Community Empowerment Based on Local Potentials Through the Creation of “Cassava Nugget” Products in Dukuh Binangun, Werdi Village, Paninggaran District

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Abstract.
The problems studied in this study are how the process of potential-based community empowerment through processing of cassava nugget product creations and how the results of community empowerment based on local potential through processing of cassava nugget product creations in Hamlet Binangun, Werdi village, Paninggaran district. The objectives of this study include (1) to determine the process of community empowerment based on local potential through the processing of cassava nugget product creations in Binangun hamlet, Werdi village, Paninggaran sub-district (2) to find out the results of community empowerment activities based on local potential through the processing of cassava nugget product creations in Binangun village hamlet, Werdi, Paninggaran sub-district. This service method uses a descriptive qualitative approach. The results of research from community empowerment activities based on local potential through the processing of cassava nugget product creations are fostering an entrepreneurial spirit, utilizing existing natural potential, increasing skills by creating products that have selling value, and increasing family income or income.

Keywords: Community empowerment, local potential, and cassava nuggets.

1. INTRODUCTION
Hamlet Binangun, Werdi Village has quite extensive agricultural land. This is evidenced by the number of farmers as the main livelihood. Most of the Werdi Hamlet is surrounded by rice fields and plantations. With such natural conditions, local residents make use of the existing land for their livelihoods. Residents whose livelihoods are farmers try to take advantage of the fertile natural potential, namely by cultivating crops such as vegetables, tubers and others. One type of tuber that is often found in this village is cassava [1][2].

With this natural potential, it becomes a profitable opportunity for the local community if it is utilized properly [3]. One of the obstacles in the effort to exploit this potential is the lack of community sensitivity to the natural potential that is owned and the lack of community skills to manage this potential. In addition, some people in the

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Binangun hamlet of Werdi village prefer to migrate so that the existing natural potential is neglected.

In fact, if the community is sensitive and equipped with the skills to manage this potential [4], it can be an effort to increase family income and reduce the number of unemployed considering the high unemployment rate in the village.

**Table. 1. Unemployment data of Werdi village**

| Unemployment                                                                 |        |
|------------------------------------------------------------------------------|--------|
| Number of labor force (population aged 18 - 56 years)                        | 1744 people |
| The total population aged 18 - 56 who are still in school and not studying    | 387 people  |
| Total population aged 18 - 56 years who become housewives                    | 658 people  |
| Total population aged 18 - 56 years who work full time                       | 165 people  |
| The number of working population aged 18 - 56 years is not fixed              | 533 people  |
| The number of people aged 18 - 56 years who are disabled and do not work     | 0 people   |
| The number of disabled and working residents aged 18 - 56 years              | 1 people   |

**Table. 2. Family real income of Werdi village**

| Family Real Income                                                                 |        |
|-----------------------------------------------------------------------------------|--------|
| Number of Family Heads                                                            | 757 Family Heads |
| Number of Family Members                                                          | 3326 People |
| Total Income of Head of Family                                                    | IDR 750.000 |
| Total income of working family members                                            | IDR 500.000 |
| Total Family Income                                                               | IDR 1.250.000 |
| Average income of family members                                                  | IDR 284.501 |

Given the low per capita income of the family in this village, a solution is needed to boost the economic level of the community. One of the efforts that can be done is through community empowerment. Empowerment is creating a local community that has the initiative or idea and the ability to carry out the initiative on its own [5]. In addition, the goal to be achieved from community empowerment is to form independent individuals and communities [6]. This independence includes independence to think, act and control what they do. Community independence is a condition experienced by society characterized by the ability to think, decide and do something that is deemed appropriate [7].
The empowerment process contains two tendencies. First, the empowerment process which emphasizes the process of giving or transferring some power, power or ability to the community so that individuals become more empowered. The first tendency can be called the primary tendency of the meaning of empowerment. While the second tendency or secondary tendency emphasizes the process of stimulating, encouraging or motivating individuals to have the ability or empowerment to determine what their life choices are through the process of dialogue [8].

Community economic empowerment is an effort to empower a community [9], which is carried out by making the community aware of the situation or conditions around it and the empowerment effort is carried out in a village or a village where many people live in unfavorable conditions and want to change their life to become a community [10]. be better and become an independent and empowered society in the economic sector [11]. Community empowerment can be done by providing skills to the community to manage their natural potential [12]. With these skills, it will be able to absorb labor from the local community and can increase community income, as well as reduce unemployment and improve community welfare [13]. In a difficult economic situation like today with a decreasing level of employment opportunity and a tendency to increase in poverty and unemployment, it is necessary to take concrete action to overcome these problems. One of them is the community empowerment program [14]. This program is carried out to create a more prosperous, advanced, and independent society. Community empowerment efforts can be carried out through various sectors, one of which is the utilization of natural resource potentials. Empowerment is carried out by providing skills to local communities through the utilization of existing natural potentials [15]. One of the efforts to exploit natural potential, such as the abundance of cassava in the area, is to create products made from cassava. The product creation is the processed cassava nugget which of course has a selling value and competitiveness because the product is different from other cassava products in general.

