









Development Strategy of Sinar Karungan BUMDes and Pineapple Fiber Processing in Karungan Plupuh Village, Sragen

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Abstract. This study aims to solve the problems faced by business actors in the Financial Management of BUMDes SINAR Karungan Mandiri located in Plupuh District. One of the objectives of establishing a Village Owned Enterprise (BUMDes) in Karungan Village, Plupuh District, Sragen Regency, is to support the economy of the community, including the Bahulak Market business actors in Karungan Village, Plupuh District, Sragen Regency. Based on the results of a survey conducted by a research team from Sebelas Maret University, Surakarta and Yogyakarta State University, in carrying out the business management of Pasar Bahulak Tourism Village in BUMDES Sinar Karungan Mandiri, it is necessary to get support and availability of technology. The results of the research are intended to increase knowledge for the people concerned. Karungan Village Plupuh District has the potential for pineapple products and businesses which are indicated by the existence of production innovation opportunities and increasing the economic value of products that can be used as elements of product novelty based on the potential of local natural resources, namely by developing the design and utilization of pineapple plants as a characteristic of the product to be marketed. Locally in Bahulak Market as well as national and even international markets.

Keywords: village-owned enterprises · pineapple fiber · production innovation

1 Introduction

Karungan Village is located in the north of Plupuh District at a distance of ± 5 km and ± 15 km from Sragen, with an area of 305.4225 ha and is located in a strategic geographical location between Regency City [1]. Therefore, Karungan Village is very developed, especially in Plupuh District. The Karungan Village Government established a Village-Owned Enterprise (BUMDes) under the name BUMDes Sinar Karungan

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Mandiri since 2017. One of the objectives of establishing BUMDes in Karungan Village, Plupuh District, Sragen Regency, is to support the economy of the community, including the Bahulak Market entrepreneurs, Karungan Village, Plupuh District, Sragen Regency. Sebelas Maret University College, Surakarta. find a solution that allows the Sinar Karungan Mandiri BUMDES entrepreneur in Karungan village to survive and cope well with the current situation.

Based on the findings of the research team from Sebelas Maret University, Surakarta and Yogyakarta State University, the management of Pasar Bahulak Tourism Village at BUMDES Sinar Karungan Mandiri needs assistance to obtain appropriate technology and availability is required. In addition, the average group of companies has limited information technology skills such as marketing activities, financial management, corporate governance, and product innovation.

Pasar Bahulak Tourism Village This village is famous for its grocery stores, batik crafts, convection and ATBM weaving, which are the main industries of Plupuh Sragen. However, when the COVID-19 pandemic hit the world at the end of 2019, the Pasar Bahulak tourist village in Karungan village, Plupuh sub-district was also affected. The decline in people's consumption and purchasing power has a major impact on the market demand for Bahulak in Sragen District, Plupuh District, Karungan Village. Given that there are still many people in Karungan Village who depend on the market for their livelihoods, serious efforts are needed to overcome this situation.

The initiative of this research team aims to help solve problems faced by business actors in managing BUMDes Sinar Karungan Mandiri in Plupuh District. Sebelas Maret University collaborates with various stakeholders to provide training and assistance in processing pineapple fiber, pineapple fiber fabrics, and fashion products from upstream to downstream of pineapple fiber textile products.

Details of the objectives of this study is develop the Sinar Karungan Mandiri BUMDes management in Karungan Plupuh village.

2 Method

The activities developed are in the form of socialization and training in the context of increasing public knowledge with the following descriptions:

- 1) socialization and training on management and cultivation of pineapple plants [2],
- 2) socialization and training on appropriate technology for ATBM weaving,
- 3) socialization and training on the programs of the People's Economic Empowerment Institution (LPER) in order to improve the people's economy as well as the delivery of material on BUMDes financial management and marketing management, and
- 4) socialization and training on design innovation of ATBM pineapple fiber weaving.

In the implementation of this development activity, the community itself plays an active role as follows:

- a) Socialization Stage: the community participates in preparing the place, facilities and infrastructure for the socialization of activities,

- b) Implementation stage: the community plays a role as participants and at the same time assists in the preparation and implementation of the program, starting from the preparation of the place, tools and materials that will be used in the activity,
- c) Evaluation stage: at this stage the community helps monitor the implementation of the science and technology application program, identify problems encountered during preparation/socialization, implementation, and evaluation.

