

Community Empowerment Through Optimizing Local Wisdom as a Support for The Value of Economic Life

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ABSTRACT

Community Service (PKM) is an annual program carried out by each university which is an application of the Higher Education Chess Dharma. While the Real Work Lecture (KKN) is an annual program carried out by each university which is an application of the Higher Education Chess Dharma. With the implementation of PKM and KKN, it provides extraordinary benefits for students and the community because the results obtained from the implementation of PKM and KKN are enormous, such as an experience gained by students in the form of how to live with the community properly and much more. The implementation of PKM and KKN with "Building Competitive Villages Based on Local Potential, Technology & Green Economy" is oriented towards community empowerment, aiming for students to be able to think critically, analyze problems carefully, and find the best solutions in dealing with various problems related to the scientific field theoretically and practically. From PKM and KKN activities, students are able to develop science, technology, and art in community life.

Keywords: Catur Dharma, Green Economy, KKN, Technology, PKM

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1. INTRODUCTION

The value of life basically represents the economic element in its application (Awan et al., 2021; Yatminiwati et al., 2021). This refers to the reality that at one moment, humans will still incur costs even though income is zero (Adam & Miller, 2021). The value of life is directly proportional to economic optimization in order to measure the benefits that may be fulfilled to avoid death to the physical and reasoning abilities (Sulistyan et al., 2019). A person's ability to interpret the economic-based value of life gives rise to variables such as the cost of living, the value of preventing death (VPF), the implied cost of preventing death (ICAF), and the value of statistical life (VSL). In its development, the economic-based value of life also raises marginal costs in certain classes of circumstances. Thus, value also includes quality of life, expected life span, and one's earning potential.

The motivation for placing a monetary value on life is to allow policy and regulatory analysts to allocate a limited supply of resources, infrastructure, labor, and tax revenues (Fadrul et al., 2020). Estimates of the value of life are used to compare the savings and risk-reducing benefits of new policies, regulations, and projects against a range of other factors. This is what triggers worldviews and knowledge as well as various life strategies that take the form of activities carried out by local communities in response to various problems in meeting their daily needs (Ali et al., 2021).

As per a report by The World Conservation Union (1997), of the approximately 6,000 cultures in the world, 4,000-5,000 are indigenous. This means that indigenous peoples make up

70–80 percent of all peoples in the world. Of this number, most are located in Indonesia, which is spread across various islands. Referring to the current condition of Indonesia, it can be said that there are two factors that influence changes in socio-cultural values, namely external and internal factors that move simultaneously. External factors, among others, are influenced by globalization, political de-ideologization at the global level, the development of information and communication technology, neocapitalism, and neoliberalism which increasingly spur pragmatic, consumptive, and individual lifestyles. Internal factors are influenced by the fading of traditional values and local values (including local wisdom), which may also occur due to external factors. Because it is assumed that there has been a dilution of traditional values, what efforts can be made to revitalize local wisdom in the midst of globalization and changes in socio-cultural values so that local wisdom remains the identity of the nation while contributing to building a multicultural and pluralistic Indonesia as well as a civil society. The revitalization of local wisdom is also expected to be able to respond and provide solutions to the challenges and problems of Indonesia today, such as how to overcome corruption, poverty, and ecosystem destruction.

At a more specific scope, there is an imbalance between the wealth of local wisdom in Sidoarjo Regency and the method of utilization. This supports indications of economic growth that are not based on regional characteristics. Residents' awareness of the management of local wisdom made researchers note in the preliminary study that has not been well facilitated methods to start managing local wealth. So that the economic life value of Sidoarjo Regency residents.

Seeing this phenomenon, researchers tried to develop an idea for community empowerment. This is done as a preventive measure in order to avoid economic problems that have a direct impact on human survival. The offer of activities is expected to be facilitated by community service activities covering several scopes, namely: development of science and technology, dissemination of science and technology, placement of science and technology, providing assistance to the community in identifying problems faced and alternative solutions, and providing services to the community in the field of problems that require handling.

Community Service (PKM) is an annual program carried out by each university and is an application of the Higher Education Chess Dharma. Meanwhile, the Real Work Lecture (KKN) is an annual program carried out by each university and is an application of the Higher Education Chess Dharma. In the implementation of this field practice, it provides an opportunity for students to practice, apply, and experience the knowledge that has been obtained from the lecture bench and carried out in the community environment. The presence of students in this field practice can provide knowledge, assistance in thought, energy, and technology, as well as art in planning and implementing activities in all fields. This urgency implies a form of usefulness from the implementation of empowerment according to Harti et al. (2022) as a form of transfer of local knowledge and local genius channeled through community service activities that are able to improve community skills. This will be expected to be an alternative solution to the low quality of human resources, which in turn will have a broad impact on the lives of society, nation, and state.

