciative Inquiry as a Research Method/Ology"; Trajkovski et al., "Implementing the 4D Cycle of Appreciative Inquiry in Health Care: A Methodological Review"; Fundin et al., "Quality 2030: Quality Management for the Future."

¹⁴ Clouder and King, "What Works? A Critique of Appreciative Inquiry as a Research Method/Ology"; Trajkovski et al., "Implementing the 4D Cycle of Appreciative Inquiry in Health Care: A Methodological Review"; Fundin et al., "Quality 2030: Quality Management for the Future."



stage. This stage occurs when the organization continuously changes, monitors its development, and develops dialogue, learning, and innovations¹⁵.

In this stage, the companion team and the housewives of Pojok Village carry out pre-planned activities to achieve hopes or dreams by utilizing the existing assets in Pojok Village.

The implementation scheme for the assistance of Economic Empowerment of Housewives Based on OPOR in Pojok Village can be seen in Figure 1.

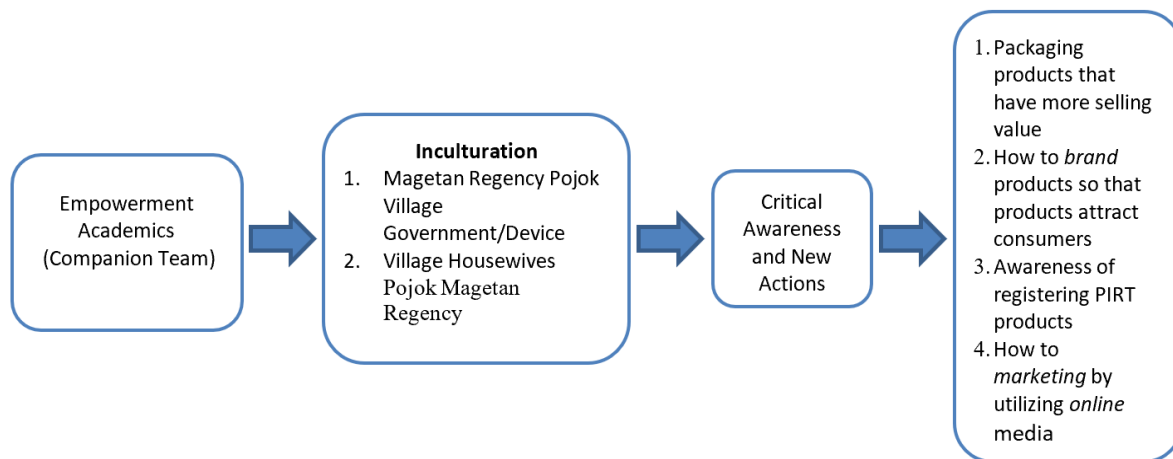


Figure 1. Implementation Diagram of OPOR-Based Economic Empowerment Assistance

Result

1. Inculturation

The team carries out mentoring activities, and the first step is to introduce themselves. Self-introduction is to introduce themselves to the local community and, in order that the arrival of the accompanying team is accepted and supported. In the first inculturation activity, the accompanying team conducted an informal introduction to the village government from Pojok Village of Magetan Regency. Self-introduction is expressed by conveying the origin of the team institution and the team's name. Next, we introduce the village government to discuss the Pojok Village's potential asset associated with the number of residents, religion, profession, and traditions. Also, economic activities are carried out by the community, especially the economic activities of women. The accompanying team (researcher) obtained information that Magetan Regency Pojok Village has excellent natural potential, such as Kelor trees, Nila, and Markisa.

¹⁵ Clouder and King, "What Works? A Critique of Appreciative Inquiry as a Research Method/Ology"; Trajkovski et al., "Implementing the 4D Cycle of Appreciative Inquiry in Health Care: A Methodological Review"; Fundin et al., "Quality 2030: Quality Management for the Future."



Based on the second inculturation activity, the accompanying team received information that most of the women of Magetan Regency Pojok Village were housewives who worked as farmers during the growing and harvesting seasons. The Pojok village created the OPOR program to accommodate the activities of productive housewives to make household products that have selling value. Pojok Village consists of eight RT, and each RT has its business products. RT 1 has instant ginger products; RT 2 has cakes (donuts and brownies); RT 3 has indigo chips; RT 4 has cassava crackers (in Indonesian, namely samiler); RT 5 has sticks of Kelor; RT 6 has onion crackers; RT 7 has Markisa drink, and RT 8 has pastels.

