



Workshop on Utilizing Local Potentials in Curugciung Village, Cikeusik District, Pandeglang Regency, Banten

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Abstrak

Salah satu tujuan kegiatan penelitian ini adalah untuk meningkatkan potensi yang terdapat dalam kegiatan usaha mikro pada masyarakat di salah satu desa kabupaten Pandeglang, Banten. Kurangnya pengetahuan dan keterampilan dalam mengikuti perkembangan zaman membuat Sebagian besar pelaku usaha tidak dapat bersaing di pasar yang potensial. Berdasarkan hal tersebut, maka dilakukanlah kegiatan sosialisasi dan pelatihan pengemasan produk bagi pelaku usaha yang menggunakan potensi lokal di Banten, khususnya di Kabupaten Pandeglang tepatnya Desa Curugciung. Hasil penelitian menunjukkan bahwa perkembangan pengetahuan dan keterampilan pengemasan oleh pelaku usaha pemanfaat potensi lokal yang meningkat cepat. Selain menjadi tantangan bagi dunia usaha juga menjadi peluang dan potensi yang sangat besar bagi peningkatan ekonomi dan bisnis. Pelaku usaha harus bisa mengikuti tren perubahan dengan memanfaatkan teknologi informasi untuk mendorong kegiatan bisnis sekaligus meningkatkan daya saing.

Kata kunci: *Potensi Lokal, Sosialisasi, Pelatihan Pengemasan.*

Abstract

One of the objectives of this research activity is to increase the potential contained in micro business activities in the community in one of the villages in Pandeglang district, Banten. Lack of knowledge and skills in keeping up with the times makes most business actors unable to compete in potential markets. Based on this, socialization activities and product packaging training were carried out for business actors who use local potential in Banten, especially in Pandeglang Regency, Curugciung Village to be precise. The results of the research show that the development of packaging knowledge and skills by business actors utilizing local potential is increasing rapidly. Apart from being a challenge for the business world, it is also a huge opportunity and potential for improving the economy and business.

Keywords: *Local Potential, Socialization, Packaging Training.*

Introduction

Curugciung Village is in the administrative area of Cikeusik District, Pandeglang Regency, Banten Province. Curugciung Village has an area of 3,850 Ha which is inhabited and consists of two Hamlet Heads, four RWs, and twelve RTs, as well as 900 Heads of Families (KK). The name of Curugciung Village comes from two words namely, curug and ciung. Etymologically, in Indonesian 'curug' means a high shower that flows downward. Because this area is a water area (Swamp).

Topographically, most of the villages have flat to hilly soil textures, located in areas



with an altitude of 5 meters to 100 meters above sea level. With a podsol soil type and neutral soil pH, the air temperature is between 26 degrees Celsius to 30 degrees Celsius and humidity is between 50% - 75% while the average rainfall is 255.28 mm per year. In 2023 the population density of the village is 2,389 people consisting of men and women. The education level of the people of Curugciung Village is relatively moderate - low, where most of the people graduate from elementary and junior high schools. The livelihoods of the people of Curugciung Village consist of small MSME farmers and traders.

The purpose of this research activity in general is to focus on increasing the knowledge of participants who incidentally are the people of Curugciung Village as business actors who take advantage of local potential to better understand how to use, process and package so that the product can be maximized and be able to have competitiveness in the market both regionally and regionally. as well as national. Next, the target of this activity is not limited to all village residents who wish to attend, but specifically aimed at local PKK women.

Implementation Method

The activity of utilizing local potential is carried out as effectively as possible with the title of Workshop which involves participants to participate in practicing socialization and training materials. The activity ran smoothly with a total of 74 participants participating. In its implementation, the community was very enthusiastic about participating in this event until the end, especially when practicing how to make getuk from cassava, the community looked so excited. However, the public was no less enthusiastic about listening to the presentation of material related to good and interesting packaging training. This activity involved the Village Head, Mrs. Lurah, and all residents of Curugciung Village from RW 01 to RW 04, and also involved and collaborated with several Lecturers in the Accounting Department. From this activity, it is hoped that the community can form MSMEs based on the village's local potential.

Table 1. Activity Stages

Step	Activity	Information
1.	Socialization of Local Potential	At this stage the community is given a basic understanding regarding the existence of local potential and opportunities that can be taken and developed.
2.	Utilization of Local Potential	Researchers together with the community as business actors develop and maximize the benefits of local potential in the form of cassava being an attractive getuk snack.
3.	Local Potential Product Packaging Training	The community is facilitated by training on how to package products properly and attractively in order to increase the economic value of the product and have strong competitiveness.

Result and Discussion

This community service activity with the theme Utilizing Local Potential of Curugciung Village was carried out in three (3) stages, with the following results:

Step 1

In the early stages of implementing community service, researchers and practitioners provide basic knowledge regarding local potential commodities that are available and can be developed by the local community. The provision of this socialization aims to instill community understanding in managing the resources found in the village in order to maximize the productivity of the community's economic activities.

A total of 74 socialization participants received material that was presented in a face-to-face and two-way interactive manner so that participants could fully understand the essence and processes that need to be carried out to take advantage of the local potential available in the local village.



Figure 1. Socialization of Local Potential

Step 2

At this stage, after the activity participants received material related to a basic understanding of the utilization of local potential, the activity organizers presented details on the process of making getuk as a product of utilizing local cassava products. Starting from the preparation of tools and materials, the process of making and presenting products from raw materials to ready-to-eat products.

After cleaning, cassava is ready to be processed together with other ingredients as a flavor enhancer and given a variety of special food coloring as an effort to differentiate the product so that it is more attractive and has special characteristics. Participants can also directly participate in the training process so that they can optimally implement the provision of utilizing local potential in the future.



Figure 2. Utilization of Local Potential

Step 3

In the final stage, after the participants fully understand and are able to implement the process of making getuk as a local potential utilization product in the form of cassava, they are given training in good and attractive product packaging as the final step before the product is fit for marketing.

Basically the village community is familiar with product packaging (packaging) but only in a simple way. This is evidenced by the use of makeshift packaging materials that seem less hygienic. Therefore, one of the community service series with the theme of exploiting local potentials wants to provide an understanding to the public that product packaging is crucial. Participants are provided with good and attractive product packaging facilities and training using appropriate materials so that the products to be marketed have higher economic value and have competitiveness to be marketed regionally and nationally.



Figure 3. Local Potential Product Packaging Training

Conclusion

Based on the results of community service activities that have been carried out in Curugciung Village, Pandeglang Regency, Banten with the theme Utilizing Local Potential for business actors, it can be concluded that: Socialization and training activities on Utilizing Local Potential are important and needed to be carried out.

Furthermore, this activity can make the community more skilled and maximal in processing village resources in the form of local potential for the productivity of the local community's economic activities. Finally, training on the utilization and development of local potential product packaging for business actors has a positive impact on business progress so that the product can have additional economic value and be able to compete in the market.

Seeing the benefits obtained from this socialization and training activity, it is suggested that the socialization and training activities on the utilization of local potential for local business actors need to be continued in a comprehensive manner with serious assistance. And if possible in a wider scope or more innovative product variations.

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