

## **THE ASSISTANCE IN THE EMPOWERMENT OF COMMODITY PRODUCTS IN TUKSONGO VLLAGE, BOROBUDUR DISTRICT, MAGELANG REGENCY**

Amal Hayati\*, Alya Tisa Kuncoro, Firda Awaliya Rahma, Ahmad Azam Yasir,  
Danang Wahyu S, M. Toha Maulana, Agin Tri Nur Ekhsan, Tri Fadilatul M,  
Abdurrahman Syarif, Lathifatul Adha Ina P, Indah Alfianingtyas

UIN Sunan Kalijaga Yogyakarta  
amalhayatihar24@gmail.com

**Abstract** - *The COVID-19 pandemic has had a huge impact on people all over the world. This impact occurs especially in the economic sector which is a vital human need. In addition to having an impact on the economy of the world community, several provinces and districts in Indonesia are also affected, for example, Magelang Regency. Some Magelang people, especially Tuksongo Village, who work as traders in the courtyard of the Borobudur temple are very disadvantaged by this pandemic because their movements are very limited. Therefore, so that people can adapt to the pandemic and their economy remains good, a creative and innovative spirit is needed. To help with this, the KKN UIN Sunan Kalijaga Yogyakarta team launched a program for the community by creating a unique design of village commodity product packaging which later could benefit the local village community, from youth to adults.*

**Keywords:** *Covid-19, Development of UMKM, Community Service.*

## 1. INTRODUCTION

In March 2020, the World Health Organization (WHO) declared the Covid-19 outbreak a pandemic only about 3 months after its appearance in December 2019 in Wuhan, China.<sup>1</sup> The impact of the outbreak named covid-19 is very widespread throughout the world without the exception of Indonesia. The five provinces with the most positive patient distribution in Indonesia are DKI Jakarta, West Java, East Java, Central Java, and South Sulawesi.<sup>2</sup> Magelang Regency which is one of the districts in Central Java is also recorded in the category of high positive cases of covid. Based on interviews with the Village Head and Head of Tuksongo Hamlet of Borobudur District of Magelang Regency, this covid-19 case also greatly impacted the local community, especially in the economic field. In Tuksongo Village, the majority are working as tobacco farmers and palm managers also work as traders in the courtyard of Borobudur temple. For residents who make trading in the borobudur temple court as the main source of income, of course, the covid-19 pandemic has a bad impact on their economy. This is why local citizens or communities must have a creative and innovative spirit so that they are able to survive and adapt to this era.

From these problems there is a gap in the KKN team to help providing solutions. One of the programs that launched is the manufacture of designing the packaging of village commodity products. This program aims to help the marketing and competitiveness of UMKM Soun noodles in Tuksongo Village to be more widespread.

In the book *Membangun Masyarakat Memberdayakan Rakyat* by Edi Suharto, it is mentioned that the essence of empowerment is a process by which people become strong enough to participate in various controls over and influence the events and institutions that affect their lives. Empowerment can also be interpreted as efforts made so that objects become empowered or have energy or strength.<sup>3</sup> The key to community empowerment includes, the development process, the community took the initiative, improving the situation of self-condition with the target of empowerment including several groups, namely, individuals, groups, communities and institutions.

According to Drijver and Sajise in "The Role of Village Government in Community Empowerment in Tirtawangunan Village, Sindangagung District, Kuningan Regency, West Java", there are five types of community empowerment concepts, namely, *first*, the approach from below which is management and stakeholders agree on the goals to be achieved to then develop the idea and several stages to achieve the goals that have been formulated earlier. *Second*, the

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<sup>1</sup> Mayang Ramadhanti and others, 'Pemberdayaan Masyarakat Melalui Pengembangan Usaha Budidaya Lele Dalam Menghadapi Pandemi Covid-19', *Jurnal Pengabdian Masyarakat*, 2.1 (2021), 8-14 <<https://jurnal.stie.asia.ac.id/index.php/jpm/article/view/274>>.