After inculturation with village government in Pojok Village, the next activity is to introduce teamwork to groups of women from each RT who have home businesses. This Inculturation activity is carried out by making informal meetings with Pojok Village women who have home businesses and introducing the mentoring team. Self-introduction is expressed by conveying the origin of the team institution and the group's name. Informal inculturation activities can be a form of establishing a good relationship companion team to women who will be accompanied. The accompanying team also conveyed the purpose of the team's arrival to the assisted location, namely Pojok Village of Magetan Regency. Establishing suitable relationship activities, the accompanying team also conducted Q&A related to economic activities carried out by Magetan Regency Pojok Village women.

Based on establishing relationship activities with the women of Magetan Regency Pojok Village, who have a home business, the assisted team received information that the home products had been marketed around the village. This inculturation activity received a good response from the local community. The friendliness and liveliness of women could be seen during the training.



Figure 2. Inculturation Activities



2. Discovery and Dream

At the discovery stage through FGD (Focus Group Discussion) discussion activities, the companion team dug up information from women who have home businesses in Pojok Village of Magetan Regency. FGD activities aim to explore information and identify the assets and the success of home businesses, both individually and in the community. Based on the FGD discussion, information was obtained on mapping individual assets.

The women of 8 RT representatives in Pojok Village of Magetan Regency, who have a home business tell the business process that was started. First, how to process raw materials into a selling product, the products that are successfully sold are given variations to have more selling value. The results of digging information and identifying the assets and successes of RT 1 with instant ginger products are the interest of some customers to buy in large quantities (not according to the size of the packaging sold) and resell instant ginger products with repackaging.

The results of digging information and identifying related assets and successes of RT 2 with wet cake products (donuts, brownies) are business increases in high sales when it comes to the big event (such as Eid al-Fitr/celebration event). While RT 3 with tilapia chips products, information related to assets and success is obtained because tilapia fish in the village is abundant, so tilapia fish is consumed as a side dish and processed into tilapia chip products. On RT 4, which has *samiler cracker* products, initially, *samiler crackers* are sold as raw material and in several sizes. Then, with consumer demand, *samiler crackers* are sold in a ready-to-eat shape and dealt with a small packaging and more variety (such as different spicy taste and additional appearance by adding moringa leaf pieces).

The next success story in RT 5 is Moringa sticks. It is because of the moringa tree that thrives in Pojok Village, so moringa leaves are used and processed into moringa stick snack products. Furthermore, RT 6 success story with onion cracker products, onion cracker business is the interest of some customers to buy in large quantities and resell with repackaging, and the presence of resellers who are willing to sell onion crackers in a ready food. Then from RT 7 with markisa drink products, for the first time, only drinks processed from markisa fruit are served at certain times, then markisa fruit is formatted as drinks that can be packaged in bottles and traded. Therefore, markisa fruit drinks can be circulated with a more extended endurance period. In the FGD activity at the discovery step, there was input from participants, namely RT 5 (Mrs. Yuni), who informed that drinks that want to get PIRT, the viscosity level is at least 60%.



On RT 8 with pastel products, pastel product has a high increase in sales for the big event (such as Eid al-Fitr/celebration events). Based on the results of the FGD, information can be obtained that superior products of each RT are still marketed or traded around the village by being deposited in installs/shops and souvenir centers in Sarangan.

In the next stage, through FGD activities, the companion team facilitated women who have a home business every RT in Magetan Regency Pojok Village to share and take inspiration from the success stories of the discovery stage. In general, the dreams or expectations of women of the OPOR program are: the first, products must have attractive packaging to increase the selling power of OPOR products. Second, they want to increase the number of sales of OPOR products, and the product must have attractive and memorable branding. Third, they want a PIRT (Household Industrial Food) permit for OPOR products. Fourth, they hope marketing products is not only around the village or Magetan Regency.

