



# **Empowerment of Farmer Communities through Education and Training in the Diversification of Processed Glutinous Rice Products: (Economy Empowering in Ciamis Regency West Java)**

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## **ABSTRACT**

**Community empowerment becomes significant to do, considering the phenomenon of the Cinyasagvillage Communityare considered not to be able to empower it'sregion potential as a local potential with high economic value. This study aims to identify community empowerment programs to realize a resilient and competitive economy based on local potential. The research method used is the action research method. Based on the root of the problem and in accordance with the action research cycle consisting of design, action, observation and reflection. The results of this study indicate that education and training in the diversification of processed glutinous rice products can increase total turnover of production and increase economic income of the farming community. This study recommends that; to create a resilient and competitive economy based on local potential, the community needs to be empowered and equipped with knowledge management, abilities, skills, and entrepreneurial motivation. If, the production of "OpakMandiriCinyasag", wants to survive more in marketing, it can learn from Opak Oded small and medium enterprise in ConggeangSumedang by implementing Customer Relationship Management**

## **INTRODUCTION**

The effort to improve the industry of processing agricultural products have challenges and opportunities for the region and the community in order to increase economic growth and average of income distribution, it is necessary to look for the specific potential of each region. When the potential is known, it needs to be encouraged and developed. Cinyasag is one of the villages in Ciamis Regency, West Java Province, located in the northern region, bordering Kuningan District, and Majalengka, having a potential area for development based on agribusiness. Located at an altitude of 105 m to 500 m above sea level, the climate is rather wet

making it possible to develop commodities and diversify agribusiness-based food crops and horticulture. The area is 497 Ha. The population is 4,600 people, density is 1/1000 m. Located in the area of Ciamis Regency with 244,369 hectares. population of 1,774,032 people, growth rate of 0.84 percent per year (Munawar, at.al., 2017). The carrying capacity of a strategic geographical location has a quite positive impact on the development of various types of superior plants. Ciamis Regency has a mainstay area with superior products that are well known nationally and internationally, namely rice plants, one of its production centers is in Cinyasag, Panawangan District. Growing lowland rice is ingrained for most farmers in Indonesia. (BPS. Kab. Ciamis, 2018).



**Map of Indonesia**



**Map of West Java and Banten Indonesia**



**Map of West Java (after being separated from Banten)**



**Map of Ciamis regency (Cinyasag village of Panawangan district)**



**Entrance gate of the village Cinyasag village of Panawangan district Ciamis Regency**



**Public hall of Cinyasag Panawangan district Ciamis Regency**

**Figure 1: Location of Cinyasag village district of Panawangan Ciamis regency, West Java Indonesia**

Source: adapted from <https://www.google.com/search?safe=strict&biw>



**Figure 2: Farming area of Cinyasag potential rice production**

Sumber: <https://www.google.com/search?q=Persawahan+Cinyasag+Ciamis+Jabar&safe>

Most of the population's livelihoods are farming, therefore the agricultural sector contributes to the gross regional domestic product of food crops, fisheries, livestock and forestry.

One of the Medium-Term Development Plans (MTDP) for 2004-2019 is "Creating a resilient and competitive local and community economy based on local superior potentials". Other policies are stated in the Decree of the Regent of Ciamis No. 520 / Kpts.511-Huk / 2007 concerning the Establishment of the Ciamis Regency Agropolitan Area. Ciamis Regency agropolitan area is the northern region which includes 6 Districts (Cihaubeuti District, Lumbung District, Panjalu District, Panumbangan District, Sukamantri District and Panawangan District). The establishment of the center for the development of the area is carried out by considering the availability of supporting facilities and infrastructure. Agropolitan development centers can spur other villages to help developing the potential of their villages (Henriyani, 2017).

Agropolitan area development is a form of development that combines agricultural development (the rural base sector) with the industrial sector which has been centrally developed in urban areas, certainly this concept basically provides services in rural areas or in other terms used by Friedmann is "the city in a field". Farmers or villagers do not need to go to the city to get services, both in terms of services related to production and marketing issues as well as problems relating to social, cultural and daily needs. (Mahi, 2014): Programmed to expand the network in accordance with regional development demands, the Ciamis Regency agropolitan area has three priorities: First, areas with land designation that are important and vital for the economic development of the city / village. Second, the area which is domiciled as a service center for rural areas as a center of agricultural production, and third, the equal distribution of services in all rural areas. (Henriyani, 2017).

