



Community Empowerment Through Training on Making Healthy Food Creatively Presented as a Business Opportunity Effort for the Tutul Village Community

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Abstract. Community empowerment opens up opportunities for the community to take the initiative to start the process of social activities to improve the existing situation and conditions, including improving economic status. This activity aims to increase the community's ability to make creative and healthy food offerings as an effort to business opportunities. This was a community service activity in the form of providing training to 32 targets, namely prospective entrepreneurs and the implementation team for healthy village tasks in Tutul village, with the selection of participants carried out by purposive sampling. The training was carried out in 2 groups, namely training on making creative and healthy food and entrepreneurship training, which was carried out from July 04 to August 19, 2022. The results of the activity showed an increase in participants' understanding before and after the training. Statistical analysis showed a p-value of $< 0,05$ for the ability to serve healthy food creatively, and so did entrepreneurship training, which also obtained a p-value < 0.05 . Thus, the training affected the understanding of prospective entrepreneurs and the team implementing healthy village tasks in Tutul village. Based on the results, it is strongly recommended to make a follow-up training to foster enthusiasm for participants to open up healthy snack business opportunities as the capacity building for the economic community.

Keywords: Community Empowerment · Healthy food · Business opportunities

1 Introduction

Poverty has a strong connection to access to health services, which leads to difficulties accessing health services [1]. This condition requires improvement and can be done by directly involving the community in economic empowerment in strengthening public health services [2, 3].

Tutul village is known as a productive village and a digital village so that the community can develop its resources, including in the economic field. So far, the line of business that has been developed in Tutul Village is handicrafts. The economic condition of people in Tutul village tends to have a high spirit of mutual cooperation. The people and the

government have a strong relationship [4]. They also have high enthusiasm to change, so the impetus for economic improvement in Tutul village is a very good opportunity.

Based on the explanation above, an effort is needed to stimulate entrepreneurship so that entrepreneurial opportunities will grow. The Tutul village PPDM implementation team, in its activities in the third year, tried to carry out activities related to improving the economic sector in the form of community empowerment that led to creative economic abilities [5]. The activity is training in making a new healthy food for pregnant and lactating mothers, the elderly, people with chronic diseases, infants, toddlers, and school-age children. The activity was carried out through training producing and marketing assistance, and so did assistance in household company permit management.

2 Method

These activities were sequentially carried out as follows:

2.1 Preparation Stage

The activity was carried out with partners in Tutul Village, Balung Sub-District, Jember Regency. The training targeted prospective entrepreneurs in Tutul village and the task force group of 37 people.

2.2 Implementation Stage

The implementation stage includes a) Coordination of the PPDM implementation team, b) Coordination with the Village partners, c) Training in making healthy snacks and crackers, and d) Entrepreneurship training.

2.3 Evaluation Stage

The evaluation stage includes a) Evaluation of the activity process, done by evaluating in the form of the ongoing process of training activities, and b) Evaluation of activity results, done by evaluating in the form of a pretest and posttest on the achievement of the material presented by the experts.

3 Results

This training activity was carried out with a series of training for participants on how to make healthy food. The training was divided into two groups of information, namely: 1) making healthy food and 2) Entrepreneurship training.

3.1 Training on Making Healthy Food

The training activities were carried out with four meetings starting from July 7 to August 4, 2022. The stages of the meetings in training were in training one, discussing how to make food that can be consumed by pregnant women and breastfeeding mothers. Four types of menus were presented in a demonstration by the experts, namely making catfish nuggets, chlorophyll opak gapit, dragon fruit monde, and catfish sticks. During the activity, the participants' understanding showed an improvement, with the mean score before training of 61.70 and after training of 81.50 (P-Value = 0.042).

The second training was conducted to learn how to make additional food for infants, toddlers, and school-age children. The snacks taught were banana-flavored crackers, orange-flavored crackers, and banana pastry. The training participants were very enthusiastic about participating in the activities carried out. The results of this measurement showed a very significant increase in participants' understanding as a result of the second training, with a mean pretest of 59.10 and a posttest of 79.50 (P value = 0.001).

Furthermore, the third training carried out by the PPDM Team with Tutul village Partners was making additional food for people with chronic diseases. The types of food taught using this demonstration method included making pumpkin sticks, banana-flavored opak gapit, ginger-flavored tempeh potato crackers, and onion-flavored. In the evaluation that has been carried out in identifying the absorption of the material, the data obtained were the mean pretest of 60.10 and posttest of 79.40 (P value = 0.02). Therefore, it can be concluded that the participants' understanding increases after the training.