3 Result and Discussion

Business development opportunities for pineapple fiber products are still wide open with the innovation of fiber product raw materials management. Karungan Village in Plupuh, Sragen Regency has market potential for pineapple fiber products. This is indicated by the existence of opportunities for production innovation and economic value enhancement of products that can be used as elements of product novelty by utilizing the financial potential of the product. Local natural resources. The potential is the development of the design and use of the pineapple tree like the product features, which will then be sold domestically in the market.

Bahulak as well as national and even international markets. It aims to increase public understanding of local potential as raw materials for products.

The development potential to increase the use of pineapple fiber and develop the Bahulak market is very suitable for the villagers of Karungan Pluluh, Sragen. This is based on the potential of Karungan village, which has many pineapple trees but has not been widely used due to lack of knowledge of the community. Previously, pineapple trees only took fruit. While plants just become garbage. The natural conditions and temperature/humidity in Karungan village are very favorable for the good growth of pineapple trees.

Furthermore, this community service activity is complemented by training on product design and innovation from pineapple fiber as well as training on business development and financial management so that it can cover the initial to the very end of the activities in the community. The following is an overview of the process from pineapple plants to products that can be produced from pineapple plant fibers.

Figure 1(a) shows a plant with ripe pineapples harvested for direct sale or for sale in processed form (sales, pasta, chips, etc.). Figure 1(b) shows the pineapple leaves that have been harvested. Pineapple plants will only bear fruit once and after the fruit is harvested, the plant will not bear fruit again. If not used, pineapple leaves will only become garbage. Figure 1(c) shows the utilization of pineapple plants. The leaves are cut and sorted for further processing so as to provide additional income for the community. Thus the pineapple plant can be of economic value. Figure 1(d) shows the fiber extraction process from pineapple plants/leaves. Pineapple leaves are taken fiber for further processing by the process of scraping. Figure 1(e) shows the process of drying pineapple fiber in the sun to minimize the moisture content so that later when it is processed into a product it is not easy to decompose because the material is completely ripe. Dry. Figure 1(f) shows pineapple fiber that is ready to be processed into products according to the creativity of business actors. Figure 1(g) shows ATBM technology that can be used to process pineapple fiber into woven products. The use of ATMB is very practical and certainly