Apart from the government program being echoed, so far, the community knows that the glutinous rice production center in Ciamis Regency is only in the Pamarican District area. Despite of various fostering are more focused in various villages and sub-districts in west and south areas of Ciamis Regency. Less people know that there are also centers of glutinous rice production in Cinyasag Village, many farmers who cultivate glutinous rice, with many amounts of production, so there will be abundant glutinous rice during the harvest. This means that Cinyasag Village has the potential as an agro-industrial area whose its superior product should be developed.

Based on the results of the preliminary survey of Cinyasag Village farmers, so far from various experiences, glutinous rice can be processed into *opak*, *rangginang*, *boder*, *wajit*, *tapeketan*, and so on, only to the level of meeting family consumption, especially at the celebration event. Most people do not yet know if glutinous rice has high economic value potential. That is to be assumed because they have not been touched by the Agropolitan Development Program, as programmed by the Ciamis Regency Government.

Whereas there is other economic potential besides rice production, in Cinyasag Village on the main road as the main route connecting Tasikmalaya to Cirebon, then to Central Java to the east, via Kuningan and Cirebon. On the side of the road there are rows of restaurants as well as centers for the sale of various local food products, so the market opportunity is quite significant because it can be used as a promotional medium in marketing the processed glutinous rice

products that can be developed by this village. This has not been taken into consideration by regional government policies.



**Figure 2: Economic potential of Cinyasag village**

Source: research document (introduction study by 15 Sep 2019).

With this phenomenon, the opportunity for vertical diversification for the development of a variety of processed glutinous rice has good prospects for development in the District of Panawangan, especially Cinyasag Village. The village can be developed into an agro tourism area that can support the development of Ciamis Regency Agropolitan. From the existing phenomenon, it is interesting to study further the relationship between Community Empowerment and Economic strengthening and village Community Empowerment Program implemented in Cinyasag Village. From this fact, the statement of the problem in this study: How is the implementation of the program "Empowering Peasant Communities through Education and Training on Diversification of processed glutinous rice Products in the framework of Strengthening the Economy in Ciamis Regency, West Java"?

Based on the above problem formulation, then the purpose of this research is to analyze how Community Empowerment in supporting Economic Strengthening in Ciamis Regency is. This research is expected to be useful both academically and practically, namely:

1. Enlarging and developing the repertoire of knowledge, about empowering rural communities in full human development.
2. Contributing knowledge about the implementation of community development in general development and village development in particular. In addition, it is also useful as a reference for other researchers who will conduct similar studies.
3. Being input for the district government, Ciamis in formulating alternative policies, especially in encouraging and increasing community participation in the implementation of development, especially in the village community empowerment



program, so that more satisfying results can be obtained which can ultimately foster economic strengthening in Ciamis Regency.

## METHODOLOGY

Literature review and field survey about the phenomenon of the Cinyasag Village farming community were conducted. The action approach was also carried out based on the root of the problem and in accordance with the action research cycle which consists of design, action, observation and reflection.

The data collected in this study was first grouped and then processed manually, then translated with the appropriate analysis method. The analysis was carried out, to conclude the strategy of empowering Peasant Communities through the skills of *opakketan* entrepreneurs to be used to improve the knowledge and skills of processing *opak* sticky rice. This strategy will be carried out several cycles that gradually teach the steps to develop empowerment activities to increase entrepreneurship motivation.

## RESULTS AND DISCUSSION

### Farmer Community Empowerment Program

The term empowerment can be linked to the process of social, economic and political transformation (power). The concept of empowerment is basically an effort to make a fair and civilized atmosphere of humanity to become more structurally effective, both in the life of family, community, country, regional, international in the political, economic and others (Rosita. 2017). This case, Nill and C. Mindrum call capacity building as a term used to build a society through changes in itself, for example improving knowledge, skills, organizing programs and so on (Setiasih, at., Al. 2017).

Embodiment, as a process, by which people become strong enough to participate in various controls and be influent on events and institutions that affect their lives. This study is included in the area of human resource management studies (Mahino 2018). The scope of empowerment is not only at the individual level but also at the community level and its institutions, namely instilling institutions of cultural values such as hard work, openness and responsibility (Zakiyah, 2017).

Farmer empowerment is an activity that involves the participation and leadership of empowered farmer groups. Community empowerment is an effort to make people independent through the realization of the potential abilities they have. As for community empowerment, it always involves two interrelated groups, namely the community as the empowered party and the party that cares as the empowering party (Mardikanto, 2017).

