

The Role of *Karang Taruna* in Increasing the Economic Productivity of *Peuyeum* Industry in Bandung

Dudung Abdurrahman, Tia Yuliawati, Mochamad
Malik Akbar Rohandi
Faculty of Economics and Business
Universitas Islam Bandung
Bandung, Indonesia
tia.yuliawati@unisba.ac.id

Nadri Taja
Faculty of Tarbiyah and Teaching
Universitas Islam Bandung
Bandung, Indonesia

Abstract—This paper aimed to empower *Karang Taruna* to participate in *Peuyeum* Cimenyan business management in order to increase the economic productivity of *peuyeum* industry in Bandung. This paper uses participatory techniques through counseling and training methods. The participants in the counseling and training program were the member of *Karang Taruna* in Cimenyan District, Bandung City, which were spread in several areas, including: Babakan as many as 53 people, Lebak Gede as many as 80 people, and Cipaheut as many as 103 people. The results of this paper includes (1) increasing levels of *Karang Taruna* participation in *Peuyeum* Cimenyan business management; (2) establishing *Peuyeum* Cimenyan's business service center managed by *Karang Taruna* that helped MSMEs especially in online marketing and logistic areas.

Keywords—economic productivity; *Karang Taruna*; MSMEs

I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have an important role in the development of local economic activities and community empowerment. Bandung is one of the cities in West Java that has enormous economic potential. This can be seen from the high number of industries in Bandung. The industrial sector in Bandung makes a large contribution to the Gross Regional Domestic Product of Bandung City, besides that the industrial sector absorbs a very large number of workers so that it helps reduce unemployment.

One of the MSMEs that is often being a spotlight is MSMEs of *Peuyeum* Processing Industry in Bandung. *Peuyeum* is a typical food from Bandung made from fermented cassava. The famous *peuyeum* industrial center is located in Cimenyan District, Bandung. The potential of the region and the population in this place is very supportive as the main production place considering this business can be said as a business heritage that has been preserved for generations.

Based on BPS data in 2015, Cimenyan District has a land area of 760 Ha, harvested area of 498 Ha, production of 11,019 Ton, production power of cassava of 221.26 Kw / Ha as main *peuyeum* material. There are three regions in Cimenyan District which are known as *peuyeum* production sites, namely in the

Babakan area (RW 03), Lebak Gede (RW 04), and Cipaheut (RW 09). The number of workers in each MSMEs consists of 4-6 people with an average production capacity of 300-500 quintals per day.

The high economic potential of Cimenyan District, Bandung as a producer of *peuyeum* did not automatically escape several obstacles. One of the obstacles in the *peuyeum* industry, among others, is that the MSMEs have not been managed properly and regularly from managerial aspects. Based on the results of the initial survey, it was found that several other obstacles that hindered the growth of the *peuyeum* business include: (1) the lack of internet literacy, due to the low level of education of MSME actors, seen from the data showing that each elementary school (63%), junior high school (14%), and high school (23%), (2) the lack of future generations, (3) business that have not been well organized [1].

The journey of UMKM which has been running for almost a century is basically a relay of regeneration that comes from the youth, in this case it is known as *Karang Taruna*. Guidance and attention from various parties are expected to be able to overcome these problems regularly. The development of positive potential within themselves, such as interests, talents, and abilities, needs to be empowered to benefit the surrounding environment.

Empowerment has become an influential concept and theoretical framework for social policy and practice. Still, relatively little is known about the roles that empowerment plays in the ecology of human development, particularly among young people [2].

The performance of developing the productive economy of *Karang Taruna* to increase business opportunities and employment in rural areas needs to apply professional business management because the managers still have low business management knowledge and skills [3].

Karang Taruna as a forum for guidance occupies a strategic position to develop the potential of the surrounding community. Very relevant to government programs that seek to improve the social welfare of the community. *Karang Taruna*

has been proven to act pro-actively in providing active support to grow the economic business through a populist economic system called the productive economic business program. *Karang Taruna* Cimenyan helped the community to develop local products in their area, namely *Peuyeum*.

Organizing youth empowerment through productive economic business programs by *Karang Taruna* includes stages of awareness, planning, implementation and evaluation. The awareness stage includes discussion / sharing, opening up access to information and socialization. These activities are carried out to instill sensitivity and concern for themselves and the surrounding environment. The planning phase includes identifying needs and planning. This stage is done so that the program is arranged in accordance with the needs and can achieve the goals. The implementation phase includes skills development training and insight enhancers. The role of *Karang Taruna* is as a media campaign for productive businesses in the local area [4].

Empowerment of *Karang Taruna* can improve the economic welfare of the community and increase social awareness. At present, the social awareness of the youth towards the potential of the surrounding environment is relatively low. Therefore, guidance is needed for young people to be more concerned with the surrounding environment because the development and future of the nation is in the hands of the youth [5].

Youths could be a source of labor inputs as well as human capital in production, which would improve total factor productivity in a region of the world where capital formation is limited [6].

Karang Taruna as a forum for empowering the younger generation has a strategic position and is increasingly needed to answer the problems of unemployment and poverty, one of which is through the development of entrepreneurship. In order to form young entrepreneurs, certain business communication strategies are needed. An effective way of development is to involve the role of education, society, adults, and the entrepreneur community in this engagement strategy [7].

