

Future Product Intensification Priorities For Coconut Plantation Villages' Local Conditions

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Abstract

Through various derivative innovations made from coconut raw materials, this service activity aims to increase public knowledge, understanding, and awareness of environmental conditions and conservation efforts in increasing the productivity of coconut products, as well as increasing the income of the people of Kebun Kelapa Village . Farmers are often held hostage by the buying and selling system set by middlemen who have little choice but to sell coconuts at perfunctory prices or debt is another forced choice. Because the dependence of farmers on the coconut industry and middlemen is getting bigger. In addition to the low price, farmers have to share the results with other coconut picking workers because they can no longer afford to pick coconuts themselves. As a result of unresolved issues in the supply chain that cause prices to drop significantly, there is a need for pricing in the market.

Keywords:

Intensification, Coconut, Product, Revenue

Introduction

The analysis of the situation in the village was carried out among other things that the identification of coconut productivity with a number of factors, including the fact that agricultural business management received less attention than it deserved, the fact that farmers planted coconut seedlings without going through selection(Faried et al., 2023), and the fact that the majority of plantations experienced an imbalance in the negotiating power of each actor along the value chain, all contributed to the knowledge that coconut products were grown Not meeting the standards still results in low quality. This knowledge is driven by a number of factors, including the fact that farmers grow coconut seedlings without going through selection. Developing knowledge and technology has many alternatives that can be developed to add economic value. If only people want to innovate and be creative, the only derivative goods from processed coconuts so far are still monotonous, only sold whole and used as jelly drinks. In the same vein, it is very important to disseminate information about



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the many ways in which coconuts can be used, from meat, shells, coir, all of which can be put to good economic use in things like handicrafts. In addition to coconut oil and head sugar, refined coconut can be used to make a variety of other items, including soap, candles, ice cream, shampoo, and so on. The policy proposal to go to the village is an option that can be sought by the village head is the method of obtaining farmers' coconuts directly through BUMDES(Hasanah et al., 2022a), so that the coconuts can then be reprocessed by farmers who plant coconuts. Therefore, producers receive income faster and do not have to wait for coconut production, which takes a very long time and has very significant expenses associated with it. Contributions to the scientific literature have several potential alternatives identified(Gandasari et al., 2021), and more research on their development and implementation is planned to ensure that they are effective in addressing longstanding problems faced by coconut palm farmers at every stage of the supply chain, from harvest and production to sale. If this is taken seriously, farmers in Kebun Kelapa Village can see an increase in their income and standard of living. The results of the situation analysis above, it can be concluded that there is a great opportunity to intensify potential products to focus on improving the location conditions of Coconut Garden Village, by seeking to optimize coconut derivative products. In addition, the results of the distribution of questionnaires to various knowledgeable and objective respondents as well as the distribution of questionnaires to various coconut farmers who have the potential of coconut-based agro-industry for community economic empowerment in Kebun Kelapa Village, and these are superior products will be compared with prospective products produced in the previous stage.

Partner Solutions and Problems

A strategy is needed to use resources that can be updated and cannot be updated by way of sustainable development(Faried & Sembiring, 2019). To be able to overcome the above problems and implement solutions effectively in the Desa Kebun Kelapa can successfully increase the intensification of potential coconut products to be able to increase community income in a sustainable manner(Purba et al., 2023). Training on the use of coconuts: providing education to coconut farmers as the main raw material that can be processed into various drinks and various snacks with various packaging to be traded on social media or outside the Coconut Garden Village. This training is expected to improve people's knowledge and skills in using digital platforms in distributing products managed from coconuts(MM Simarmata et al., 2021). Encouraging people to be able to innovate(Faried et al., 2019)from traditional marketing systems to attractive(Sartika et al., 2022), informative and unique digital systems to be able to promote village products to attract more potential buyers and get the attention of digital platforms(Purba et al., 2021). To collaborate with external parties such as community organizations(Faried et al., 2021a), local businesses, or



government agencies in supporting the sustainable promotion(Basmar et al., 2021)of coconut products by expanding networks through promotion and providing support in terms of resources and knowledge.

