USE OF LOCAL BANANAS AS ALTERNATIVE FOOD OF SEGO GEDANG IN THE ECONOMIC VALUE

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Abstract

The use of bananas as an alternative food for Sego Gedang, is a student service activity through the holistic village development and empowerment program or PHP2D which is carried out in Burno village with farmer group partners. The approach carried out is based on a community empowerment pattern, where the community through partners together with students identifies problems faced by partners, especially in banana management and local potential so that it can be designed into an activity by bringing together some of this information. Through this program, the issue of sego gedang is raised as part of the local wisdom values that have existed in the history of the village of Burno. The approach to presenting this research article is a descriptive qualitative method, starting from initial identification, planning, implementation and evaluation with relevant parties, namely the village head, the head of the farmer group and the bumdes management, until the program and steps are found. As a result of the activity, partners have received capacity building activities ranging from training, mentoring and pilot partnerships, especially with Bumdesa.

Keywords: Banana, Local Potential, Sego Gedang, Burno Village

INTRODUCTION

Located on the slopes of eastern Semeru Mountain, Burno Village has a variety of potentials. The character of Burno village itself is geographically located in the highlands and some hamlets are included in the tourist area of Bromo Tengger Semeru National Park or TNBTS. The exact position of Burno Village is in Senduro District, Lumajang Regency, East Java Province. The total population of Burno Village is around 4522 people out of 2308 (51.04%) male sex, while the female gender is 2214 (48.96%). The area of Burno Village is 40.72 km, which is divided into agricultural land covering an area of 594.36 ha, yards and buildings covering an area of 243.26 ha, other land covering an area of 3234.8 ha, at an altitude of approximately 900 masl with mountainous topography, so that the weather cool is the hallmark of the village.

Looking at the existing geographical conditions, Burno Village has a lot of potential, starting from natural potential in the form of forests that can be
developed into the tourism, agriculture / plantation, livestock and culture sectors. One of the agricultural potentials that is the mainstay of the village is banana farming. Bananas have been part of the local agricultural culture from generation to generation. In fact, there was once a value of local wisdom to make bananas a local alternative food which is commonly called Sego Gedang. Unfortunately, along with development, this culture began to disappear. The potential for bananas itself, in Burno village has an area of approximately ± 60 (sixty) hectares. Most of the uses so far have been sold in fresh form, brought to the market at market prices which tend to be low, and only a small portion is utilized in the form of processed chips. This condition provides a gap, so it does not have much impact on improving the welfare of farmers. This condition is less and less attractive to local working farmers, so that many local people are less interested in banana cultivation. The community, especially the village youth, chose to work outside the village and even outside the city, where most people chose as laborers, construction workers and working in shops.

Utilizing local potential for community welfare is one method of community empowerment (Bakti, 2018). The existence of local wisdom and potential and these problems, we need several alternatives to find solutions by increasing the added value of banana products by restoring local culture and wisdom in the form of production of modern local products with a touch of technology, so that the products can be accepted by the market. This potential is also supported by Burno becoming a TNBTS tourist area, thus providing an offer for visitors to enjoy Burno's nature while enjoying the typical processed Sego Gedang, Burno village.

METHOD

This article was compiled as an output of community service activities in the Holistic Village Development and Empowerment Program (PHP2D). The method used is qualitative by describing the process and the results of the activity. Partners in this activity are banana farmer groups in the mlambing village of Burno village, Senduro sub-district, Lumajang district. The method implemented in this service activity is the approach to the village community empowerment method with several stages in the form of an activity roadmap as follows: The first stage is improving the quality of human resources and management. The second stage is Access to Capital and Marketing. The third stage is Network Development.

The stages of implementation activities are arranged in the following stages: a. Initial survey. The survey was carried out with a field study to meet and interview related parties (village heads, farmer groups and MSMEs). The survey is intended to obtain initial information regarding potential and existing problems. b. Identification of problems. Problem identification is carried out by deepening information through interviews with local actors who are directly related to banana management, namely banana farmer groups. c. Needs analysis. Needs analysis is carried out by identifying the problems and implementing program plans. So that the implementation needs can be met. d. Determination of target
Determination of target audiences is determined thematically by combining the potential of bananas and their problems at the location. e. Preparation of the program. Program arrangement is designed and arranged after knowing the problem and conformity with the target requirement plan. f. Formulation and measurement of success indicators. The formulation of success indicators is based on the developed program model that is aligned with learning targets in program provisions. g. Program Implementation. The implementation of the program begins with the first steps of socialization to the target villages and groups, then the second is coordination and consolidation with the target farmer groups, the third is in the form of training and mentoring. h. Target audience coaching strategies. Strategies are carried out by approaching training and group mentoring as needed and on schedule. i. Partnership pioneering. Pioneering is carried out based on strengthening partnerships to build mutually reinforcing economic networks. j. Monitoring and Evaluation based on program success indicators. Monitoring and evaluation is carried out using the Input Process and Output approach. k. Results workshop. Results workshop, as a form of delivery of results to stakeholders, is carried out by presenting interested parties.