The concept of empowerment can be understood in two contexts, namely: (1) Power in the decision-making process with an emphasis on the important role of the Peasant Community; (2) Empowerment in terms relating to the focus on the relationship between the empowerment of Peasant Communities and their effects on men in diverse societies. Kindervatter emphasizes the concept of empowerment as a process of giving strength in the form of education that aims to foster awareness and sensitivity to social, economic and political developments so that eventually they are able to improve and increase their position in society.

Community Empowerment of Women's farmers is an effort to reallocate power through changing social structures. The position of the Peasant Society will improve only when the Peasant Society can be independent and able to master the decisions related to its life.

The reality of injustice for the Peasant Women's Community starts from marginalization, God's creature number two, half price of men, as servants, dependent on men and even often treated harshly or as half slaves as if positioning Women as a second-class community group, which has an impact on reducing the rights of Peasant Communities including the right to education. The condition of Peasant Communities in Indonesia in the field of education is still relatively very low compared to men. The higher the level of education, the smaller the number of Peasant Communities that tasted it. For this reason, an empowerment effort is needed (Mardikanto, 2017).

Qudsiah and Gustiawati (2017) state that women have two functions, namely the function of *kodratiyyah* and *insaniyyah*. When a woman acts as a wife for her husband and mother for her children, at that time she is playing her *kodratiyyah* function.

There are two characteristics of empowering Peasant Communities, namely: (1) as a reflection of emancipatory interests that encourage communities to participate collectively in development. (2) as a process of involving individuals or communities in the process of enlightenment, collective awareness and organization so that they can participate. (Zakiyah, 2017).

Empowerment of Farming Communities, according to Ismah Salman, is one of the strategic ways to increase the potential of Farming Communities and enhance the role of Farming Communities in both the public and domestic domains. This can be done including by:

1. Dismantling the myth of the Peasant Society as a complement in the household. In ancient times, there was a strong assumption in the community that the Peasant Community was a *koncowingingking* (a friend behind) for the husband as well as the assumption of "*swarganunutnerakakatut*" (going to heaven, going to hell carried). The word *nunut* and *katut* in Javanese have a passive connotation and have no initiative, so that their fate is very dependent upon their husbands.
2. Giving a variety of skills to the Peasant Society can also be productive and does not depend their fate on men. Various skills can be taught, including: sewing, embroidery and entrepreneurship skills by making batik cloth and various types of food.
3. Providing the widest possible opportunity for the Peasant Community to be able to attend or take as much education as possible. This is necessary considering the strength of the community paradigm that the highest level of education of the Peasant Community will be returned to the kitchen anyway. This is what resulted in the still low (most) education for Peasant Communities (Sukino.2017).

The purpose of empowering the Peasant Community is to support and accelerate the achievement of quality of life and equal partners between men and the Peasant Society which are engaged in all fields or sectors. The success of empowering Peasant Communities is everyone's dream but to know success as a process, it can be seen from the indicators of the achievement of its success (Sanjaya, et., Al.2016). The indicators for empowering the Peasant Community are as follows:

1. There are adequate facilities to support the Peasant Society to take as much education as possible.
2. There is an increase in participation and enthusiasm of the Peasant Community to try to obtain and obtain education and teach themselves. The increasing number of Peasant Communities reaches higher education, so that the Peasant Communities have greater opportunities in developing careers as well as men.
3. There is an increase in the number of Peasant Communities in the legislative, executive and government institutions.
4. There is an increase in the involvement of Peasant Society activists in the education empowerment campaign towards Peasant Communities (EfriSyamsul et al, 2016).

However, more than that all is the creation of egalitarian mindset and paradigm. Peasant Communities must also be able to play an active role in several activities that are indeed proportional. If all of this has been realized, the Farming Society is truly empowered.

The concept used is community participation, by Adisasmita, defined as the involvement and involvement of community members in development, including activities in planning and implementing development programs. Besides, Adisasmita says the increase in community participation is one form of active social empowerment which orients the achievement of the results of development carried out in the community (rural). Community empowerment is an effort to use and manage rural community resources (HR) (Susetawan, at., Al. (2018). Based on the explanation above, it is necessary to provide guidance through various ways in developing the competency ability and the quality of human resources (HR), science, technology, and education. However, the competence of agro-industry actors will describe the skills, knowledge, behavior, personal characteristics and motivation that will correlate with success in running a business. All of this certainly requires the contribution of various stakeholders involved, including the government itself. Therefore, the factor of production of labor together with other factors of production, if used optimally will be able to increase production to the maximum because every use of productive labor can almost always increase production. Successful community empowerment needs to involve participation in all elements of society.