2. METHODS

The implementation of local wisdom-based economic life community service activities in Bendet Village, Pagerngumbuk Village, Wonoayu District, Sidoarjo Regency, the activity plan that will be carried out by students is adjusted to the theme "Building Competitive Villages Based on Local Potential, Technology, & Green Economy". Life skills education needs to be given to the community as a provision of skills in living life. The skills provided are tailored to the surrounding environment where PKM and KKN are implemented.

Before making an activity plan, students first conducted a field survey (Pratama & Sakti, 2020). During the survey period, which was carried out for 1 week, namely on August 28, 2022 students made observations and orientations to get an overview of the geographical and

geological, potential, and sociological factors of the community as well as matters deemed necessary and closely related to educational issues in the area.

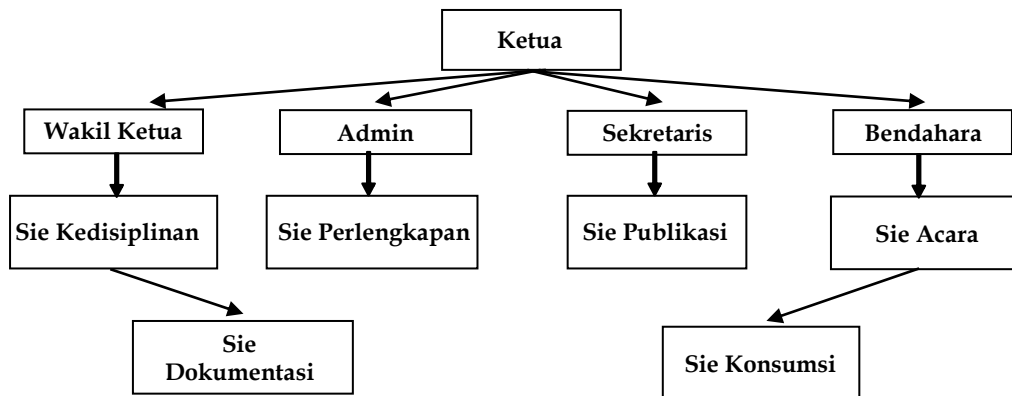


Figure 1. Organizational Structure of the PKM and KKN Teams
Source: processed by researchers (2022)

Researchers applied the observation analysis method combined with structured activities. Observation activities are oriented to examine the main local wisdom of the Bendet Sidoarjo Village community in optimizing marketing methods based on the location of needs. This is what makes researchers set the target of community service activities for the Bendet Sidoarjo Village community group. This systematic approach is adapted based on the findings of Ikfinasulkha et al. (2021) if observation is able to provide an overview related to the results of the analysis of environmental conditions and community cultural orientation which is a reference for following work programs. The following are the standard procedural stages of PKM activities carried out by researchers:

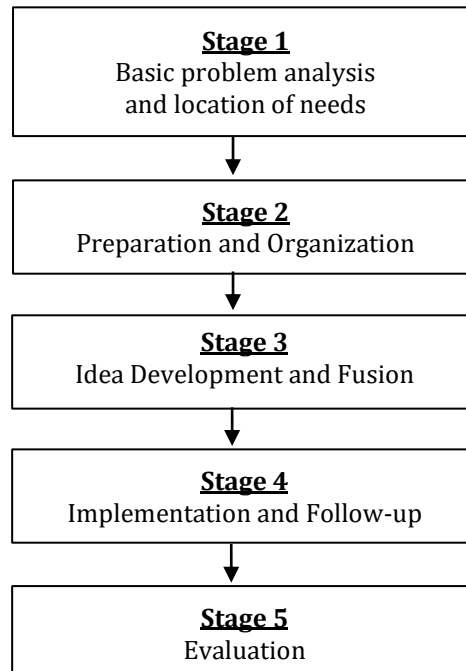


Figure 1. Procedure of Community Service Implementation in Bendet Village Sidoarjo
Source: Processed by researchers (2022)

Referring to the procedural flow in Figure 1, researchers categorize the systematic implementation of service activities into five main stages. The division is carried out based on Ghozali (2014) which suggests that the superiority of a region will be superlative when the activity mediator can develop local potential. Therefore, researchers aim to facilitate the talents and abilities of students who are represented at each stage as follows:

In the first stage, the researchers started by conducting a basic problem analysis. In this analysis, researchers wanted to find the gap that arose between the quality of local wisdom that had not been properly utilized as local wisdom in the economic aspect. Furthermore, researchers refined these findings by analyzing the location of the needs of the Bendet Sidoarjo Village area. Needs that are on the priority scale of residents will be prioritized to be met through the optimization of local wisdom. The results found from the emergence of obstacles to the utilization of local wisdom will be compared with the urgency of meeting the main needs of the people of Bendet Sidoarjo Village.