RESULT AND DISCUSSION

In the preparation stage, several initial steps are carried out as input for the preparation of targeted programs. Based on this, more valid information will be obtained on the planned objectives.

The survey was carried out based on the results of the mapping of superior potential in Lumajang district. Bananas are known as the typical fruit of Lumajang Regency, so in this program bananas were selected as objects to be implemented in the program. Burno is known as a village area in Senduro which is known as a producer of various types of bananas. Burno is one of the villages that has an idea and is developing a banana agro-based tourism sector (Profil Desa Burno, 2013), so this location was chosen as the program target. The survey was carried out in order to obtain additional information about the potential of bananas in Burno, and information was obtained that the management of bananas was carried out by the mlambing farmer group. and is managed by a goat farmer group chaired by Mr. Emput.

Problem identification is carried out by deepening information through interviews with local actors who are directly related to banana management, namely banana farmer groups. The results of problem identification were information that banana management had been sold mostly raw and only a few were managing it in other processed forms. Other forms of processing include banana chips and sale. This is as stated by Mr. Emput as the head of the group, banana farmer, "Bananas here are only managed simply, planted and harvested and then sold, only a few families manage to become chips and sell". Banana actually has its own history in Burno village where it is used as a mixture for rice food. This local wisdom is slowly starting to be abandoned, this was said by the head of the village of Sutondo, long ago in Burno village bananas were also used as rice, and now they...
are no longer, maybe because they want to be easy, even though they have good carbohydrate and nutritional value. This information is then used as the basis for determining the program to be implemented, namely raising the value of local wisdom in the form of banana rice or sego gedang in order to provide added value to the Burno village community and support the direction of village development towards a banana agro-tourism village.

Figure 1. Socialization and problem identification activities

After the identification was carried out, a needs analysis was carried out by identifying the problems and the program implementation plan. So that the implementation needs can be met. This needs analysis answers the problems that will be resolved in the program, namely raising the local potential of bananas through the use of bananas to become banana rice or sego gedang. The needs required include knowledge, materials, equipment and publication of results. This is intended so that the program can be implemented and can be recognized by the wider community.

Figure 2. Brainstorming activities and needs analysis

In accordance with the previous discussion, the target or activity partner is the party that is directly related to this field, namely the banana farmer groups, especially in the hamlet of Burno Senduro village. The determination of this target audience is not without reason, because banana farmers are organized by this group, and bananas are the mainstay of the group's agricultural sector.

Based on the results of identification and analysis of needs, the program activities are carried out which are expected to answer existing problems, including. 1) Production training on how to process banana raw materials into banana rice grinding materials. 2) Management training on group management and marketing.
3) Facilities and infrastructure for the target group that support production, are stimulants for equipment assistance in producing banana rice. 4) Mentoring, implemented tentatively during the program period according to the needs of the partner group. The content provided is capacity strengthening in the form of guidance and on the job training. 5) Partnership development, carried out in order to build networks and ensure the sustainability of the program after program activities have ended.

The formulation of success indicators is based on a program model developed that is aligned with learning targets in program provisions. The measures specified in this program include; 1) Increasing knowledge about the added value of processed banana products for the target group. 2) The increase in the selling value of bananas has an impact on increasing the farmer's economy. 3) Partnerships with village economic institutions, namely BUMDESA as a mediator with the market and can support business capital. 4) The development of the program gets assistance from BUMDESA, where the group will become a partner of the Bumdesa business unit. The concept of partnership in the village through Bumdesa is a synergy that will have a sustainable impact, considering that Bumdesa is an institution that can formally run capital from the village government (Setyobakti, 2018b).

The implementation of activities is carried out in 2 (two) forms of activities, namely training, assistance with stimulant equipment for partners. Training consists of technical or production training and management training. The training was attended by members of the banana farmer group in the village of mlambing. This training covers how the banana rice production process goes to the packaging process. The stages in making this grip include 1) Raw material selection process, raw banana is good. 2) Banana seeding, where the bananas are steamed in a pan. 3) Drying the bananas after steaming them using a dryer. 4) Refining using a machine smoothing tool. 5) Packing

Figure 3. Practice cultivating bananas  
Figure 4. Drying process
Management training is directed at the organizational and marketing aspects. Participants are trained on how to produce products that are worth selling, starting from the process of determining market segmentation, positioning, and determining the strategy. In addition, in terms of organization, financial administrative strengthening is provided. The results of the management training, participants gained knowledge on how to optimize their potential, especially the result of making banana rice into a product that is not only for personal consumption but can be sold and provides added value to farmers.