## **Management of Education and Training for Diversification of Processed Glutinous Rice Products**

### **Management of Education and Training:**

Education and training is the transfer of knowledge and skills from one person to another; Edwin, B. Flippo defines exercise is as an activity to improve the knowledge and skills of an employee in carrying out a particular job; According to Moekijat; there are 3 conditions that must be met so that an activity can be called an exercise, namely: (1) Exercise must help the community to increase its abilities; (2) Training must bring about changes in the habits of the community, including its attitude towards work, in applying information and knowledge to daily work; (3) Exercise must be related to a particular job (Ali Hasan, 2018).

Having regard to the provisions above, Training Management can be interpreted as training management which includes training planning, organizing, implementing, and evaluating. There are two benefits of training, namely: *First*, in terms of individuals: Adding insight, knowledge about the development of the industrial world and businesses both locally,

regionally and internationally; include: (1) adding insight into environmental developments that greatly affects life; (2) increasing knowledge in their area of work; (3) increasing skills in improving the performance of their duties; (4) improving communication skills between people; (5) increasing the ability to handle emotions; (6) increasing experience to start a business. *Second*, for organizations: (1) preparing officers to occupy positions higher than the current position. (2) Adjusting to change in the environment; (3) being the basis for further development; (4) increasing the ability to produce/productivity; (5) Improving the ability of organizations to improve performance (Wibowo, 2014).

The skill of processed glutinous rice products is really needed by the woman farmer community in Cinyasag Village, after the women know that glutinous rice has high economic value potential. However, they have not been touched by the education and training program in the diversification of the food processing industry from agricultural products (Village Role: Jamaludin, 2019).



**Figure 4: glutinous rice Potential**

Source: document of Tresna Bhakti learning enterprise group -PKBM 2019



**Figure 5: Learning enterprise group**

To add insight, it needs knowledge about the diversification of the food processing industry from agricultural products, for the community. For this reason, the Community Activity Center (PKBM) of Tresna Bhakti, Cinyasag Village, Panawangan District, Ciamis District, felt responsible. The education and training program were carried out in August-September 2018, by the Business Learning Group (KBU) with the support of the PKUR (People's Business Skills Improvement Program) Foundation for the Baetul Mal Foundation (YMB) BRI Branch of Ciamis (Peng PKBM-YTB: Asih, 2019).

The method used in this activity is counseling, training and assistance in making various kinds of food preparations from kanji flour, cassava flour, and yellow sweet potato flour. In conducting the training, the andragogy training methodology is used, which requires that the trainees be positioned as adults and encouraged to play an active role in each stage of the training. Both through the brain storming method regarding problems encountered and sharing method related to experiences among fellow trainees and also from the training facilitator. It is intended that trainees can see everything related to the problem being faced from a different perspective (Setiasih, at., Al. 2017).

Through the KBU program, their knowledge, skills and business attitudes are nurtured and developed, so that they are expected to have a livelihood as a source of income, as well as the KBU will provide an influence on the livelihood growth of the surrounding community. In other words KBU can be interpreted as an activity of learning citizens. The community catches up the



field of business by working, learning, and trying to get a livelihood as a decent source of income (KBU Management Program: Sukaenah, 2019).

### **Implementation of Education and Training Program:**

The education and training program "diversification of processed glutinous rice" was conducted from September 18, to November 3, 2018, followed by 21 people studying Business Study Groups (KBU) presenting speakers from the element of PERIDAG, entrepreneurial experts and elements of regional leadership. Broadly speaking the material provided is divided into three stages:

#### ***Material of Briefing:***

In this first stage, participants were given material: (1) insight, knowledge about the development of the industrial economy and business locally, regionally, and internationally; (2) knowledge in the field of industry and independent business based on agricultural products, (4) Processed agricultural production techniques focusing on processed rice (KBU Management Program: Sukaenah, 2019).



**Figure 5: presenter of short course material**



**Figure 6: members are doing the test**

Source: document of Tresna Bhakti learning enterprise group -PKBM 2019

#### ***Material and Practice of Diversification of Processed Glutinous Rice Products:***

The term "diversification" is defined as difference, classification, and diversification. This term is often found in the business world. In the economic field, diversification is associated with diversification of businesses to avoid dependence on the unity of products, services, and investments (Language Center Team, 2008).

