ECONOMIC EMPOWERMENT OF POOR COMMUNITIES THROUGH DIVERSIFICATION PRODUCTS OF VIRGIN COCONUT OIL WASTE IN TRENGGALEK DISTRICT

ABSTRACT

In the theory of community based development (Korten, 1988), each community structure must have a production mechanism in certain communities, in the social structure of this community, a social fabric can be optimized for productivity if it is able to explore the potential that exists in the community, in previous studies showed that the processing of VCO can produce various kinds of waste that can be optimally utilized economically, for environmental welfare. some of these wastes, both starting from the outer skin, namely coconut fiber, coconut shells, coconut pulp, coconut water and others. while in the process of making VCO, what is sought is coconut oil in coconut meat which is to obtain the results of refined coconut oil, in the form of VCO.

The purpose of this study is to find a model of economic empowerment of the poor in the Trenggalek district area, based on the entrepreneurs of the Virgin Coconut Oil (VCO) processing industry that is widely developed in Trenggalek, so as to provide economic added value for the surrounding poor communities. This is very possible because VCO waste can be reprocessed in a variety of diversified products that can economically add value to the economic welfare of the poor communities around, for example coconut fiber, coconut shells, coconut water or coconut pulp can be utilized for various purposes that have value other high economical. This research was conducted through an action research method that began with survey research, namely the identification of a diversified VCO waste treatment business model that has never been utilized by residents around VCO processors in the research subject environment, especially for raw materials for coconut pulp products. then need assessment is carried out to obtain a model that will be developed in accordance with the needs of the community of coconut pulp waste processing for local VCO products, and a limited trial is carried out using the coconut pulp as raw material for making various cakes (brownies, shredded shred), as a product made from processing waste VCO, along with the packaging and various marketing developments, through collaboration with partner teams by utilizing integrated management laboratories and marketing sigma laboratories, which are owned by partners, namely at the Faculty of Economics, State University of Malang.

The purpose of this study is to find an empowerment model. The results obtained from community empowerment based on the processing of VCO waste in the form of coconut pulp can be used as raw material for various cakes or snacks, along with various processed products and packaging, as well as various potential diversification products.

KEYWORDS

Economics, Empowerment, Diversification, Waste, VCO, Trenggalek

1. BACKGROUND

Trenggalek Regency as one of the districts in East Java, is an area that is relatively underdeveloped compared to other districts in East Java. besides having the lowest PAD among regencies and cities in East Java Province, it is also located in an area that is relatively less strategic for trade access and development, but as an area that has a coastal area it actually has a great potential in the development and economic empowerment of many coconut-based communities, scattered in coastal areas. Therefore there needs to be an in-depth study to be able to accelerate the development process and efforts to advance the people of the local area, so as not to lag behind other regions. The accelerated development program in the Trenggalek Regency environment, through the Shining Industry Quality Movement (GEMILANG) program carried out by the Trenggalek district government cooperative service, has created a microbusiness economy and trade stretching, which can be felt by the lower and middle class economic community in the Trenggalek district environment. Likewise with various small and medium businesses in the area, in order to be able to develop and be felt beneficial for the economically weak class community, action research needs to be done so that the program can be successful and benefit for small communities in general.

As we know, the waste from VCO products can be utilized through diversification, for example, we make coconut shell waste into liquid smoke that functions, one of which is organic food preservatives that are of high selling value, while we use coconut pulp waste into coconut pulp flour which can be used as raw materials of various kinds of biscuits or dry bread, for waste water, the coconut can be utilized as a nata decocco product which also has a pretty good selling value. Aside from the relatively large coconut producer, the Trenggalek area also has considerable human resources, which can be used as a basis for developing local community-based economic activities. so that the VCO processing community-based economic development process can be accelerated, in an effort to increase their prosperity.

Theoretically, the development of MSMEs (micro, small and medium enterprises) is believed to be able to increase inclusive economic growth because the UMKM sector is able to absorb a large enough workforce, does not require high capital and is relatively unaffected by fluctuations in foreign exchange rates. Based on the results of previous studies also based on an analysis of the situation and potential within the Trenggalek Regency community area, the researchers determined the themes and objects of research in the Trenggalek district environment with the title: "the development of a model of economic empowerment of the poor based on diversification of virgin coconut oil waste processing business. (VCO) in Trenggalek Regency." The purpose of this study is to describe and analyze the economic empowerment model of the poor based on the diversification of coconut waste vco waste treatment in Trenggalek district.