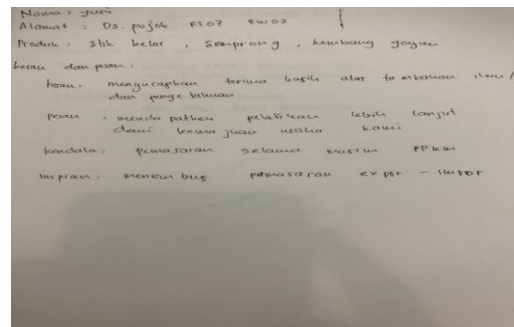
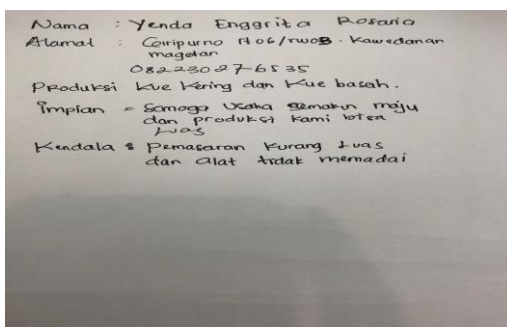


Figure 3. FGD Discovery and Dream Activities



Figure 4. Products of Pojok Village Mothers incorporated in OPOR (One Product One RT) (a) instant ginger (b) samiler crackers (c) passion fruit drinks (d) moringa sticks

3. Define and Design

At this stage, the accompanying team and assisted women (i.e., mothers who have a home business each RT in Pojok Village of Magetan Regency) map the assets owned and formulate activities to achieve the expected dream. The assets held by assisted women are presented in Table 3.1.

Table 3.1. Asset 8 RT in The Pojok Village of Magetan Regency

No	RT	Asset
1.	RT 1	Instant Ginger
2.	RT 2	Donuts and brownies
3.	RT 3	Nila Chips
4.	RT 4	<i>Samiler</i> Crackers
5.	RT 5	Moringa Sticks
6.	RT 6	Onion Crackers
7.	RT 7	Passion Fruit Drinks
8.	RT 8	Pastel

Based on the assets owned, then it is formulated activities that support in order that the dreams or hopes can be achieved. The mentoring activities are as follows:



a. Packaging Assistance

Packaging assistance activities are a form of FGD (Focus Group Discussion) activities by inviting an experts in packaging, namely Rendy Dwi Widyaswoko (Senior Product Development of PT. Tosi Jasindo, PT. First Packaging Asia). Discussions with experts related to the Role of Packaging in Increasing the Selling Power of MSMEs. The essence of assistance is that packaging (packaging) is essential in selling a product because product packaging is consumers' attraction. The packaging itself undoubtedly supports product packaging because, in essence, the packaging has a function to protect the product well and economically and attract buyers.

The packaging category consists of 3: first, rigid packaging (such as metal, glass, plastic, cardboard) that can usually be several layers. Second, semi-rigid packaging (such as a thermoformed tube) can generally be given a particular layer. Third, flexible packaging is the top packaging of 1, 2, or 3 layers that depend on the packaged product. In choosing to package, of course, pay attention to the product's shape, size, use, design and appearance, and durability, in terms of the condition of whether it is economical, in terms of size whether the measure is reasonable and minimalist, and in terms of use whether it is safe, practical and comfortable. While in terms of design and appearance is attractive, striking, easy to see, easy to find, and communicative. And in terms of legal, whether the packaging already has labels/signs, material information, nutritional facts, and expiration dates.

Following up on mentoring activities by experts, the mentoring team and assisted women conducted FGD to review the packaging of business products owned by the women of Magetan Regency Pojok Village. Based on the discussion, the packaging of the outcome products is already in a suitable category. In selecting packaging for their products, some women just buy packaging from the store without regard to the function, type, and packaging material. As a result, from this activity, the accompanying team and assisted women changed the packaging based on functions, styles, and materials.