In the second stage, the researchers prepared the activity by dividing the strategy into internal and external strategies. The internal strategy focused on preparing the student group to design the idea as a whole and anticipating the possibilities of implementation in the field. The external strategy is oriented towards coordination involving students and community groups in Bendet Sidoarjo Village. The form of coordination is shown through the results of observations that found agreement in several aspects, namely: problems experienced by the Bendet Sidoarjo Village community, problem-solving offers from the research team, the concept of PKM activities, and the preparation of a PKM implementation schedule in Bendet Sidoarjo Village.

The third stage, the implementation of ideas by student groups that have been agreed upon through the coordination of external strategies, takes the form of sub-activities to be implemented. The fusion of ideas lies in the actualization of local wisdom, which is the highlight of the Bendet Sidoarjo Village area. So, researchers offer local wisdom rejuvenation targeted at the younger generation and increase youth productivity to process basic natural materials that are valuable by having the essence of function and aesthetics.

Stage 4, realized through follow-up PKM activities. This activity focuses on the implementation of ideas into three main activities. Researchers positioned themselves as partners so that the Bendet Sidoarjo Village community was able to run independently through the creation of a special activity structure for local wisdom breeding for the younger generation and optimizing the current local wisdom available.

The final stage of this activity is stage 5, which is evaluation. Researchers emphasize the sustainability of the event through coordination, which is realized by activity feedback. The final results of the PKM activities were formed as a series of events attended by the entire PKM research team and the people of Bendet Sidoarjo Village. The event intends to conduct a poll related to the condition of each activity. The results of the poll will be followed up with an evaluation of PKM activities.

3. RESULTS AND DISCUSSION

In our PKM and KKN, there are many activities that are well implemented in the Balai Among Kampung Lali Gadget such as finding out that the culture in the area teaches children not to use gadgets too much. Our activities began with fun learning together with the children and playing traditional games together.

Table 1. Level of Community Participation towards Local Wisdom Optimization

No	Date of Activity	Number of Participants
1	03-Sep-2022	9
2	04-Sep-2022	15
3	10-Sep-2022	7
4	11-Sep-2022	25
5	17-Sep-2022	6
6	18-Sep-2022	10
7	20-Sep-2022	6
8	22-Sep-2022	7
9	24-Sep-2022	9
10	25-Sep-2022	11

Source: Processed by researchers (2022)

Not only in the first week but also in the following weeks, our activities vary. We also harvested grains in the rice fields with the community or children involved. Not only that, our agenda also includes painting with natural materials, sand painting, and even painting on the Udeng Pacul Gowang with the children.

Our activities also include the construction of Rubuha (Owl House) which aims to be a place for owls in rice fields to protect natural products in rice fields from mice. In the last week, we also closed with a grand event in collaboration with several teams involved to formalize the establishment of Rubuha (Owl House) with the presence of various parties and plan with full creativity to welcome this big event.

The First Stage is Related to Analyzing The Problem's Basis and Location of Needs.

Community service activities begin with a basic analysis of problems and needs. The PKM research team coordinated with community collaborators in Bendet Sidoarjo Village. The collaborator conveyed a general portrait of the existence of local potential that has not been optimized in agriculture. The superior product for the local community of Bendet Sidoarjo Village is processed agricultural products. However, the products that have been innovated are not able to sell in large quantities.

Processed products from agricultural products are less desirable because they can only be sold as basic food ingredients. Products have a limited market share because they only focus on the functional value of the goods. This has direct implications for the decline in demand for processed products. Despite innovations in the element of preference, processed products can only be sold on certain purchasing decisions that revolve only around taste, color, shape, and taste. To maximize processed products, researchers try to provide alternatives for increasing the added value of products through aesthetic aspects.

Second Stage of Preparation and Organization

The beginning of community service activities is shown by preparing and organizing. The PKM research team coordinated with community collaborators in Bendet Sidoarjo Hamlet. The collaborators provide an overview if there is local potential that has not been optimized in the field of creativity and innovation made from natural ingredients. The superior product for the Bendet Sidoarjo Hamlet community is processed agricultural ingredients. However, the product was found to be underutilized with the development of novelty that has been innovated and the problems that arise in the agricultural sector.

The obstacles that arise when researchers conduct discussions faced by the Bendet Sidoarjo Hamlet community are followed up with an analysis of the needs of PKM programs that can support the problematic profession of the community. This stage offers solutions that are realized in three types of training, namely the process of processing natural materials, utilizing agricultural residues into valuable products, and overcoming problems in agriculture such as pests. The results of the discussion resulted in an agreement that PKM activities would be carried out on September 07, 2022 directly to community groups in the Bendet Sidoarjo Hamlet area.