Sari states that diversification is a form of corporate strategy that aims to increase profitability through increasing sales volume in the form of new products or new markets. Nijman and Wolk state that diversification as part of a product strategy is an expansion of the development of goods and services offered by companies, by adding new products. In this case, means adding numbers, colors, models, and sizes (Isyanti, M. & Lestari, 2014). In this context, diversification is an effort to find and develop new products or markets, or both, in order to pursue growth, increase sales, profitability, and flexibility.

This opinion, also supported by Hermawan, defines diversification as an effort to expand the types of goods to be sold and is a corporate strategy to increase market penetration. This is a business that is contrary to product specialization (Hermawan, 2016). Furthermore, Khamidi views "product" as a means of satisfying needs, something that can be offered to the market,

and can meet the needs and desires of consumers, both tangible and intangible, also constitute a tool to achieve company goals, namely to get the maximum profit (Hermawan, 2015).

From the above opinions, it is concluded that product diversification is one of the strategies applied to a company or business line to provide a variety of products including goods and services of various types, sizes, appearance, and uses and vary according to the desires and needs society also varies, so that it is expected to increase sales then achieve goals for the business itself.

Glutinous rice is the result of tribes of grass plants (poaceae). How to get it is same as ordinary rice after the fruiting plants are dried in the sun then peeled off. Then it is obtained the sticky rice (glutinous rice). Sticky rice contains a high gelatinous substance which causes if cooked to become sticky with one another. This gelatin is the same as that found in the starch. According to Prayitno, glutinous rice in scientific name is called *Oriza sativa* var *glutinosa* (Sumarni, 2015)

Sticky rice contains mainly starch component, amylopectin. Glutinous rice has a more fragile texture, large grain and white color (Darmajati, 1981 in Ridwan, 1994). The chemical structure of branched amylopectin causes a stronger shape and low amylose content and sticky rice tends to produce more brittle opak products. Amylose and amylopectin levels can be divided into waxy rice (glutinous rice) containing 1-2% amylose and non-waxy rice (low amylose 10-20%, moderate 20-25%, and high 25-30%) (Isyanti, M. & Lestari, N. 2014).



**Figure 5: glutinous rice in red and white types**

Source: document of Tresna Bhakti learning enterprise group -PKBM 2019

Sticky rice types are mostly developed in the Ciamis Regency area, especially in Cinyasag village. The plant is one of Indonesia's native grain crops which is quite productive so that it can be harvested throughout the season together with ordinary rice. The types of sticky rice that so far have been developed are local sticky rice, black sticky rice and white sticky rice. Both have different selling prices. Black sticky rice reaches Rp. 9000 per kilo gram, white sticky rice is between 20,000-30,000 per kilo gram. However, during harvest season which takes place in July-August, the price of local sticky rice decreases dramatically due to overproduction and unable to compete with imported sticky rice whose price can reach Rp. 5000 per kilo gram. Sticky rice (or glutinous rice), white, not transparent, all or almost all of its starch is amylopectin. Black sticky rice is a sticky version of black rice. (Village Role: Jamaludin, 2019).

Opak is one of the processed products from glutinous rice which is commonly consumed as a snack (snack food). According to Ridwan, opak is a kind of small food made from ingredients that contain quite high starch. In the process of making opak, the starch must undergo

gelatinization due to the addition of water and heating treatment of the dough formed. Setiawan explains that with the occurrence of the process, it is expected that at the time of roasting, a product that can expand will be produced (Isyanti, M. & Lestari, N. 2014).

The opak industry is one source of income for some people in West Java, especially, priangan areas, Bandung Garut, Tasikmalaya, Ciamis, and surrounding areas. In general, opaque processing is still done in a simple or traditional way. Like other products that are traditionally processed, opaque products are also faced with the problem of quality non-uniformity, such as lack of uniform taste, shape, color, texture, and shelf life. The opaque industry has good prospects if its quality can be improved. Factors affecting the quality of opaque include: raw materials used, additives, and processing technology (Isyanti, M. & Lestari, N. 2014).

Opak is the result of diversification of superior food preparations in an area of West Java so that it can be a proud souvenir, such as dodol durian from Kalimantan, durian tablet from Sumatra, apple chips from Malang, peuyeum from Bandung, candied carica from Wonosobo, gethuk trio from Magelang, dodol from arrowroot and so forth.