Figure 5. FGD Packaging Activities

b. Branding Assistance

Branding assistance activities are a form of FGD (Focus Group Discussion) activities by bringing in experts Mahaputra Hidayat. Discussions with experts related to building the product's image so that the product has attractive selling power. The essence of assistance is that food products produced and traded must have a current trend. It means that standard products among consumers can be branded with competitive things. For example, branding snacks and soft drinks with good taste, healthy, and safe. This is so that food products have added value to other food products. In addition, it is also necessary to be careful in branding food products. For example, like tilapia chip products, the raw materials of fish value are obtained from the same or different suppliers; if it is different, then when processing, should pay attention to whether the quality of tilapia fish is good to affect the image of taste.

Following up on mentoring activities by experts, then the accompanying team and assisted mothers conducted FGD to review the branding of business products owned by the mothers of Magetan Regency Pojok Village. Based on the discussion, the outcomes of the mothers of Magetan Regency Pojok Village need to be improved in branding their products. One of the outputs of this activity is branding Moringa stick products in terms of packaging labels and flavor variants. The accompanying team and assisted mothers agreed that the packaging label did not need too much color and added flavor variants of moringa stick products to the packaging label.



Figure 6. FGD Branding Activities

- c. Assisting Home Industry Product License (In Indonesia, namely PIRT (Produk Industri Rumah Tangga))

PIRT permit assistance activities are a form of FGD (Focus Group Discussion) activities by bringing in experts, namely Yeni Purningrum (Magetan Regency Health Office Staff). PIRT is a household industrial-scale food production permit that has met specific food safety requirements and standards. PIRT also has a function as a distribution permit of a food product. Furthermore, discussions with experts are about what conditions household products can obtain PIRT permits and what products can be registered to obtain PIRT permits. PIRT permits' importance is based on products owned by the mothers of Magetan Regency Pojok Village can be circulated more widely. Because in the packaging, the product is equipped with a label. The title contains a minimum of the product name, composition, net weight, name and address of the manufacturer, expiration date, production code, and distribution permit.

To obtain a distribution permit, the mothers of Magetan Regency Pojok Village members of OPOR (One Product in One RT) activities must pay attention to the requirements to obtain distribution permits and what products can obtain distribution permits. The product requirements that can be registered for a PIRT permit include: food products have a resistance of more than seven days. Liquid products (such as drinking) cannot obtain PIRT permits. However, liquid products with 60% viscosity can get PIRT permits. Products that will take care of PIRT permits do not need laboratory tests. The product's raw materials that will take care of the PIRT permit must be explicit. Frozen food products are not included in the PIRT permit (but must be BPOM). The product must be clear regarding the expiration period info. The place of production of products should



be separated from the private kitchen. Business actors must obtain an extension certificate for the PIRT permit issued by the Ministry of Health.

The output of FGD activities is an extension certificate, where this certificate is used as one of the requirements in PIRT management. Furthermore, the assistance continued with FGD activities related to PIRT permits, namely business location surveys. The Magetan Regency Health Office surveyed business locations to see whether the place of food production activity is feasible and whether a private and closed kitchen separates the production kitchen. Then, they inspect additional raw materials on the product do have BPOM permits and the production activities using tools of protection products (such as using head coverings, gloves, masks).



Figure 7. PIRT Permit FGD Activities

d. Marketing Assistance

Marketing assistance activities are FGD by presenting expert, namely Billy Montolalu. Marketing in the food product business is essential. The product can be marketed with a good strategy and widely sold. The current digital media era demands innovative, economical solutions, so the marketing process must utilize online media. Based on the fact that Indonesian people tend to do shopping activities online. So that cottage industry players significantly assisted mothers must understand how to market online. Online marketing can be through social media or e-commerce. The advantages of online marketing are simple, without capital (without the need for a store), definitely able to get a market, easy to start a business, easy to start a business, easy to brand, redeem the market without limits, stay close to family. Online marketing strategies include Product, Place, Promotion, and Price. In the promotion, it is necessary to use exciting words like buy1 free 1, 70% discount, and others. Regarding the price, it is essential to note that you take reasonable profits, highlight cheap products by offering quality products, and prepare excess costs for discounts.



FGD (Focus Group Discussion) activities are continued with the assistance of seller account creation practices through e-commerce. Mothers of each RT in The Pojok Village accompany a companion team, using their respective mobile phones to create seller accounts in e-commerce to post selling products on e-commerce. The output of this mentoring activity is in Figure 9.