Research on community empowerment based on local potential through the creation of “cassava nuggets” in Dukuh Binangun, Werdi Village, Paninggaran District. The problems studied in this study are how the process of potential-based community empowerment through processing of cassava nugget product creations and how the results of community empowerment based on local potential through processing of cassava nugget product creations in Hamlet Binangun, Werdi village, Paninggaran district. Therefore, the purpose of this study was to determine the process of community empowerment based on local potential through the processing of cassava nugget product creations in Binangun hamlet, Werdi village, Paninggaran district and to find out the results of community empowerment activities based on local potential through the processing of cassava nugget product creations in Binangun hamlet, Werdi village, sub-district of Paninggaran.
II. METHODS

This study used descriptive qualitative method [16]. The object of this research is all residents of Dukuh Binangun, Werdi Village, Paninggaran District. Primary data taken from participant observation, direct interviews with the merchant community between schools and secondary data from documentation as supporting data. So that the data collection techniques used in collecting data in this study were: the main technique used in-depth interviews, as a support used observation and document analysis. After the required data has been collected, it is necessary to process it with data analysis. The data analysis technique used in processing the data of this research is ethnographic, namely from the field note, then coding, categorization or classification is then arranged systematically and then the themes are arranged based on the results of the data analysis. As a starting material as well as an analysis knife, if necessary, relevant theories and the results of previous research that support this research are used. The validity of the data to avoid the errors of the analyzed data, the validity of the data needs to be tested in several ways as follows: Collecting data continuously on the same research subjects; Triangulation on other sources that can be accounted for; and checking by research subjects.

III. RESULT AND DISCUSSION

Description of the Situation of the Werdi Village Community

1. Geographical Conditions

Werdi Village is one of the villages in the Paninggaran District, Pekalongan Regency. Geographically, Werdi Village, Paninggaran District is approximately 30 km from the capital city of Kajen, Pekalongan Regency. The area is relatively remote, namely the border with Bubak Village, Kandangserang District.

Werdi Village has an area of 200 ha, has 72 ha of dry land and 25 ha of residential area. As for the boundaries of the area adjacent to Werdi Village, namely:
Werdi Village is located in a hilly fortress area with an area of 200 ha / m², and has a type of soil with a gray clay textured and has a slope of 600 land. Werdi Village has an altitude above sea level of about 600 meters, this makes Werdi Village. It has a tropical climate with two seasons, namely the rainy season and summer, and has 5 mm of rainfall with 7 months of rainy months and an average daily temperature of 35°C.

Werdi Village is a typical village that has natural resources that are very supportive for agricultural activities and other activities such as plantations or food processing with raw materials sourced from nature.

Werdi Village consists of 4 hamlets or hamlets, 4 RW and 15 RT. Among others:
   a. Dukuh Werdi
   b. Dukuh Binangun
   c. Dukuh Sawit
   d. Dukuh Karangnangka

2. Demographics
   The population development in Werdi Village, Paninggaran District, Pekalongan Regency in 2017 is as follows:

| Year | Total population Male | Total population Female |
|------|-----------------------|-------------------------|
| 2021 | 1676 people           | 1684 people             |
| 2020 | 1669 people           | 1675 people             |

| Number of Families | Male Family Heads | Female Family Heads | Total |
|--------------------|-------------------|---------------------|-------|
| Number of Family Heads this year | 738 FH             | 9 FH                | 747 FH |

Table. 3. Boundaries of Werdi Village

| Limit | Village / Sub-district | Districts    |
|-------|-------------------------|--------------|
| North side | Winduaji               | Paninggaran  |
| South side | Sukoharjo              | Kandangserang|
| East side | Winduaji               | Paninggaran  |
| West side | Bubak                  | Kandangserang|

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Number of Family Heads last year | 746 FH | 11 FH | 757 FH

3. Economic Conditions

Table 5. Economic conditions of Werdi Village

a. Livelihoods of residents

| Sector                                      | Amount          |
|---------------------------------------------|-----------------|
| Agricultural Sector                         |                 |
| Farmer                                      | 1206 People     |
| Farm workers                                | 187 People      |
| Agricultural business owner                 | 17 People       |
| Small Industry & Home Crafts Sector         |                 |
| Mechanic                                    | 1 People        |
| Bricklayer                                  | 53 People       |
| Carpenter                                   | 62 People       |
| Tailor                                      | 8 People        |
| Cake baker                                  | 4 People        |
| Weaver                                      | 6 People        |
| Medium and Large Industrial Sector          |                 |
| Private company employees                   | 23 People       |
| Government company employees                | 3 People        |
| Trade Sekor                                 |                 |
| Effects of trade in agricultural products   | 5 People        |
| Agricultural product trade service workers  | 8 People        |
| Service Sector                              |                 |
| The owner of a transportation and transportation service business | 3 People |
| Transportation and transportation service business workers | 5 People |
| Government employees                        | 7 People        |
| Occupation                     | People |
|-------------------------------|--------|
| Police                        | 1 People |
| Private Midwife               | 1 People |
| Civil Servant Retirement      | 5 People |
| Private Pension               | 11 People |
| Housemaid                     | 79 People |
| Driver                        | 7 People |
| Female Migrant Workers        | 107 People |
| Male Migrant Workers          | 505 People |

