

Training On Local Potential Development Of Banana Peel Crackers, Increasing Confidence In Halal Sales And Management Procedures For Female Heads Of Households In Cukir Village, Diwek, Jombang

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Abstract. Training on Local Potential Development of Banana Peel Crackers was carried out in Cukir Village, Diwek, Jombang, with the main aim of increasing the self-confidence of women heads of families in the field of sales and understanding halal management procedures. Banana peels, which are usually waste, are processed into products of high economic value in the form of crackers, thereby providing new business opportunities for the participants. This training includes techniques for processing banana peels into crackers, marketing strategies, and knowledge about halal certification which is important to increase product competitiveness in the market. The results of the training showed an increase in participants' skills and knowledge in making products, increased confidence in selling, and a better understanding of the importance of halal management. Thus, this program not only contributes to improving the household economy but also supports sustainable local industrial development.

Abstrak. Pelatihan Pengembangan Potensi Lokal Kerupuk Kulit Pisang dilaksanakan di Desa Cukir, Diwek, Jombang, dengan tujuan utama untuk meningkatkan rasa percaya diri perempuan kepala keluarga dalam bidang penjualan dan pemahaman tata cara pengelolaan halal. Kulit pisang yang biasa menjadi limbah diolah menjadi produk bernilai ekonomi tinggi berupa kerupuk sehingga memberikan peluang usaha baru bagi para peserta. Pelatihan ini mencakup teknik pengolahan kulit pisang menjadi kerupuk, strategi pemasaran, dan pengetahuan tentang sertifikasi halal yang penting untuk meningkatkan daya saing produk di pasar. Hasil pelatihan menunjukkan peningkatan keterampilan dan pengetahuan peserta dalam membuat produk, meningkatkan kepercayaan diri dalam menjual, dan pemahaman yang lebih baik tentang pentingnya manajemen halal. Dengan demikian, program ini tidak hanya berkontribusi terhadap peningkatan perekonomian rumah tangga namun juga mendukung pembangunan industri lokal yang berkelanjutan.

Kata Kunci: Pelatihan, kerupuk kulit pisang, rasa percaya diri, manajemen halal, perempuan kepala keluarga, Desa Cukir

INTRODUCTION

Cukir Village in Diwek District, Jombang, is a village that has abundant natural and agricultural potential. Among the various natural resources available, banana peel is one material that is often considered waste without added value (Pratiwi & Purnaya, 2023). In fact, with the right innovation and technology, banana peels can be processed into products with high economic value, such as banana peel crackers. This potential has not been fully exploited by the local community, so it requires empowerment and capacity building efforts to optimize it (Rakhmawati et al., 2023).

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The development of banana peel crackers not only provides new economic opportunities for the people of Cukir Village, but also provides a solution to the problem of organic waste which has been underutilized (Prabowo et al., 2021). Banana peel cracker products have bright market prospects, both at the local and national level, considering the high demand for unique and healthy snack products (Seliawati et al., 2020). However, one of the challenges faced by local entrepreneurs is a lack of knowledge and confidence in marketing their products.

Confidence in sales is critical to ensuring business success. Many small and medium businesses in Cukir Village are still hesitant to market their products due to a lack of knowledge about effective marketing strategies and how to build consumer trust (Yuniarti, 2021). Apart from that, considering that the majority of Cukir Village residents are Muslim, the halal aspect is very important in food production. A good understanding of halal management procedures will help entrepreneurs ensure that their products meet recognized halal standards, so that they can be accepted by the wider market and gain the trust of consumers (Ihromi et al., 2020).

Therefore, this training on developing the local potential of banana peel crackers aims to increase the confidence of business actors in selling products and provide an in-depth understanding of halal management procedures (Manalu & Rahimi, 2021). This training will cover various aspects, starting from techniques for processing banana peels into crackers, effective marketing strategies, to halal certification procedures. It is hoped that with this training the Cukir Village community can utilize existing local potential, increase income, and develop sustainable and highly competitive businesses (Majid, 2020).

The success of this training program depends on several key factors. First, the active involvement of the Cukir Village community in every stage of the training from planning to implementation. High participation will ensure that the material presented is appropriate to local needs and conditions. Second, support from local governments and related agencies is very important to provide the necessary resources, including facilities, raw materials and market access (Firmansyah et al., 2023).

Third, sustainability of training requires ongoing assistance and regular evaluation. Mentoring by experts and experienced practitioners will help ensure participants can apply the knowledge gained effectively (Wandira et al., 2022). Regular evaluation will allow adjustments and improvements to the program based on feedback from participants and results achieved.

Furthermore, the application of information and communication technology (ICT) can be a strategy to expand market reach and increase production efficiency. Training on the use of social media and e-commerce platforms (Trulline, 2021), for example, can help small entrepreneurs promote their products to a wider audience without incurring large costs.