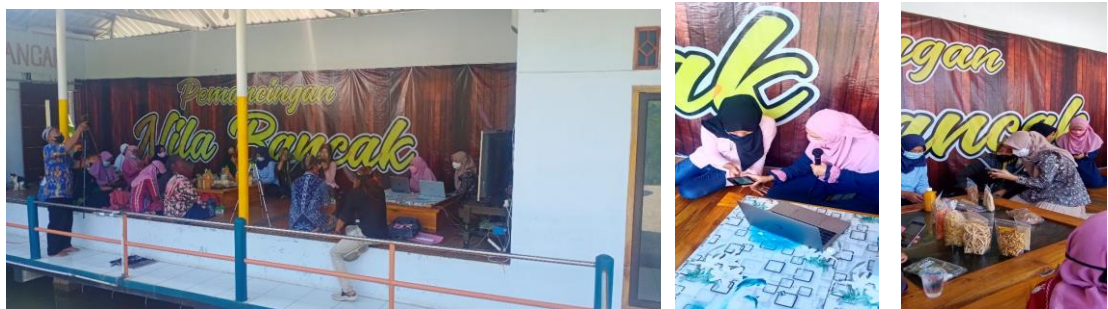


Figure 8. FGD Marketing activities online

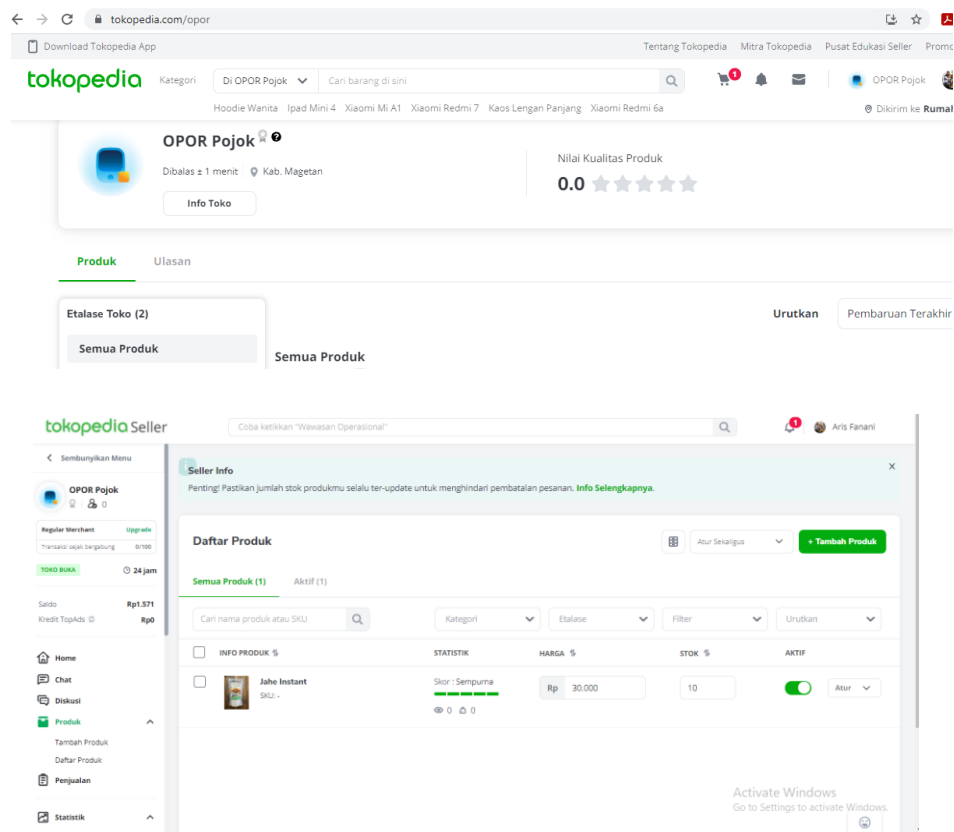


Figure 9. Account Creation Assistance Activities in E-Commerce and Output activities