<sup>2</sup> Ramadhanti and others.

<sup>3</sup> Dini Pebriyani and Endang Hermawan, 'Peran Pemerintah Desa Dalam Pemberdayaan Masyarakat Di Desa Tirtawangunan Kecamatan Sindangagung Kabupaten Kuningan Provinsi Jawa Barat', *Inovasi Penelitian*, 1.3 (2021), 197-206.

participation of every actor involved has power in every phase of planning and management. *Third*, the sustainable concept that is the development of partnerships with the whole community. *Fourth*, coherence is policy and strategy at the local, regional and national levels. *Fifth*, social and economic benefits.<sup>4</sup>

In the implementation of village empowerment assistance, it is more concentrated on community goals. Assistance in empowering village commodity products to help market products to a larger scale, has the possibility of a village profile better known more widely. It also aims to create economic improvement of the community, especially in pandemic times like today. In realizing these expectations, KKN Group 127 UIN Sunan Kalijaga Yogyakarta took a real role in the realization of village economic improvement and further introduced the flagship products of Tuksongo village commodities.

## **2. METHOD**

This community service is carried out in two hamlets in Tuksongo village, Borobudur Subdistrict, Magelang Regency. The two hamlets are the hamlet of Tuksongo 1, and the hamlet of Tuksongo 2. The implementation of this work program starts from July 26 to August 26, 2021. Starting with the preparation stage, survey making noodles soon, interview with the owner, setup the idea of socialization on BUMDes.<sup>5</sup> Preparation of community service activities includes deliberation with UMKM<sup>6</sup> owners and coordination with one of BUMDes figures in Tuksongo village for the implementation of devotional activities and design setup coordinates with the KKN team itself. To solve the problems faced in this devotional activity, structured activities include licensing with business owners and then socializing them on BUMDes.

## **3. RESULTS AND DISCUSSION**

### **A. The Overview of Tuksongo Village**

Community service conducted by UIN sunan kalijaga yogyakarta students or more accurately called the Real Work Lecture (KKN) program in Tuksongo Village is more concentrated in Tuksongo Village 1. The village area of 18,000 m<sup>2</sup> which is about 2 km from the tourist area of Borobudur Temple has seven hamlets, namely, Tuksongo Hamlet 1, Tuksongo 2, Kesuman 1, Kesuman 2, Ganjuran 1, Ganjuran 2 and Puton. The total number of families in Tuksongo Village is about 450 families. Of these, the majority of the people of Tuksongo Village converted to Islam and the rest embraced Christianity, Catholicism and Buddhism. While places of worship in the form of mosques and mosques are already found in the region. The lives of most people are farmers and traders in the tourist area of Borobudur. Regarding public

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<sup>4</sup> Taufik Ridwan and others, 'Pemberdayaan Ekonomi Ibu-Ibu Jamaah Masjid Jagatamu Akibat Pandemi Covid-19 Di Kelurahan Tukmudal Sumber Cirebon', *Jurnal Indonesia Sosial Teknologi*, 1.5 (2020), 438–48.

<sup>5</sup> BUMDes means "Badan Usaha Milik Desa" or "Village-Owned Enterprise"

<sup>6</sup> UMKM means "Usaha Mikro Kecil dan Menengah" or "Small and Medium-Sized Micro Enterprise"

facilities that can be enjoyed by residents of Tuksongo 1 Hamlet are electricity, clean water, TV broadcasts and volleyball courts. When viewed from the location of the house building can be said to be quite close to one house with another house. To look around the community activities in Tuksongo 1 Hamlet can be done by foot or using a motorcycle.