CinyasagOpak has been known for a long time, not only in the Archipelago, but also CinyasagOpak has ever traveled to Nederlan, when Mr.Uding Sutadi became the Ambassador in Nederlan at around 60s. CinyasagOpak also likes to be favored by Siliwangi Army since 50s related to the struggle to rescue PanjiSiliwangi precisely in CirikipCinyasag Village. On May 20, 1949 this village became the main base of the Siliwang Army. Since then Cinyasag Village has been visited by the soldiers every year and they stayed for 1 night, that Opak treat has become the strangeness of the entrants, but the activity continued until the New Order period was over. Reform until now is no longer exists. (Amen, 2019).

Cinyasag'sOpak is typical of two types of sweet and salty. Sweet opaque usually has a large size of about 15-20 cm, has a thickness between 0.5-1.0 cm. While salty opaque is rather small at around □ 8-10 cm, has a thickness of between 1.5 and 2.5 cm. The ratio of magnitude is almost 1: 3 (Role of the Village: Jamaludin, 2019).



**Figure 6: sweet Opaktypical of Cinyasag    Gambar 7: Salty Opaktypical of Cinyasag**

Source: Document of Cinyasag village 2019.

To develop food to be successful it must meet the following criteria: (1) the suitability of the food with the general tastes of Indonesians who like the taste of savory, salty, spicy and sweet, (2) the availability of food ingredients widely, (3) the ease of processing or cooking, (4) food endurance, (5) nutritional and health value, and (6) ease of marketing (Sancoko. 2015).

Diversification will succeed if it is supported by preservation technology as an effort to handle post-harvest food, either by simple to sophisticated technology. The purpose of preservation technology is to reduce damage to a food or food product so that it has several benefits such as: extending shelf life, facilitating storage and distribution, increasing economic value added (profit) and social value added (labor absorption), obtaining more attractive products (appearance, taste), encourage the growth of other non-agricultural industries that will support the agricultural industry (chemical industry, packaging material industry, canning industry, and others).

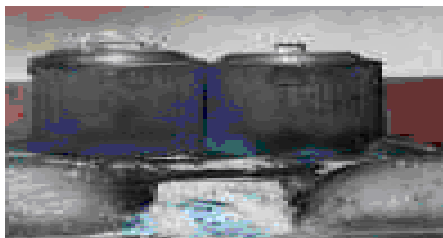
One application of glutinous food preservation technology as a diversification effort is to process it into other products such as: sweet opak, salty opak, rangginang, wajit, dodol, boder, sticky tape. Research related to sticky rice opak as conducted by Riauni&Susilawaty is developing the technology of sticky rice opak processing so that it becomes simpler and in a short time, where making salty sticky rice by steaming at 80 C for 15 minutes gives the highest value in the development volume, spread factors, taste, aroma, color, and crispness of sticky rice opak. The process of making sticky rice is done through several stages, namely: washing steps of sticky rice, soaking, draining, steaming I, mixing, steaming II, pounding, brewing, pounding, printing, drying, and roasting as for the flow chart for making opaque. (Isyanti, M. & Lestari, 2014).

Participants practiced the preparation of materials, steaming, guided by Ms. Nani, an expert from the Sumedang, and the collision was assisted by male participants. After that, it follows the practice of printing.



**Figure 9: preparing the materials before steaming**

After the material is prepared, steaming is done within a certain time, after which the collision process is assisted by male participants.



**Figure 10: the process of steaming and pounding**

The Opak result from the coronation is called Janggal (in Cinyasag terms), similar to Ulen in the term CinyasagAwug (KBU Prog Manager: Sukaenah, 2019). After that, Janggal was formed in the form of a circle similar to Bapia grains fromYogya. Janggal is ready to print.





**Figure 11: The process of Janggal forming**

During this time in Cinyasag, there were three ways of printing the term Cinyasag: (1) NeplakOpak (working directly by hand). (2) NgagerelengOpak (working with wooden shaking tools); (3) NgajokplokOpak, doing opak printing using a wooden clamp called Jajaplokby Cinyasagpeople, (similar to Egrol cake printing) (KBU Management Program: Sukaenah, 2019).