e. Destiny

The agreement between the companion team and assisted mothers who became the dreams or expectations of the mothers of the OPOR (One Product One RT) program is: products must have attractive packaging to increase the selling power of OPOR products; products must have gorgeous and memorable branding; products have a large market. Have PIRT (Household Industrial Food) permit for OPOR products; and Have marketing (marketing) not only around the village or Magetan Regency. Based on the explanation above, the output of each purpose is described as follows:

a. Packaging Assistance

From the findings of assistance in selecting packaging for their products, some mothers just buy packaging from the store without regard to its function, type, and material. So from this activity, the accompanying team and assisted mothers changed the packaging by functions, styles, and materials. Here are the packaging process results. The product has been packaged with plastic clip material by giving stickers or branding on the product packaging to have competitiveness and increase selling power.



Figure 10. Packaging Assistance Results

b. Branding Assistance

From the findings of assistance in product branding, some women products have not been labeled and information completely. Thus from this activity, the accompanying team and women changed packaging labels that do not need too many colors and added flavor variants. Here are the results of the branding process. The branding assistance process is carried out by interviewing and discussing the accompanying team and women about what



content desires to appear on the product packaging based on information that experts have given.



Figure 11. Branding Assistance Results

c. PIRT Permit Assistance

From the findings of assistance in the PIRT permit, many products do not have PIRT permits. As a result, from this activity, the accompanying team and assisted women evaluated to register the product with the PIRT permit. This assistance is that women to get training from the Health office and obtain an extension certificate. Later, a counseling certificate can be used to apply for PIRT. Here is an example of an extension certificate from PIRT mentoring activities.



Figure 12. PIRT Licensing Assistance Results

d. Marketing Assistance

From the findings of mentoring in marketing, the products are marketed online. Therefore from this activity, the companion team and assisted women made seller accounts in e-commerce and marketed OPOR products through e-commerce, hoping that OPOR products would be sold locally and globally. Here are the results of marketing assistance. The product is marketed on the Tokopedia marketplace.