In more detail, the picture of the condition of the village of Tuksongo 1 in Tuksongo Village is described as follows:

#### 1) Religious Life

If we view from the side of religious life, the people of Tuksongo Hamlet 1 majority of citizens convert islam about >90%. This high number also shows the excellent religious quality of the people of Tuksongo Hamlet. Evidenced by the number of *mushola* in one hamlet equipped with landfill activities for children and also *ta'lim* assemblies such as *Yasin-an* assembly held almost every night and attended by men-only or women-only. In addition, junior and high school students are also enthusiastic about following the study of Qur'an and Islamic books in several mosques that are mastered by Mr. Musbikhin and Mr. Muhtarom who are also always ready to convey religious messages to the community.

#### 2) Economic Life

The inhabitants of Tuksongo Hamlet 1 are mostly livelihoods of farmers and traders. When judging from the origin of the residents, some of them are native descendants of Tuksongo who work on tobacco fields and trade souvenirs in the tourist area of Borobudur Temple. Looking at the profession of these citizens, it can be said that residents live in a state of sufficient daily needs (clothing, food and residence).

#### 3) Education Quality and Human Resource Development

After knowing the portrait of economic life of some residents of Tuksongo 1 Hamlet that can be said good enough, the main concentration in life is to achieve a livelihood. For residents who make a living during the day, the night is used for rest or gathering for regular study. This living condition makes people still able to develop the harmony of their lives, judging from the enthusiasm of the community to attend the regular Islamic assemblies and also teenagers who actively preach the book.

From the level of education of local residents can be said that generally the community has named education up to the junior high school level and some high schools, but also those who have attended college. This is related to the economy of the community which is classified as meeting the needs of daily living so that they can still continue their education to college.

### **B. The Efforts of Community Development**

The efforts that KKN 127 team has done to develop Tuksongo Village, Borobudur, Magelang are divided into two fields those are:

### 1) Competitive Economics

In the field of competitive economy, KKN 127 UIN Sunan Kalijaga Yogyakarta strives to help developing one of UMKM in Teksong Village that is *Soun* noodles that made by palm starch. The problem of *Soun noodles* is in its packaging. The packaging is still done in large quantities and directly traded on collectors and the packaging form of the product still uses ordinary plastic that does not attract consumer purchasing power. From this problem, in aiming to develop the UMKM in order to have the characteristics and broader competitiveness, KKN 127 UIN Sunan Kalijaga Yogyakarta team tries to make new packaging design of *Soun noodles* as Teksong 1 hamlet's UMKM product. The *Soun noodle* products that are usually sold at once in large quantities to collectors can be sold also to the local community in small packaging edition or more broadly with product packaging that has characteristics and consumer appeal.

### 2) Human Resource Development

In the field of human resources development, the KKN UIN Sunan Kalijaga team approached the Village Owned Enterprises. The purpose of this approach is to socialize our work to UMKM that have been made in order to benefit the community, especially local youth. The benefits that we hope are that the village youths who are less fortunate in their economy, and have not found a job can be helped through the opening of job openings with the creation of design and also the packaging part of the soon noodle production. That way in the long run can reduce the unemployment of the local village.

## C. Supporting and Inhibition Factors

Community service activities above certainly cannot be separated from two important factors, namely supporting factors and obstacles, the outline of these factors is as follows:

### 1) Supporting Factors

- a) There is full support from the local community both villages and hamlets.
- b) Good cooperation between citizens, community leaders, and also the KKN team.
- c) The work program launched in accordance with the needs of MSME innovation in the village.

### 2) Inhibition Factors

- a) The busyness of programs of BUMDes led to the realization of ideas to youth delayed.
- b) Lack of good time management on the part of the KKN team.

## 4. CONCLUSION

The implementation of the work program carried out by the KKN UIN Sunan Kalijaga Yogyakarta team in Teksong Village, can be concluded as follows:

- 1) The implementation of the entire work program there are several fields, namely in the fields of economics, social services, education, and religion. And our flagship program is in the field of economics focused on mentoring the development of UMKM.
- 2) The implementation of the economic work program produces a positive response, the indicator is that MSMEs are increasingly innovative in marketing their products.
- 3) The emergence of the motivation of village youth to be able to adapt to the creative economy.

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