The equipment here is the equipment that will be used by partners in carrying out their operational activities. The equipment is provided before the implementation of the training, it is intended that before using the partner first understands how to use the equipment in purpose.
Figure 9. Other cooking utensils

Strategies are carried out by approaching training and group mentoring as needed and on schedule. Apart from these 3 things, mediation is also carried out with the parties in order to support partner activities in product development.

The pioneering was carried out based on strengthening partnerships within the village, namely with BUMDESA village economic institutions to build mutually reinforcing economic networks, then building partnerships with related agencies to provide further strengthening in the form of guidance and access to capital, as well as piloting to private parties provide support in the form of markets, capital and others. Partnership is an important factor in program sustainability (H. Setyobakti et al., 2017) and (Bakti, 2018). The role of the village government as the leading sector in the village is expected to facilitate this partnership, given its role and function as government officials (M. H. Setyobakti, 2018a)

Monitoring and evaluation is carried out using the Input Process and Output approach. Monitoring is at the initial input stage to the implementation process, while evaluation is carried out in all of them. Success indicators are used as a measuring tool in carrying out monitoring and evaluation.

Based on existing indicators of success, community assistance activities in the implementation of this program include; 1) Increasing knowledge about the added value of processed banana products for the target group. Through this activity, farmer groups as partners can find out about the use of bananas to be processed into banana rice, as an alternative food as well as increasing the added value of income when sold. 2) The increase in the selling value of bananas has an impact on increasing the farmer's economy. This increase has not been achieved optimally, because it is in the stage of improving the quality of products and packaging and in the process of introducing products to potential consumers. 3) Partnerships with village economic institutions, namely BUMDESA, as mediators with the market and can support business capital. This partnership is manifested in the presence of Bumdesa in every mentoring and training activity event, and will be realized in the form of written cooperation, where the role of Bumdesa will help in the marketing and capital side. 4) The development of the program gets assistance from BUMDESA, where the group will become a partner of the Bumdesa business unit. This plan is manifested in a memorandum of cooperation between Bumdesa and farmer groups, so that the partnership is more concrete. 5) Design and development of the post PHP2D program through a drafted roadmap,
especially in the partnership network development section, both by the Bumdesa village economic institutions, related agencies and private sectors that will support the sustainability of the program according to their capacity. The presence of the Dinas in this program will provide support in terms of assistance in product quality and marketing, as stated by the official of the Lumajang UMKM service, Mr. Katemun, who said that these ideas or ideas will be supported by the service, please consult with our office, we will always be ready to provide guidance and facilitation. 6) Students as a group of proposers get learning about the implementation of courses in entrepreneurship, accounting and management subjects. In the entrepreneurial aspect, students learn together how to plan, implement and evaluate entrepreneurship programs. In the accounting aspect, students provide direct guidance on bookkeeping for groups. In the management aspect, students learn together how to manage activities to marketing.

Results workshops, as a form of delivery of results to stakeholders, are carried out by presenting interested parties, namely farmer groups, village government, Bumdesa, related agencies and the private sector. The workshop is intended so that the results are known to all parties and there is a commitment to follow-up in program development.

![Activity handover workshop activities](image)

**Figure 10. Activity handover workshop activities**
And partner pilot with Bumdesa

**CONCLUSION**

Increasing the welfare of rural communities based on local potential is one form of empowerment that is considered effective (Sakitri, 2018)(Agus Purbathin Hadi, n.d.). Through the utilization of this potential, the value of community empowerment will increase. The community can identify the problem, and can handle the problem based on its potential (Kasri, 2017). Burno Village with its agricultural and tourism potential will greatly support the program's sustainability. This will support the easy reach of consumers to products through tourism activities (Manda Putra, 2018), in addition to partnerships with village local economic institutions (Sjahza, 2019)

Through the Utilization of local bananas as an alternative food for sego gedang in an effort to increase the economic value of the product, partners have increased the value of their empowerment, especially the transfer of knowledge which has
tended to ignore existing local wisdom, to understand how important it is to raise the positive cultural values that have existed before.

One important aspect in the program's sustainability efforts is partnership. Therefore, in this program, partnerships are encouraged in various ways, so that parties from internal to the village, government and the private sector can provide support according to their capacity. The partnership with Bumdesa has been realized by providing assistance and plans to turn partner farmer groups into business partners by turning them into business units with a partnership pattern.

**REFERENCE**