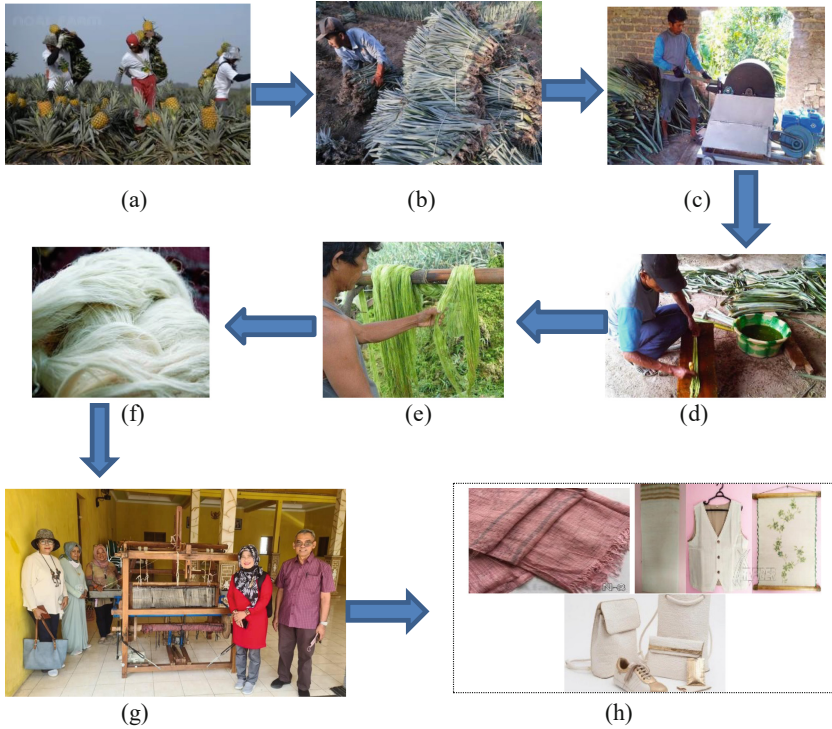


Fig. 1. The process of pineapple leaves into products

environmentally friendly because it does not use fuel that can leave residues that can damage the environment. The existence of ATBM has also been widely used in other areas. One of them is in Lombok, West Nusa Tenggara. The use of ATBM will further help maintain the quality of the fabric while maintaining the cultural values of the Indonesian nation. Figure 1(h) is a picture of pineapple fiber products. The product can be in the form of fashion or crafts. Fashion can be in the form of cloth and clothes, belts, bags, shoes, and so on. For handicraft products, it can be in the form of tissue holders, baskets with various models, and so on. These products are clearly of very high quality because the pineapple fiber material produced is not easily broken and can be used for a longer period of time. In addition, products that use pineapple fiber can still be developed more varied because the pineapple fiber material is very flexible.

The attendees were very enthusiastic to participate in this product development. With clear product description and guidance and companionship of knowledgeable parties, this has stimulated public interest to further develop pineapple trees in Karungan Plupuh village area, Sragen.

The speaker provided information on pineapple development, pineapple fiber product development and financial management training so that the pineapple fiber business could grow better with proper and proper management [3].

Pineapple seedling management document generally includes an overview of:

- Pineapple fiber has very high potential as an industrial raw material where Karungan Plupuh Village, Sragen has the opportunity to grow/use pineapple [4–6].
- Tillage includes preparation, clearing.
- Creating beds, liming and fertilizing.
- The planting system must be considered before planting.
- Pineapple plant maintenance including pembumbunan, fertilizing and basic monitoring, watering 1–2 times per week.
- Weeding, tilling and stimulating flowering with ethylene gas, calcium carbide and ethrel.
- Harvesting after the tree is 1–1.5 years old and mature leaves can be removed
- Harvesting pineapple is done in two ways, that is by hand (manual) or by peeling equipment.
- Provision of land for edutourism in Bahulak Market tourism village.
- Pineapple cultivation skills for Bahulak Market tourism education.
- Queen type pineapple planting.
- Maintenance handling
- Simplex pineapple plants.
- Post-harvest handling of pineapple plants.

General financial management records including an overview of:

- Village owned enterprises (BUMDes)
- Accounting and bookkeeping reports
- Financial statements, including semi-annual reports and annual report
- Basic Financial Statements of BUMDes
- Implementation of BUMDES Financial Management
- ATBM Educational Use of appropriate technology.
- Realization of Digital Marketing.
- Design innovation design development Park Management
- Improving the quality of Market Souvenir products Bahulak

Community Economic Empowerment Document provided by the President of the People's Economic Empowerment Institute (LPER) and usually includes an overview of how:

- Strengthen the capacity of the community to manage economic resources in order to achieve economic independence.
- Increase community competitiveness, productivity, and income.
- Cultivating entrepreneurship
- Reducing unemployment.
- Change your mind (mindset) towards more advanced.
- Enhancing the spirit of mutual cooperation.

Pineapple fiber product design and innovation documents typically include an overview of how:

- Products can be made from pineapple fiber materials.
- Using an ATBM.
- Targeting and marketing strategy for pineapple fiber products.

From this whole chain of activities, the Government of Karungan Plupuh Sragen has been following closely to create favorable conditions for the community, especially those related to the empowerment of land for pineapple cultivation and development of other products. Pineapple products. Thus, the overall goal of this enterprise can be achieved as end-to-end chain success in pineapple fiber management in Karungan Plupuh Village, Sragen Regency, Central Java province. In the period ahead, from this development activity it is expected to realize: one of pineapple cultivation agrotourism area in Bahulak Market BUMDes Karungan Mandiri, realization of BUMDes financial management, the realization of one (1) Bahulak Market ballet performance, website at BUMDes, and the realization of Edutourism for various kinds of products typical of the shoulder-to-shoulder market (tablecloths, wallets, bags, hats, small chairs, accessories).

4 Conclusion

From this activity, it can be concluded that the community still has a lot of potential around, especially in Karungan Plupuh village, Sragen Regency, which needs to be developed to get a lot of economic value. High economy. . However, existing conditions require the intervention of competent parties. One of them comes from academia, which involves creativity and innovation in product design. With this type of training activities, it is hoped that it can be a driving force for the development of variety and quality of products produced by MSMEs so that they can improve their living standards and economic level. Community. In this case, especially the development and management of pineapple fiber products to improve the living standards of people in Karungan Village, Plupuh, Sragen Regency.

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