Knowledge of attractive packaging and branding will also be an important part of this training to increase the attractiveness of products in the market (Meiliya & Dwiridotjahjono, 2024).

In the long term, this program is expected to inspire the emergence of other innovations in utilizing untapped local resources (Sumarni et al., 2020). An approach that focuses on increasing capacity and empowering the community will encourage the creation of a strong and innovative entrepreneurial culture in Cukir Village. That way, this village can develop into a model of community-based economic empowerment that can be replicated in other areas (Manurung et al., 2023).

Overall, training to develop the local potential of banana peel crackers in Cukir Village is not just a technical training program, but is also an initiative to build an inclusive and sustainable entrepreneurial ecosystem (Istiqomah et al., 2023). By optimally utilizing local potential, increasing sales confidence, and ensuring compliance with halal management procedures, it is hoped that the Cukir Village community can achieve economic independence and improve the quality of life (Pratiwi & Purnaya, 2023). Through collaboration between society, government and academics, this program is expected to make a real contribution to realizing sustainable and inclusive economic development.

This activity was attended by approximately 20 participants from Cukir village, sub-district. The location for entrepreneurship training activities was held at the Cukir village hall from 26 to 28 March 2024. The purpose of carrying out this activity is: A process of activities to increase knowledge, attitudes and skills about entrepreneurship intended for the community, so that they recognize, are interested in and are able to become strong entrepreneurs.

METHOD

The method for implementing the training "Developing Local Potential: Banana Peel Crackers" which aims to increase self-confidence in selling and procedures for halal management for women heads of families in Cukir Village, Diwek District, Jombang Regency, is a structured and inclusive process. The training began with a needs analysis to determine the challenges and potential faced by participants, such as limited knowledge about banana peel cracker production techniques and halal management procedures.

Furthermore, the training method will include the delivery of comprehensive material, including practical demonstrations of techniques for making banana peel crackers and in-depth explanations of the principles of halal management. This material is presented in a friendly and easy to understand approach, and uses examples that are relevant to the local context of Cukir Village.

After that, a hands-on practical session was held where participants were invited to be directly involved in the process of making banana peel crackers, where they could apply the knowledge they had just learned. This session is also an opportunity for them to ask the instructor directly about things they do not understand. Apart from that, in this training method there will be group discussions and role plays to stimulate creativity and collaboration between participants. This discussion will allow them to share experiences, ideas and solutions related to local potential development and halal management.

Finally, an evaluation will be carried out to measure the effectiveness of the training and ensure that participants have gained adequate understanding of the techniques for making banana peel crackers and halal management procedures. This evaluation will also provide useful feedback for future improvements.

Overall, this training implementation method is designed to provide a holistic approach that not only improves participants' technical skills in local product development, but also increases their understanding of the importance of halal management and builds confidence in facing challenges in product sales.

Activity Implementation Time

In carrying out the training which is scheduled for 26-28 March 2024, there are several steps that must be taken into account so that the training runs well. Pre-Training Preparation several weeks before the implementation date, prepare comprehensive training materials, including presentations, practical demonstrations, and additional materials such as leaflets or practical guides. And also ensure that all the facilities and infrastructure needed for the practical session are ready.

RESULTS AND DISCUSSION

Description of activities in the training "Developing Local Potential: Banana Peel Crackers; Increasing Confidence in Halal Sales and Management Procedures" for Female Heads of Families in Cukir Village, Diwek District, Jombang Regency:

1. Introductory and Motivational Session (Day One)

Participants are introduced to the objectives and benefits of the training.

Motivation was given about the importance of developing local potential and complying with halal management principles in the production of banana peel crackers. Participants are given the opportunity to express their hopes and expectations for the training.

2. Providing Training Materials (Day One and Day Two)

Explanation of the technique for making banana peel crackers, including selecting raw

materials, processing and drying techniques.

Discussion of halal management rules, including halal certification procedures, compliance with sharia, and the importance of halal labels in product marketing.

3. Practical Session (Day Two)

Participants will be involved in direct practice in making banana peel crackers with the guidance of an instructor.

Participants will practice every stage of the production process, from cleaning banana peels to the drying process.

Instructors will provide individual feedback and guidance to participants during practice sessions.

4. Group Discussion (Days Two and Three)

Participants will be divided into small groups to discuss challenges and opportunities in developing and marketing local products.

They will plan effective sales strategies and share experiences and creative ideas.

5. Role Play (Third Day)

Role play will be carried out to simulate halal sales and management situations in the real world.

Participants will act as sellers and buyers, where they will face various challenges and must solve them by considering halal management aspects.

6. Evaluation and Closing (Day Three)

Evaluation is carried out on participants' understanding and skills regarding the training material. Participants are given the opportunity to provide feedback on the training and suggestions for future improvements.