**(1) Neplak Opak**

**(2) Ngagereleng Opak**

**(3) Ngajaplok Opak**

**Figure 12: forming/printing Process of Janggal**

There are two forms of structuring/attachment activities in large sieves (Cinyasag term). Some do it directly after printing, attached/arranged in a sieve (by the printer itself) (1), and there is also an attachment of opak material resulted from the setting of another person, collected from the printer then pasted (2), and after that then the opak material is ready to be dried in the sun (KBU Management Program: Sukaenah, 2019).



**(1) printing the ordering immediately**

**(2) ordering specially (other people who printed)**

**(3) Opakready todry**

**Figure 13: process of sticking/ ordering to be dried**

There are two stages of drying the opak material: first, the first stage, after printing, is directly placed/arranged in a large sieve, and then ready to be dried (KBU Management Program: Sukaenah, 2019).





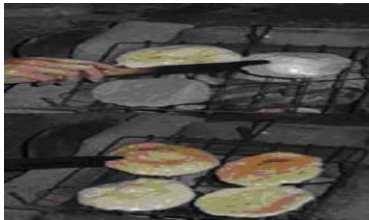
1) drying phase I



2) drying phase II



3) drying result ready to bake

**Figure 14: Process of drying**

1) Process of baking



2) Packaging



3) Opak are ready for marketing

**Gambar 15: Process of baking, packaging and ready for marketing**

During the training process, there was a positive response from the trainees, that they were very enthusiastic in learning. Industry and business actors gain a new perspective on the importance of entrepreneurial motivation and managerial skills. This training is expected to help the participants so that the business activity can continue (sustainability).

### ***Comparative Study of Processed Glutinous Rice Products:***

Comparative study activities (comparison study) are activities carried out by interest groups to visit or meet certain objects that have been prepared and take place in a relatively short time with the aim of comparing the conditions of objects that have already advanced, in order to have a positive effect, because by seeing and studying directly it will be more open insight and intellectual, so that in the future be able to apply the ideal concepts that have been learned in the field of study elsewhere with the conditions that exist in their own place (Setiasih, at., al. 2017). This event was held on September 30, 2018. Departing from Cinyasag at 07.00, arrived at Conggeang at 09. 25, right at the CongaengOpak Monument.



1) monument of OpakConggeang



2) the Groups arrive in Conggeang

**Figure 16: the group of comparative study arrived in Conggeang**

The target of the comparative study is Opak Oded ConggeangSumedang UKM located in Conggeang Hamlet RT 01 RW 02 No. 282 ConggeangWetan Village Conggeang District. Upon arrival at the location, we were kindly graciously provided a special room for meetings. For approximately 1 hour we were treated to insights, knowledge, experiences about the journey to develop an opak business. After that we were invited to see and watch the production process, starting printing, baking, packaging and marketing opak (KBU Management Program: Sukaenah, 2019)



**Figure 17: the group of comparative study arrived in Congeang**

In this third stage, participants were invited to a comparative study with the aim (1) to add insight about other places (2) to gain new experiences in other places. (3) to compare the place of origin with other places. (4) to add thinking horizons (KBU Management Program: Sukaenah, 2019).

Opak Oded Conggeang UKM Sumedang was started by Mr. H. DudangAdihana, around 1996. This business is located in Conggeang Hamlet RT 01 RW 02 No. 282 ConggeangWetan Village Conggeang District. Initially, H. DudangAdihana, S.E., only made a small business, by having three employees. H. Dudang began to make opak with an unusual taste. In marketing Oded Opak products, he applies the Customer Relationship Management (CRM) strategy. That is a strategy for managing the organization's relationships and interactions with customers and potential customers. CRM systems help companies stay connected with customers, streamline processes, and increase profitability, Implementation of Customer Relationship Management (CRM), At SME Opak "Oded" Sumedang to increase sales from an average of 500 packs per day to 1000 packs. Opak Oded ConggeangSumedang UKM truly inspired the thinking horizon, in order to develop the production of OpakMandiri which was born from the PKBM Business Learning

Group (KBU) Tresna Bhakti Cinyasang, which in turn could realize Economic Strengthening in Ciamis Regency, West Java (KBU Management Program: Sukaenah, 2019).