2. RESEARCH METHODS

The research method carried out in this study, is an action research that began with a survey research needs assessment of waste processing of coconut pulp from the VCO making process which has been considered a problem because the smell is very disturbing to the environment, while the subjects studied in particular are the poor......
around the process the VCO processing production (moleong, j. lexy, 2000). The next step is to test the processing of the coconut pulp waste, in collaboration with VCO processing producers by involving the poor who are the target of this action research, to utilize the VCO waste. the trial of the utilization of the coconut pulp waste, then processed as economic goods that can be carried out by the poor in the VCO production environment, as raw materials for various snacks and food made from coconut pulp waste from the VCO production process. in the next stage, brand image development of various snacks and cakes made from coconut pulp waste is carried out, starting with packaging, labeling, and marketing in collaboration with the marketing laboratory of the Faculty of Economics, State University of Malang.

The technique used to collect data is with focus group discussions, which are supported by interviews used to identify the interests and needs of the poor and related agencies in the process of implementing the economic empowerment of the poor studied, as well as various potentials for the implementation of economic empowerment of the poor based on processing possible VCO waste to be developed in limited trials. (Yin, Robert K. 1989) observations are also used to observe conditions and potentials in the research of economic empowerment actions of the poor based on the diversification of VCO waste treatment that might be developed and used as a means of increasing the socio-economic improvement of the poor, through the implementation model of empowering the working poor the same as the cooperative, microbusiness and trade services in the Trenggalek Regency. The documentation method is used to capture data related to the data stored in the documents under study that can be used to support the research process. (Nasution, s. 1998)

Data analysis was performed using an interactive research model as developed by Miles and Huberman (1984) which consisted of 3 (three) analysis components, namely (i) data reduction, (ii) data presentation, and (iii) drawing conclusions, and application of the model action research research from Kemmis & Mctaggart (1988), so that with this trial, a prototype model of economic empowerment for the poor can be obtained based on a more comprehensive and more complete diversification of VCO waste treatment. The diagram can be seen dramatically in the following figure:

### 3. RESEARCH RESULTS AND DISCUSSION

#### 3.1. General description of research objects

Trenggalek Regency is a district where 60% of the area belongs to Perhutani is forest land and community forest, while 40% is in the ownership of local government and residents. Trenggalek Regency is one of the districts in East Java located in the southern region, which is geographically located in a less strategic place for business and trade development. Trenggalek Regency is located at coordinates 112º 11' east longitude and 7º 63' to 8º 34' south latitude. The height of the land is between 0 to 690 meters above sea level, with an area of 126,140 ha, Trenggalek Regency is divided into 14 sub-districts and 157 villages. the area of Trenggalek Regency is divided into 14 sub-districts and 157 villages. The area of more than 100.00 km². Geographical conditions as described above, many areas in the district of Trenggalek that grow a variety of tree plantations, both coconut, cocoa, coffee and others, which are generally plantations owned by the people who grow in the environment around the houses and yards where residents live.

The Trenggalek Regency Government in an effort to accelerate economic development as an effort to improve the prosperity and welfare of the community, has established a regional medium-term development plan (RPJMD) for the 2015-2020 district that wants to carry out the mission of "realizing a regional economy that is independent, competitive, equitable, and based on people's economy and environmental sustainability." along with the central government program for each region to develop superior products in the era of autonomy.

Based on BPS data, it shows that the Gross Regional Domestic Product (GRDP), as one indicator of macroeconomic development, classification of business sectors (sectors) in pdbr and sector contribution data in Trenggalek Regency’s GRDP in 2014, namely: 1. agriculture (39.35%); 2. mining and quarrying (1.98%); 3. processing industry (5.23%); 4. electricity, gas and clean water (0.56%); 5. construction / building (2.66%); 6. trade, hotels and restaurants (28.96%); 7. transportation and communication (3.21%); 8. finance, leasing and business services (3.69%); (9) services (15.30%). while the rate of economic growth in 2014 was 6.46% and in 2015 it was 6.62%.

This shows that, all sectors based on constant prices in Trenggalek...
For this second year of research is the use of VCO waste in the form of beverage material with high fiber which is very good for health. so that water can be used as a medium for making nata de coco, which is a fiber and coconut coir powder (cocodust) are processed into household furniture. coconut coir is processed into ropes and mats, food and beverages, medicines, building materials, furniture, and skin. flour produced from coconut milk pulp also contains lauric acid which is very important for the immune system to keep the stomach full longer so eating coconut pulp can help control blood sugar. High fiber foods are also believed often just thrown away, causing environmental pollution ie the environment around VCO producers becomes smelly and dirty, so that it is very disturbing to the local population. for the research team from Surabaya surabaya in collaboration with a team from UNM conducting trials to utilize waste that disturbs the VCO-making environment.