Based on the introduction described previously, it is known that the main problem of the *peuyeum* industrial center in Cimenyan District, Bandung is the low labor force participation rate at the age of 16-30 years, the low interest of young people to regenerate the *peuyeum* business, the young people do not optimize the potential of existing resources in its region, and the success of *Karang Taruna* in empowering youth through productive economic business programs has not been fully explored.

Therefore, specifically the formulation of the problem in this paper can be formulated as follows: "How to increase the participation of *Karang Taruna* in the business management of *peuyeum* industry in Bandung?"

II. METHOD

This paper uses participatory techniques through counseling and training methods. The participants in the counseling and training program were the member of *Karang Taruna* in

Cimenyan District, Bandung City, which were spread in several areas, including: Babakan as many as 53 people, Lebak Gede as many as 80 people, and Cipaheut as many as 103 people.

III. RESULTS AND DISCUSSION

A. Results

Increasing the participation of *Karang Taruna* in the business management of *peuyeum* industry in Bandung can be done through 2 (two) stages, including: (1) Training on creating an online marketing account and introducing logistics services, and (2) Establishing an organization of Business Service Centers. The discussion is as follows:

1) *Training on creating an online marketing account:* Based on the results of interviews with the business actors, it is known that the *peuyeum* business industry is still experiencing problems in the marketing aspect. Where the average *peuyeum* business actors is an elderly group that is less capable of using laptops and accessing the internet. The business actors experienced difficulties in following material due to lack of using laptops and access to internet technology well. Therefore, *Karang Taruna* organizations which in fact are young people can be empowered to help MSME of *peuyeum* Cimenyan in marketing online.

In the initial stage, online marketing training was provided to *Karang Taruna* organizations in Cimenyan District, Bandung City. The activity begins with demonstrations on how to access the site www.bukalapak.com as well as a demonstration of how to create an account on the site. Then *Karang Taruna* are taught how to fill in the identity of the account that was made, how to upload photos of the product and how to carry out buying and selling transactions using the account that has been owned on the site.

The product marketed online via www.bukalapak.com, which is currently managed by the *Karang Taruna*, is *peuyeum* and cassava chips (KRIPAS). *Peuyeum* product can be ordered through the *Bukalapak* website which can be accessed on the page as follows: <https://s.id/28BqX>. While the products of Cassava Chips (KRIPAS) can also be ordered through the *Bukalapak* website which can be accessed on the following page: <https://s.id/28BzY>.

This training ran smoothly where *Karang Taruna* had the skills to use laptops and access the internet very well. *Karang Taruna* can follow the material well and their abilities increase after training even now the online marketing accounts they manage run smoothly.

2) *Training on introducing logistics services:* Based on the results of interviews with *peuyeum* business actors, besides having problems in online marketing, they also claimed to have problems in product delivery by utilizing logistics services such as JNE, TIKI, J&T, etc.

Basically, the *peuyeum* business actors did not understand the procedure for shipping goods using the logistics services. They sometimes reject orders that come from other cities or

places that have a long distance because they think shipping the product will be very troublesome.

Therefore, it is necessary to introduce logistics services to *Karang Taruna* so that in the future they can help *peuyeum* Cimenyan business actors in terms of product delivery to destinations that are quite far away practically by utilizing logistics services such as JNE, TIKI, J&T, etc.

First, explain what logistics services companies currently exist, explain what criteria, benefits and service products are offered by each logistics service company. Next, explain the procedures for product delivery and estimated prices from the use of these logistics services. Then, an open discussion was held with *Karang Taruna* so that the training activities were active and informative.

Through this activity, it can be seen that the knowledge and abilities of *Karang Taruna* in utilizing logistical services after counseling and training have improved very well. In addition, the establishment of cooperative relations between the *Peuyeum* Cimenyan business actors and *Karang Taruna* with PT. Pos Indonesia. Where is PT. Pos Indonesia has assigned a special courier who is willing to pick up *peuyeum* products to Cimenyan District to then be sent or delivered to the recipient.

3) *Establishing an organization of business service centers*: The final activities is establishing *Peuyeum* Cimenyan's business service center managed by *Karang Taruna* that helped MSMEs especially in online marketing and logistic areas. Seeing the enthusiasm of the youth of *Karang Taruna* in participating in training and the establishment of a high-quality Business Service Center. This activity was considered to have increased the level of participation of youths in the Cimenyan District, Bandung City in the management of *peuyeum* business, among others, with evidence of the establishment of a Business Service Center and the active online marketing activities carried out by *Karang Taruna*. The establishment of the Business Service Center is expected to be a profit center for youth and reduce unemployment in the Cimenyan District, Bandung City.

B. Discussion

The training on creating an online marketing account and the introduction of logistic services to *Karang Taruna* has been going well and shows an increase in knowledge and awareness

of youths in participating in the management and development of the *peuyeum* industry.

The activity of establishing a Business Service Center managed by *Karang Taruna* was already well implemented. The management structure has been formed and until now the Business Service Center continues to be active in running online marketing for *peuyeum* Cimenyan products and Cassava Chips (Kripas) produced by MSME actors in Cimenyan District, Bandung City.

IV. CONCLUSION

The conclusion of this paper is that it shows significant progress in terms of increasing economic productivity created by *Karang Taruna*, where each individual of *Karang Taruna* members who actively makes sales gets income that continues to increase until now.

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