

Economic Empowerment of Pemuda Muhammadiyah Through Compost Manufacturing and Marketing Training

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Abstract

Organic waste in Karangklesem village, Kutasari, has not been utilized optimally so that it has economic value. Utilization of the most possible and low cost is by making compost. PCPM Karangklesem Kutasari Purbalingga took the initiative to take advantage of this potential by utilizing the potential of Pemuda Muhammadiyah members to make it economically valuable and beneficial for individuals and organizations. For the compost production process and its marketing, PCPM Karangklesem Kutasari Purbalingga does not yet have human resources who are experts in producing compost fertilizer, so this is a significant obstacle. By looking at the existing problems, it is necessary to increase the abilities and skills of Pemuda Muhammadiyah of the Karangklesem Kutasari Purbalingga in managing organic waste through Training on Making and Marketing of Compost Fertilizer so that it can become an economic resource for individuals and organizations. The results of the science and technology program for the community which was carried out with training activities on the manufacture and marketing of compost fertilizer for Pemuda Muhammadiyah Karangklesem Kutasari Purbalingga, namely providing outputs in the form of increasing the abilities and skills of Pemuda Muhammadiyah Karangklesem Kutasari Purbalingga in managing organic waste into compost and increasing marketing analysis abilities and forming businesses self-sufficient Pemuda Muhammadiyah Karangklesem Kutasari Purbalingga in utilizing the potential of organic waste to become compost.

Keywords: Compost, Marketing, Economic Value, Pemuda Muhammadiyah

1. INTRODUCTION

Organic waste is a gathering place for bacteria and micro-organisms. The presence of naturally occurring bacteria and micro-organisms must exist to break down these wastes naturally. Simple waste processing can start from collecting waste, sorting waste, chopping waste into smaller parts, to the active or passive decomposition process, so that it changes and has economic value for the surrounding community. The existence of benefits and economic benefits from waste processing is expected to help the growth of community enthusiasm to process their respective waste. (Taufikurahman, 2016).

Organic waste in the village of Karangklesem, Kutasari, Purbalingga, so far, has only been thrown away. The most feasible and low-cost economic use is to convert organic waste into compost. Compost is the result of partial/incomplete decomposition of a mixture of organic materials which can be artificially accelerated by a population of various kinds of microbes in warm, humid environmental conditions (Nugraha, et all., 2017). Compost is one of the organic fertilizers that is very useful for increasing agricultural production both in quality and quantity, as well as reducing environmental pollution. (Amiruddin, 2018) and has not been used optimally so that it has economic value. The most feasible and low-cost economic use is to convert organic waste into compost. Compost is the result of partial/incomplete decomposition of a mixture of organic materials which can be artificially accelerated by a population of various kinds of microbes in warm, humid environmental conditions (Nugraha, et all., 2017). Compost is one of the organic fertilizers that is very useful for increasing agricultural production both in quality and quantity, as well as reducing environmental pollution. (Amiruddin, 2018)

Organic fertilizers or compost have several advantages over inorganic fertilizers. These advantages include containing complete micro and macro nutrients even though the amount is small and can improve soil structure by loosening and increasing soil availability, increasing soil absorption of water and nutrients, improving the life of microorganisms in the soil by providing food for microorganisms and improve drainage and air conditioning in the soil. (Nugraha, et al., 2017).

Karangklesem Village is located in the Kutasari, Purbalingga, which is a fertile village with abundant water and most of its area is rice fields and plantations. The potential for organic waste in the form of leaves is quite a lot in Karangklesem Village and so far it has not been utilized optimally. PCPM Karangklesem Kutasari Purbalingga, which consists of Pemuda Muhammadiyah members, took the initiative to take advantage of the abundant potential of organic waste by utilizing the potential of Pemuda Muhammadiyah members to make it economically valuable and beneficial for individuals and organizations. However, PCPM Karangklesem Kutasari Purbalingga has problems related to the availability of human resources capable of utilizing the potential of organic waste to become compost. Likewise marketing constraints if able to produce compost, how to market compost products in today's online-based marketing era. Utilization of organic waste into compost fertilizer can be a source of income for PCPM Karangklesem members in order to increase the welfare of its members and become a source of driving force for the organization. Based on the description above, it is necessary to empower the economy of Pemuda Muhammadiyah members of the Karangklesem Kutasari through training in the manufacture and marketing of compost so that it has economic value and can improve the welfare of members and support organizational activities. Partners in this community service activity are PCPM Karangklesem, Kutasari Purbalingga. The location of the partner is only 15 km from Universitas Muhammadiyah Purwokerto so that this community service activity can run well and become a synergy between Universitas Muhammadiyah Purwokerto and Muhammadiyah organizations around the Universitas Muhammadiyah Purwokerto campus.

2. METHOD

Entrepreneurship is one of the efforts to empower the economy and strengthen the Pemuda Muhammadiyah organization. Compost making training and marketing analysis training seek to support and assist the entrepreneurial abilities of Pemuda Muhammadiyah members and PCPM Karangklesem Kutasari Purbalingga.

The implementation of community service activities will be carried out in the form of training. Partners, in this case the PCPM Karangklesem Kutasari Purbalingga, will coordinate and assign training participants, namely Pemuda Muhammadiyah members of Karangklesem Kutasari Purbalingga. The presenters of this training activity consist of practitioners who will discuss applicative techniques for making compost as well as academics who will discuss marketing materials. Evaluation of activities is carried out by measuring participant responses through questionnaires before and after training activities. The results of the evaluation will become an analysis tool for partners and further community service activities.

3. RESULT AND DISCUSSION

Implementation Community service activities in the form of training on composting and marketing began with remarks from the community service team and continued with remarks from the chairman of the Pemuda Muhammadiyah, Karangklesem, Purbalingga. Then the service team delivered material alternately in 2 sessions. The first material was about both conventional and digital marketing delivered by speakers from academia, then the second material was about composting by practitioners. The first session of explanation related to marketing systems,

marketing methods and platforms. This material is taken from several marketing books and supporting articles. The next material is the practice of making compost. In the material for composting, delivered by related practitioners, with the initial steps of selecting leaves suitable for compost raw materials, counting raw materials, mixing the required materials and storage. In this session the training participants directly practice the field accompanied and supervised by practitioners.



Figure 1. Marketing Materials



Figure 2. Practical material for making compost

4. CONCLUSION

Community service activities in the form of training in the manufacture and marketing of compost fertilizer provide benefits and outcomes for the environment and the Pemuda Muhammadiyah movement, including:

1. Improving the abilities and skills of Pemuda Muhammadiyah Karangklesem Kutasari Purbalingga in managing organic waste into compost.
2. Improving marketing analysis skills and forming an independent youth business Muhammadiyah Karangklesem Kutasari Purbalingga in utilizing the potential of organic waste to become compost
3. Utilization of leaf litter has productive value.

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