### **Impact of Community Empowerment on Economic Strengthening**

#### **Diversification Training Education: Increasing Total Turnover of Production:**

The success of empowering Peasant Communities is everyone's dream. However, to know success as a process, it can be seen from the indicators of the achievement of success Empowering farming communities, carried out to support and accelerate the achievement of quality of life and equal partners between men and farming communities engaged in all fields or sectors (Mardikanto, 2017). This is as Education and Training becomes significant to do in order to meet the changing demands of business and technology. That, related to the agro-industry diversification and development program in rural areas, is expected to be, income, quality of agricultural products and expansion of employment opportunities. Due to the surplus of labor in the agricultural sector and the high level of poverty it is expected to be overcome by the development of Agro-industry. For that matter, Wibowo believes that with the implementation of Dikat, it will be able to; (1) preparing power that has a broad horizon of thinking and berorientasi to the future; (2) being able to adjust to changes in the environment; (3) serving as a foundation for further development; (4) increasing the ability of institutions/businesses to improve performance and improve production/productivity ability (Wibowo, 2014).

The production of OpakMandiriCinyasag, before receiving training materials and the use of mechanical printing equipment, its employees used Gereleng, Jajaplok printing equipment to print 250 opak (25 packs), which were made from 30 kg of glutinous rice. The printing process takes up to 4 hours.

$$100 \text{ Kg} = 1200/120 \text{ Print 24 hours (3 days)}$$

After attending the training, they learned about the use of mechanical printing equipment, with the same basic ingredients and the same amount. The production time of opak printing is 2 hours faster compared to the use of traditional printing equipment (Jamaludin, 2019).

Production of OpakMandiriCinyasag, before receiving training materials and the use of mechanical printing equipment, used the Gereleng, Jajaplok printing equipment to print 6,000 opak (600 packs), which were made from 100 kg of glutinous rice. The printing process takes up to 16 hours.

After attending the training, they gained knowledge about the use of mechanical printing equipment, with the same basic ingredients and the same amount. The production time of opak printing was 8 hours faster compared to the use of traditional printing equipment. Meaning turnover increased 2-fold, faster than before (Jamaludin, 2019).

This shows that the use of mechanical equipment reduces the total operator effort and also increases total production. In terms of time open opportunities to open opportunities to increase production. However, increasing production with the use of new technology requires readiness of users to have knowledge and skills as well as business motivation. Motivation can grow when human needs are met.

### **Diversification Training Education: Increasing Economic Value Added:**

Diversification program is a corporate strategy that aims to increase profitability through increasing sales volume in the form of new products or new markets. Nijman and Wolk, diversification as part of a product strategy is the expansion of the development of goods and services offered by companies, by adding new products. In this case, means adding numbers, colors, models, and sizes (Isyanti, M. & Lestari, 2014).

In this context, diversification is an effort to find and develop new products or markets, or both, in order to pursue growth, increase sales, profitability, and flexibility. Relevant to the aim of this research, it is to find out how much added value, in the end can be an Economic Strengthening. The same thing happened in CinyasagOpakMandiri Production, before receiving training materials and the use of mechanical printing equipment, its employees print as many as 6,000opak (600 packs)Rp. 12,000 per package = Rp. 720,000 which is made from 100 kg glutinous rice. The printing process takes up to 16 hours (2 business days), Monthly profit of Rp. 3,162,833. After attending the training they got knowledge and skills, production with the same basic ingredients and the same amount. The production time was faster than 8 hours (1 working day), meaning that compared to the performance before attending the training, turnover increased 2-fold, with savings = Rp.7,590,800.34 per month (Jamaludin, 2019).

This shows that knowledge and skills can increase the added value of the economy. Efforts to increase the added value can be seen from the 2019 CinyasagOpakMandiri Production Development Estimation Business.

### **CONCLUSION**

Humans are given freedom to utilize and process natural resources in order to achieve the benefit and welfare of the people. People's cultivation and diversification of food preparations are carried out to support government policies in the development of the Agropolitan area, in order to create a resilient and competitive economy based on local potential. For this reason, people are required to have knowledge management, abilities, skills and entrepreneurial motivation. If, the production of "OpakMandiriCinyasag", wants to survive more can learn in the Opak Oded ConggeangSumedang UKM by implementing Customer Relationship Management (CRM).

### **Contribution / Originality**

This study is one of few studies which has been investigated by describing management of Empowering Peasant Communities through the training of the diversification of glutinous rice Opak Products. This study contributes first logical analysis that the society need to be empowered by equipping them with knowledges, competences, skills, and entrepreneur motivation management. If "Opak Mandiri Cinyasag" wants to be survive in the marketing, it can learn from Opak Oded small and medium enterprise in ConggeangSumedang by implementing Customer Relationship Management

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