### Unemployment

| Description                                                                 | Number   |
|----------------------------------------------------------------------------|----------|
| Number of labor force (population aged 18 - 56 years)                      | 1744 people |
| The total population aged 18 - 56 who are still in school and not studying | 387 people |
| Total population aged 18 - 56 years who become housewives                  | 658 people |
| Total population aged 18 - 56 years who work full time                     | 165 people |
| The number of working population aged 18 - 56 years is not fixed           | 533 people |
| The number of people aged 18 - 56 years who are disabled and do not work  | 0 people  |
| The number of disabled and working residents aged 18 - 56 years            | 1 people  |

### b. Income per capita by business sector

#### Agriculture

| Description                                                                 | Number   |
|----------------------------------------------------------------------------|----------|
| Number of farmer households                                               | 398 Families |
| The total number of members of the farmer household                       | 1206 People |
| The number of farm worker households                                      | 54 Families |
| Number of household members of farm laborers                              | 187 People |
| Total income per capita from the agricultural sector for each agricultural household | IDR 750,000 |

#### Livestock

| Number of farm households                                               | 56 Families |
The total number of members of the farm household | 167 People
---|---
Number of household farm workers | 32 Families
Number of household members of farm workers | 109 People
Total income per capita from the livestock sector for each livestock household | IDR 925.000

Craft
The number of craftsman households | 267 Families
The total number of household members of the craftsman | 789 People
The number of handicraft worker households | 6 Families
Number of household members of craftsman workers | 29 People
Total income per capita from the craftsman sector for each craftsman household | IDR 200.000

Services and Trade
Number of service and trade sector households | 6 Families
The total number of members of the trade services household | 26 People
Number of household service workers and trade | 7 Families
Number of household members of service and trade workers | 32 People
Total income per capita from the service and trade sectors for each service and trade household | IDR 800.000

Family Real Income
Number of Family Heads | 757 FH
Number of Family Members | 3326 People
Total Income of Head of Family | IDR 750.000
Total income of working family members | IDR 500.000
Total Family Income | IDR 1.250.000
Average income of family members | IDR 284.500
c. Prosperity level

|                          | Family Welfare |
|--------------------------|----------------|
| Number of underprivileged families | 370 Families   |
| Number of prosperous families 1      | 184 Families   |
| Number of prosperous families 2      | 106 Families   |
| Number of prosperous families 3      | 63 Families    |
| Number of prosperous families 3 plus | 34 Families    |
| Total number of household heads    | 757 Families   |

**The hopes of the people of Dukuh Binangun, Werdi Village**

In an effort to increase the economic welfare of the community through empowerment by utilizing local potential, it cannot be obtained instantly. Various efforts must be made, especially from the awareness and enthusiasm of the local community to achieve these goals. From these community activities or efforts, social and economic impacts will emerge that can improve the lives of the people.

The hope of Mr. Lukman as the Head of Werdi Village, he expects:

1. Werdi villagers, especially young people and women who have more knowledge, creativity and innovation, so they don’t go overseas so that existing local potentials can be utilized.
2. The community is able to explore and develop the potential that exists in the village of Werdi, especially in the Binangun hamlet.
3. The community masters the skills provided and is able to open new business opportunities.
4. The acquired skills can be used in a sustainable manner.
5. Received attention from the government in providing training to the community.
6. The community becomes more independent and increases community income through the skills they have.

Meanwhile, other hopes of the Werdi community are that this community empowerment have a positive impact on the social and economic life of the community. Can improve people’s lives, reduce poverty and unemployment, and can provide new knowledge for young people about the natural environment.

**IV. CONCLUSION**

This community empowerment program is carried out to create a more prosperous, advanced, and independent society. Community empowerment efforts can be carried out through various sectors, one of which is the utilization of natural
resource potentials. Empowerment is carried out by providing skills to local communities through the utilization of existing natural potentials. With these skills, it will be able to absorb labor from the local community and can increase community income, as well as reduce unemployment and improve community welfare. In addition, existing natural resources are optimally managed.

The recommendation for the village government is to form a UMKM group, the empowerment program should be sustainable so that it will achieve significant development. Recommendations for the community are that the community is expected to be able to actively participate in various programs for treating shellfish waste as long as it does not conflict with the prevailing ethics and norms. The community should control the existence and appropriateness of the program to be implemented.

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