As for the tools used are:

a. pan / langseng
b. stirrer / sundik
c. kompo
d. seated scales
e. plastic tray
f. oven
g. blender
h. filter / sieve

How to make

The method is as follows:

- unused coconut pulp dried in the sun until half dry
- Enter the half-dried coconut pulp into the cake oven with very low heat, this is done so that the pulp does not burn
- After the coconut pulp has dried completely, the next step is to blend the dried coconut pulp until smooth, then the last step is to sift the results of the blender until it becomes a fine, dry and fragrant flour.
- flour from coconut pulp is ready to be used as a raw material for making various kinds of cakes.

Coconut flour is flour derived from coconut meat obtained after coconut milk or coconut oil is produced. the shape resembles white flour in the form of fine white powder. This flour is claimed to have many health benefits which are better than ordinary flour. This flour is claimed to be 100 percent gluten free. because it does not contain gluten, this flour is considered ideal for anyone who is intolerant of gluten. coconut flour has 58 percent fiber content, the fiber content in this flour is higher when compared to wheat flour so that it can meet the daily fiber intake.

Coconut can be used and processed into various types of products, such as raw materials for oil, virgin coconut oil (VCO), soap, cosmetics, food and beverages, medicines, building materials, furniture, household furniture. coconut coir is processed into ropes and mats, fiber and coconut coir powder (cocodust) are processed into soundproofing walls, wood particles, planting media, mattresses, car seats, and upholstery in spring beds.

In addition to the contents of coconuts, the coconut meat after being squeezed to take the oil to be used as VCO, the pulp can be used as a raw material for flour for various foods and snacks. while the coconut water can be used as a medium for making nata de coco, which is a beverage material with high fiber which is very good for health, so that the VCO waste-based community empowerment model can be developed as follows:

### The process of making coconut pulp for various snacks

For this second year of research is the use of VCO waste in the form of coconut pulp which has often not been used optimally, instead it is

### Benefits of coconut pulp flour

- **1. CONTROLLING BLOOD SUGAR**
  - Because coconut pulp flour contains high fiber, this flour can control blood sugar. A study published in the British Journal of Nutrition in 2003 found that replacing wheat flour with flour made from coconut pulp can reduce the glycemic index (a measure of the impact of food on blood sugar). For those who are afraid of diabetes or already have diabetes, you can replace wheat flour with coconut flour to control blood sugar. a new study published in innovative food science & emerging technologies has also confirmed this finding.

- **2. LOSE WEIGHT**
  - Dietary fiber in this flour can help control glucose levels making it possible to help control blood sugar. High fiber foods are also believed to keep the stomach full longer so eating coconut pulp can help control appetite and weight. This flour also contains high protein, low fat, and contains lauric acid which is very important for the immune system and skin. flour produced from coconut milk pulp also contains manganese which helps in absorption of important minerals.

- **3. HELPS METABOLISM**
  - Besides being high in fiber and protein, this flour also has very high nutrition. one of the high nutrients in flour is the high content of healthy saturated fats in the form of medium chain fatty acids (MCFA). saturated fat in the form of medium chain fatty acids is used by the body to produce energy and help support healthy metabolism, and balanced blood sugar levels.
4. HELPS DIGESTIVE HEALTH

Flour that has the same texture as flour can also help to have a healthy digestion because this flour has a very high nutrient density. Studies have shown that coconut flour can reduce cholesterol and triglyceride levels in people who have high cholesterol levels. While the high content of soluble or insoluble dietary fiber in coconut pulp can help the intestinal health (by Yuliati Iswandi, this health information has been reviewed and edited by: Dr. Yusra Firdaus - General Physician). Processing of advanced products based on coconut pulp products. The product of making coconut pulp flour as mentioned above, is still an upstream product that cannot be used directly for the benefit of public consumption, therefore the coconut pulp flour product, still needs further processing in order to provide economic added value and can be directly sold to consumers when in advanced products in the form of various cakes or snacks. As for cake products or snacks that can be produced from the continued process of the production of coconut pulp, are as follows: 1. shredded shredded cake that has been produced and packaged but still does not yet have a marketing license, which is tried to study its marketing through an integrated management laboratory in Malang and tested its marketing through the sigma marketing laboratory at the Faculty of Economics, Malang State University

4. CONCLUSION

1. Coconut pulp waste has good benefits as a food ingredient, among others it can be beneficial for controlling blood sugar, losing weight and helping metabolism, helping digestive health.
2. Coconut pulp waste can be used as an economic product in the form of flour and used as raw material for various types of food and various snacks that can provide economic added value for the poor surrounding the VCO processing production.
3. Models that can be developed from VCO waste treatment can be developed in a variety of various nutritious food and beverage products.
4. Coconut fruit for its waste can be used in two economic pathways for empowering the poor, namely:
   a. Utilization of coconut meat for VCO, coconut pulp waste for multipurpose flour, namely various shredded shredded foods, sponge cakes, brownies and cookies.
   b. While coconut water, can be used for nata de coco as a raw material for various beverages.

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