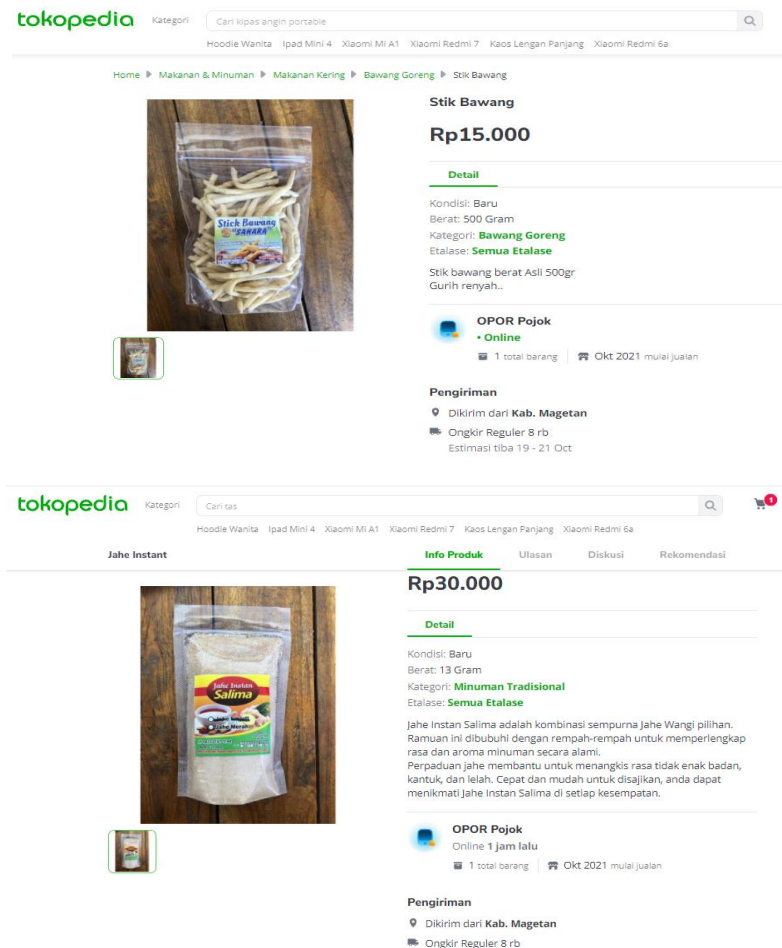


Figure 13. Results of Online Marketing Assistance through Marketplace

Discussion

Community engagement is part of the Tridharma form of Higher Education. Community engagement is carried out by forming community assistance for the economic empowerment of housewives based on OPOR (One Product One RT) at Pojok Village of Magetan Regency. Through packaging assistance activities, branding, PIRT permits, and marketing of their assets. This community engagement used ABCD approach to find solutions to improve entrepreneurship skills, product packaging, developing product licensing, product branding, assisting PIRT permits, and marketing strategies for products by utilizing information technology through the market places.



Packaging product is defined as all activities of designing and producing the containers that protect and sell a product¹⁶. When shopping, the point of packaging is communication between a brand and consumers. Packaging acts as a marketing communication tool. The packaging must be able to send messages to consumers by design¹⁷. And according to Kotler, there are six essential elements in product packaging: size, shape, material, color, text, and brand¹⁸. These elements are evaluated in consideration of choosing product packaging. Silayoi dan Speece divides packaging design into two parts that are visual elements (shape, size, graphics, and color) and information elements (information included)¹⁹. The form of information elements can be food labels. Food labels are media where consumers can obtain knowledge or information about the food they will buy or consume. Packaging assistance activities for the Womens of Magetan - East Java Pojok Village, members of OPOR, have been carried out to raise awareness of the encountered problems, that is, understanding to carry out attractive packaging for managed products. The background of the problem is that attention-capturing color helps the consumer visually see and differentiate the competitive brand. The findings from previous research showed that the impact of packaging on consumer perception and purchase intention shows that the packaging is a vital pack product and that most consumers like the product quality after they purchase their desired packaged product. So it can be said that product packaging depends on the consumer's buying decision. The results of packaging product assistance activities for Womens of Magetan - East Java Pojok Village, members of OPOR have been packaged with plastic clip material with a colored label that contains information on the brand, composition, and expiration date.

The brand is a name, term, sign, symbol, design, or a combination of all elements used to identify the product or service of one seller or group of sellers from competitors. The function of the brand is a solid emotional bond between customers and consumers, the level of strategic options, and the power that affects financially²⁰. The excellent image of a brand has a significant and positive impact on customer satisfaction and customer loyalty. The systematic steps in developing the branding concept are treating the brand as an asset, building the brand, maintaining brand equity, and maintaining the brand. On the other hand, a branding strategy seeks to put the product in a competitive position with

¹⁶ Philip Kotler, *Management Pemasaran*, Mileinium. (Jakarta: PT Indeks Kelompok Gramedia, 2016).

¹⁷ Klimchuk; Sandra A Krasovec Marina R, *Desain Kemasan: Perencanaan Merek Produk Yang Berhaisl Mulai Dari Konsep Sampai Penjualan* (Jakarta: Erlangga, 2007).

¹⁸ Philip Kotler, *Principles of Marketing*, 14th ed. (Essex: Pearson, 2012).

¹⁹ Silayoi, "The Importance of Packaging Attributes: A Conjoint Analysis Approach," *European Journal of Marketing* 41, no. 12 (2007): 1495–1517.

²⁰ Philip Kotler, *Marketing Management, Soldering & Surface Mount Technology*, 15th ed., vol. 13 (Amerika: Pearson, 2001).



other products.

Branding strategy and product differentiation closely relate to market segmentation and consumer expectations. The findings from previous research showed that product differentiation applies to several elements. The elements are packaging (various packaging with various sizes make it easier for consumers to choices and levels of purchasing power); variants (a lot of flavor variants of a product help maintain the existence of the product in the eyes of consumers), and product segments (strategies that used is to make similar products with different brands and designed to play in various features)²¹. The branding product assistance activities for members of OPOR to add flavor variants for chips products. For example, *Samiler Crackers* add spicy flavor and add moringa leaves.