The closing was done by giving certificates of success to the participants and planning follow-up steps to support them in developing a sustainable banana peel cracker business. With this structured activity description, it is hoped that participants can gain the knowledge and skills needed to increase the production of halal banana peel crackers and grow their confidence in selling products.

During the training, participants will be involved in presentations, discussions, case studies, individual and group assignments, as well as question and answer sessions. This training aims to provide entrepreneurs with practical knowledge and skills in the process of making banana peel crackers that are effective in promoting their business through interesting and relevant production skills.

The implementation of service begins with the preparation stage, namely coordinating with

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the Service Team to determine the initial activities or schedule that must be prepared, at this stage there is also a division of tasks for each team and its members according to their respective areas of expertise. Based on the evaluation results of the implementation of PPM, the results of the training that can be achieved are that participants can have the skills to make banana peel crackers. The products produced by participants must meet several criteria both in terms of taste and shape.



Picture: Participant Presentation After the Sales Process and Percentage of Participants

Participants in the practice of producing banana peel crackers, namely at the first meeting, made preparations for forming a work team and the media that would be used the following day. Participants in the practice of producing banana peel crackers, namely at the first meeting, made preparations for forming a work team and the media that would be used the following day. Making products from the preparation of banana peel crackers. Participants understand how to make the correct product so that participants can apply it when practicing at home. The process of making products at a higher level and sometimes experienced several failures by participants such as not being able to crisp and tasting bitter.



Picture. Examples of product photos processed by participants for social media content

Participants after making the product then have an evaluation stage. Practical evaluation

is carried out to determine the ability to master product processing skills for training participants. Based on the results of the assessment and continued with descriptive analysis, it can be seen the distribution of practical abilities of training participants who are grouped into three categories. A total of 12 people (60%) were in the good category, 5 people (25%) were in the moderate category and the remaining 3 people (15%) were in the poor category. The average level of skill ability in product processing is in the medium category.

3. Determine the selling price and package the resulting product

The training provided provides knowledge to participants about the elements needed to determine the final selling price, such as various burden costs, cost price, selling price and financial percentages. Apart from that, participants can also understand the stages in determining the selling price and predict when they will experience the sales break-even point or what is often called BEP (Break event Point). Participants who can determine the BEP indicate that the participant can predict how much and for how long the participant will sell their product. Participants were also given examples of packaging, especially in packaging banana peel cracker products as well as business logos for marketing. Participants will gain an in-depth understanding of halal management procedures related to the production of banana peel crackers. This material includes knowledge about the basic principles of halal in Islam, the importance of halal certification, procedures for applying the halal label, as well as procedures for supervision and quality control according to halal standards. Participants will also be equipped with knowledge about halal ingredients that can be used in cracker production and how to avoid contamination with haram ingredients. During the training, participants will engage in a variety of interactive activities, including group discussions, case studies, and role plays, designed to deepen their understanding of both materials. Additionally, question and answer sessions and open forums will provide opportunities for participants to exchange ideas, resolve doubts, and share experiences with instructors and fellow participants. This training is expected to provide a strong foundation for participants to develop their halal banana peel cracker production skills and increase their understanding of the importance of compliance with halal management principles in their business.

CONCLUSION

Conclusions from the results of the Banana Peel Crackers training for participants may vary depending on several general conclusions that can be drawn:

1) Increase Conversions and Sales

Effective banana peel crackers can be a powerful tool for converting prospects into

actual customers. With business management and product practice training, participants can learn how to produce banana peel crackers that encourage action from their audience. By using the right marketing strategies, entrepreneurs can increase their conversion rates and sales.

2) Marketing Cost Savings

Developing and regularly publicizing Banana Peel Crackers can be an efficient and low-cost marketing strategy for participants. In the training, participants can learn how to make banana peel crackers independently or in collaboration with an internal team. By reducing dependence on third parties for the manufacture of Banana Peel Crackers, participants can save costs and have more control over the message they want to convey.

The suggestions that can be given are as follows: (1) Continuing training on making banana peel crackers on a regular basis, (2) Updating information regarding business phenomena, especially in the digital era while still paying attention to aspects of improving communication skills: Training on making banana peel crackers can help participants. improve their communication skills. This includes the ability to package messages in a way that is interesting, engaging, and relevant to their target audience. Strong communication skills are essential in today's business world, where banana peel crackers are becoming increasingly popular. Providing strong motivation about the importance of entrepreneurship and living independently.

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TRAINING ON LOCAL POTENTIAL DEVELOPMENT OF BANANA PEEL CRACKERS, INCREASING CONFIDENCE IN HALAL SALES AND MANAGEMENT PROCEDURES FOR FEMALE HEADS OF HOUSEHOLDS IN CUKIR VILLAGE, DIWEK, JOMBANG

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