The PPDM implementation team also included topics related to the elderly in the fourth training. The material taught in the fourth training was making snacks for the elderly. An elderly group is a group that requires attention in terms of health, as well as related food. In this fourth training, the types of food taught were ginger-flavored soybean pie, onion-and-leaf-flavored carrot chips, and sweet potato cat tongue. The material was also submitted by directly demonstrating how to make the food. The PPDM implementation team also evaluated the participants regarding the material provided. The evaluation results were the mean of the pretest of 64.14 and the posttest of 80.31 (P value = 0.02). Based on these data, it can be said that this fourth training has an impact on increasing participants' understanding of making snacks for the elderly. The fourth training activities are shown in Fig. 1.

3.2 Entrepreneurship Training

The last training activity, held on August 18, 2022, or the fifth training was conducted with the theme "Coaching Clinic Tutul: Go Entrepreneurship" which was delivered by three experts with the material, namely business incubation, delivered by Dr. Haris Hermawan, MM; the material for product food costs was given by Astrid Maharani, SE., M. Account; and the third material on "AIDA" a powerful formula for increasing sales, was conveyed by Victor Wahanggara, M.Kom. Regarding changes in understanding before and after giving the information, it was found that the business incubation material had a pretest mean value of 62.21 and a posttest of 77.48 (P-value = 0.021), an understanding of product food costs, a pretest mean value of 63.10 and a posttest 79.40 (P value = 0.04),



Fig. 1. Training on Making Healthy Foods Presented Creatively



Fig. 2. Training Coaching in Tutul Village: Go Entrepreneurship

and an understanding of AIDA. The formula effectively increases sales; the average value obtained at the pretest is 61.34, and the posttest is 79.93 (P -value = 0.00). It can be said that the impact of this fifth training can improve understanding of business incubation material, product food costs, and “AIDA”, a powerful formula for increasing sales. Here are two pictures taken during training (Fig. 2).

4 Discussion

Community empowerment is an important effort to do to grow independence in helping themselves in adapting to any changes [6]. Community empowerment in the economic field is closely related to the health sector. People with good economic status have the opportunity to make better use of health services. According to research, community participation has been identified as a key component in strengthening democratic and people-centered primary health services [7].

Community empowerment activities by conducting training in making healthy and creative food have the aim of the business opportunities that will be carried out by the community with different characteristics from other snack businesses in the community.

Based on the concept, community empowerment has been developed in various programs and policies, including implementation. One of the goals of community empowerment is to be economically empowered as well as healthy [8].

Explanation [9] stated that in terms of food consumption, including snacks, people could choose various types on the market. Access to consumption has been expanded with the advent of digital marketing. This condition spurred producers to compete more tightly in attracting consumers.

Community activities to increase economic capacity can be built through effective communication to increase public insight into business opportunities [10]. Business opportunities in the economic field related to the health aspect are very promising business opportunities. The current condition of society tends to consumers who are selective in choosing food [11]. The increasing interest of the community in opening up business opportunities in the food sector generally aims to improve the economic status of the family. Requires synergy between business actors and policymakers to support achieving the planned business [12]. This explanation confirms that the community's motivation who wants to open up business opportunities in the snack food sector requires support from the local government. The support is in the form of training to strengthen competence in food production [13].

The specificity of the training held is that the community is trained to make creatively presented food. In addition, healthy food with creative serving has a relationship with pregnant women, breastfeeding mothers, infants, toddlers, school-aged children, the elderly, and people with chronic diseases. The types of snacks that will be produced are those the above groups can consume. This type of snack is expected to open up business opportunities in the snack food sector that will be noticed by the public [14]. It is considering that currently, there are a lot of snacks available in the community and have been socialized for a long time, while the healthy food that is creatively served for potential entrepreneurs in Tutul village is a new product, which takes time to be introduced to the public. However, the enthusiasm of prospective entrepreneurs in Tutul village can be said to be very good. It is proven that the trainees are very enthusiastic during the training process. In addition, it was found that understanding of the material increased significantly as a result of training activities in training 1, 2, 3, 4, and 5.

5 Conclusion

The training activities for making healthy food presented in Tutul village were carried out in 5 stages. They are food-making training for pregnant and lactating women, toddlers and school-age children, people with chronic diseases, the elderly, and entrepreneurs. Based on the evaluation during the training activities, it was found that the understanding of participants, namely prospective entrepreneurs and the implementation team, experienced an increase before and after the training. This activity has grown as a stimulus for the people of Tutul village to improve their abilities in entrepreneurship in the snack food business.

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