Methods

The first stage of socialization of the method offered is to convey information and knowledge about the importance of intensifying potential coconut products to the entire community of Kebun Kelapa Village. Socialization can be carried out through community meetings, lectures, or counseling involving all village residents. The aim of this stage is to increase public awareness and understanding of the potential of digital promotion and its benefits for village products. The second stage of training is offered to provide practical knowledge and skills to participants about other processed products that can be produced using coconut raw materials. Training is carried out through interactive sessions, discussions and direct practice to teach how to optimize content and use social media as a promotional tool. This training aims to empower participants to be able to carry out creativity and innovation in processing coconut products effectively and sustainably. The third stage of mentoring is offered to provide individual or group guidance and support to training participants. This assistance is carried out by a team of experts or facilitators who assist participants in implementing coconut potential products continuously more effectively. The fourth stage of monitoring and evaluation through the implementation team will monitor the development of coconut product creativity as a multi-purpose potential. Evaluation is carried out to assess the success of the program and identify areas that need improvement. In the fifth stage of publication, the results and benefits of the training program and digital promotion of village products will be widely published. The results of research, intensification of potential coconut products and testimonials from training participants will be shared via social media, village websites and local media to increase awareness and inspiration for other villages. This publication also aims to provide encouragement for village communities to increase innovation in coconut products in a sustainable manner.

Results

Local Resources or Local Wisdom refers to the knowledge, culture, traditions, and unique potentials possessed by the people of a region or village. In the context of the Coconut Potential Product Intensification training program to manage coconut derivatives as products of Kebun Kelapa Village, here are examples of local resources or local wisdom that can be



utilized through local products and typical arts of Kebun Kelapa Village can be the main attraction in managing the results of other coconut products. The use of innovation and creativity is a means to determine the increasing attractiveness of local resources as a target market concern.

Discussion

The research results and discussion section contains the results of the research findings and their ensuing discussions. The findings obtained from the results of the conducted research should be written with the supplementary support of adequate data. The research results and findings should be able to resolve or provide explanations to the question stated in the introduction and also contains with the author's analysis of the findings by connecting the empirical data with the theory used (Faried et al., 2021b). The use of local language and culture in the intensification of coconut potential products can provide innovation and help strengthen village identity. Local language and terms used in content titles, descriptions, and taglines can increase user engagement. Unearthing local stories and legends related to products or villages can be a valuable asset in promotional content. The use of narrative or story-based content can create an emotional bond with the target market. Utilizing local resources or local wisdom in the intensification of potential coconut products will help Coconut Plantation Village to strengthen identity, increase the uniqueness of products or services, and attract the attention of potential markets (Kurniullah et al., 2021). With an approach that values and utilizes local wisdom, this training program can contribute to the sustainable development and empowerment of rural communities. Several different activities, such as efforts to support increasing farmers' income through empowerment (Faried et al., 2022), efforts to facilitate increased access to agricultural business resources, institutional development (Hasanah et al., 2022b), and protection of farmers, have been emphasized to achieve the goal of farmer welfare. Empowering farmers, creating institutions (Sembiring et al., 2017), expanding farmers' access to productive resources, promoting economic diversification, and reducing poverty are some of the steps that need to be taken to achieve these goals. Evaluation of the Implementation of



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the Service Program aims to assess the extent to which the coconut potential product intensification training program has been successfully implemented, achieved the stated objectives, and provided significant benefits for Partners (Coconut Garden Village) and training participants. The following is a description of the evaluation of the implementation of the service program through an evaluation carried out on the success of socializing the training program to the people of Kebun Kelapa Village. Evaluation includes the level of community participation in socialization, the level of understanding about the importance of innovating products made from coconut raw materials, and the readiness of participants to take part in training. Evaluation is carried out on the quality and effectiveness of training. Aspects evaluated include material presentation, learning methods used, participant involvement, and participant understanding about the intensification of potential coconut products. Evaluation was carried out on the implementation of strategies for intensifying potential coconut products in the village by Partners after attending training. The evaluation includes innovations in managing coconut products based on community creativity, content management, and the use of social media as a promotional tool. An evaluation was carried out on the impact of managing coconut derivative products after attending the training. Evaluation includes increasing innovation in coconut-based products, target markets outside the village, online exposure of village products, growth in web traffic, and page rankings in search engines.

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