Marketing made by women from the OPOR community so far has only left merchandise to shops in areas near tourism and shops around Pojok villages. Marketing made have not taken advantage of existing e-commerce such as Tokopedia, Bukalapak, etc. Marketing so far has resulted in products being marketed only around Magnet and not reaching a broad market. Based on these conditions, the assistance provided is marketing through digital marketing or e-commerce. According to survey data from the Association of Indonesian Internet Network Providers (APJII), it is stated that more than half of the population in Indonesia is connected to the internet. The survey conducted in 2016 showed that 132.7 million Indonesians were related to the internet. In other words, this is a massive opportunity in digital marketing. Digital marketing is using the internet to deliver promotional marketing messages to consumers. The use of e-commerce is considered to impact a business positively. It can reduce substantial marketing costs and improve good relationships with customers²². As a result of this marketing assistance, OPOR products have marketing around Magetan and can reach outside of Magetan.

One of the distribution permits for food products is known as The Food Safety PIRT License. PIRT in the form of a license number listed on the packaging of food products circulating to consumers. The existence of a PIRT certificate for MSME products shows a written guarantee from the public health departments that the product meets food safety requirements. This PIRT only applies to processed food products with a low-risk level. If an MSME product already has a PIRT permit, business actors can experience various benefits²³. The importance of the PIRT certificate encourages our team to assist the OPOR

²¹ Muhammad Nastain, "Branding Dan Eksistensi Produk (Kajian Teoritik Konsep Branding Dan Tantangan Eksistensi Produk)," *CHANNEL: Jurnal Komunikasi* 5, no. 1 (2017): 14–26.

²² Noor Fadhiha Mokhtar, Zuha Rosufila Abu Hasan, and Mohammad Abi Sofian Abdul Halim, "Applying Technology Organization And Environment (TOE) Model in Social Media Marketing Adoption: The Case of Small And Medium Enterprises in Kelantan, Malaysia," *Social Sciences (Pakistan)* 11, no. 21 (2016): 5139–5144.

²³ Hermanu, "Studi Implementasi Izin Edar Produk Pangan Industri Rumah Tangga (Pirt) Dalam



community in obtaining PIRT permits for their products. The presence of the PIRT permit makes the product widely marketable. This can increase the sales potential of the product. In addition, the existence of a PIRT permit increases consumer confidence so that in the future, it will increase the competitiveness and selling value of the product.

This community engagement is a better chance in the packaging process, branding, PIRT permit and marketing. Changes can be seen during the community service process and after the service process. During the engagement process changes, there is awareness of the problems faced, which is awareness to do attractive packaging (packaging) on products, awareness for product branding with exciting and easy to remember, understanding of registering PIRT permits and awareness of doing product marketing online. There is a desire to change and get better. There is enthusiasm and promising cooperation in providing information for the progress and development of marketing efforts during the mentoring process.

The social changes after the community engagement are the products of OPOR are packed with packaging based on function, type and materials. The member of OPOR is branded with packaging labels that do not need too many colors and add flavor variants. The member of OPOR obtained a PIRT permit extension certificate, where the certificate was used to process PIRT permit registration. The member of OPOR has a seller account in e-commerce and promote the products online.

After this community engagement, the recommendations are given for further assistance related to halal certification permits on Magetan regency Pojok village products because it is in line with the government's program that every MSMEs product must be halal certified. Also, there is assistance for assisted women related to product innovation to maintain business continuity.

Conclusion

Based on the results and discussions presented above, the conclusion obtained is that the mentoring activities carried out by the research team have had a positive impact on the community, especially women in Pojok Village of Magetan Regency. This can be seen from their attitude that changes to pay more attention to the packaging design based on the function, type, and material. In addition, they also have a high enthusiasm to multiply variants of the previous product to increase the attractiveness of consumers to buy the products marketed. The assisted community is also increasingly aware of the importance of registering PIRT permits and promoting products online to reach a broader

Mewujudkan Keamanan Pangan Yang Optimal Di Kota Semarang," *Hukum dan Dinamika Masyarakat* 11, no. 2 (2014): 149-162.



range of consumers. The strong desire and high enthusiasm to make changes and get better positively impact marketing business development during the mentoring process and post-mentoring. Therefore, the economy in Pojok Village, Magetan Regency can increase.

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