Third Stage of Idea Development and Fusion

1. Coloring With Natural Materials

In this activity program, the Sidoarjo 2022 PKM dsu KKN team invites children to gather, and then we will educate them on how to color with natural materials. After that, the children color using their creativity, either using plants as dyes on paper or using sand and glue on wooden boards.



Figure 2. Children's Activity: Coloring Products With Natural Materials
Source: Data Survey (2022)

2. Making Collages With Grains

In this activity program, the Sidoarjo 2022 PKM and KKN team invites children to gather, and then we will provide education on how to make collages using seeds, after which the children will be given a paper bag to use as a medium to make collages with seeds.



Figure 3. Children's Activity: Making Collages With Grains
Source: Data Survey (2022)

3. Building Rubuha (The Owl House)

In this activity program, the Sidoarjo 2022 PKM and KKN teams invited the surrounding community to work together to build 3 Rubuha (Owl Houses) at three different points in the rice fields. This is an effort to break the chain of the spread of rat pests by using Owls as rat exterminators in rice fields in collaboration with the OPOS owl-loving community.



Figure 4. People Build Rubuha (The Owl House)
Source: Data Survey (2022)

4. Closing of PKM and KKN Activities and Inauguration of Rubuha

In this activity program, the Sidoarjo 2022 PKM and KKN teams, together with OPOS (Owl Pride of Sidoarjo) held an inauguration ceremony for 4 units of Owl houses in Bendet Hamlet to eradicate rat pests. This event also coincided with the closing ceremony of the Sidoarjo 2022 PKM and KKN program in Bendet Hamlet, Pager Ngumbuk Village, Wonoayu District, Sidoarjo Regency.



Figure 5. Closing and Inauguration
Source: Data Survey (2022)

Fourth Stage of Implementation and Follow-up

The mentoring process carried out by researchers is related to activities involving the younger generation of community groups in Bendet Sidoarjo Hamlet. Activity participants were asked to take part in the utilization of natural agricultural products to be developed into new products that have value and function as solutions to existing problems. Discussion sessions were conducted by researchers to facilitate the process of initial understanding related to the evaluation of the results of processed materials as the output of the activities that have been carried out. The discussion approach was carried out offline and used an interactive scheme between participants in order to reach an optimal conclusion.

Researchers found that the activities still did not show an impact in the short term. Handicrafts from processed natural materials still need follow-up related to marketing systems so that they can be sold and support the economic growth of the surrounding community. Online marketing is done by utilizing social media platforms such as Instagram, Facebook, TikTok, or others. The choice of media is because the majority of the younger generation of people in Bendet Sidoarjo Hamlet are more familiar with using social media. Another consideration is based on the assumption that social media networks can provide business accounts that can be monitored by management. The target market of social media users is also considered wider because it can be operated by many consumer segments, ranging from students to workers or housewives.

Fifth Stage Related to Evaluation

Evaluation is the final stage carried out by researchers in this PKM. Evaluation activities are applied through a series of activities with the opening of an audience between the STIE Pemuda PKM research team and the younger generation of the Bendet Sidoarjo Hamlet community. The people of Bendet Sidoarjo Hamlet conveyed the need for significant adjustments from the production process of agricultural products to the marketing process. The development of a wider market segmentation through online coverage makes the work of the Bendet Sidoarjo Hamlet community have alternative business development ideas based on agricultural products other than product innovation. The effectiveness of production time from labor, rejuvenation in terms of packaging design to make it look attractive to be marketed online, and the addition of marketing media to the online network are the main results of this PKM activity. Referring to the findings of the researchers, the development of product processing based on agricultural products in the Bendet Sidoarjo Hamlet community resulted in the creation of color products with natural ingredients, collage products with seeds, and owl houses. Researchers found that

the implementation of assistance carried out by prioritizing the main focus of problem solving was able to offer several advantages with the idea of processed agricultural products. In line with this, Harti et al. (2022) found that the mentoring-oriented approach turned out to be more effective in increasing the understanding of the plate participants.

4. CONCLUSION

Community empowerment is an activity that must involve cooperation between PKM and KKN students and the community, so the community should participate in activities held by PKM and KKN students because successful activities will not be achieved without community participation and cooperation. PKM and KKN (Community Empowerment Learning) work programs for the community are routinely carried out so that people really have the skills to meet their needs, provide opportunities for residents to be able to increase their income in various ways by utilizing the potential and resources they have, and increase cooperation and togetherness between the PKM and KKN Teams by prioritizing coordination to solve a problem and find solutions together. For students (Community Service) PKM and Real Work Lectures (KKN) in Bendet Hamlet, Pagerngumbuk Village, Wonoayu District, Sidoarjo Regency for the following years: (1) Students are expected to participate in every PKM and KKN activity, both planned and additional. (2) Students are expected to be able to mingle with the community, so that there is intimacy between the community and PKM and KKN students.

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