

RURAL INDUSTRIAL (KERUPUK BAWEL), AS A GATE OF COMMUNITY ECONOMIC GROWTH IN SAMBIREJO NGAWI VILLAGE IN SUPPORTING SDG'S 2030

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Abstract

Abstract—The uncertain state of the village economy in Indonesia has made people's livelihoods unstable, demanding that the community¹ be more creative in opening up businesses or opening up their own businesses to live their lives, so that unemployment does not increase. Indonesia famous as rich country in natural resources such as mining, agriculture, forests, spices and fisheries. Most people do not know so much effort that we can build by using creative ideas by utilizing the ingredients that are around us. Our main motivation for creating creative ideas that we will describe below is to help increase the income of surrounding communities with entrepreneurship training in the formation of creative industries related to food. So that the hope is that besides being able to improve the standard of living of the community in the academic community, it can also provide new jobs for the surrounding community. That reason is what underlies and encourages us to create this creative idea, so that finally it comes to our minds to create new product creations by utilizing the basic ingredients of Bawel fish skin. In realizing this program, we will also involve students who will later become mentors and assistants in the entrepreneurship training process. The creative industry that we make is related to food which makes Bawal fish skin as the main base material that will be processed into crackers and this business will be managed in a transparent and whole way for the surrounding community. It is hoped that the presence of the creative food industry based on Bawal fish skin can increase the income of the people in Sambirejo village, as the location of this industrial center.

Keywords

Industry, Rural, Crackers, Bawal

1. INTRODUCTION

Indonesia, especially Java, Sumatra, and Lampung, has undergone a change as an agricultural area. But now the stereotype has undergone many changes. These changes can be seen among others with the decline in yields in agriculture. This is influenced by several factors, among others, the narrowing of agricultural land caused by the transfer of land empowerment in non-agricultural fields, namely the construction of high-rise buildings and for other businesses such as industry, both small-scale industries to large-scale industries. Other influences such as reduced interest in young people especially as the next generation in agriculture. In general, young people in rural areas are not very interested in working in the agricultural sector. Youth in rural areas generally have their own various reasons, such as the relatively heavy field of work, the effectiveness of work depends on the season, uncertain income, relatively low income and uncertain (Fatimah, 2005: 2). So that in the minds of the young people there was an assumption that if it remained in agriculture, it would always be outdated, because jobs in the agricultural sector were identified with traditional, undeveloped communities. Coupled with the condition of the village which is still classified as not yet able to be said as a decent education village this is evidenced by the uneven distribution of education in the village of Sambirejo itself. Only 400 children from 1371

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Indonesia is a country that has a diversity of natural resources that can be utilized and processed into something of value for sale and in the end can be used as a source of income for the people. Our motivation is to create businesses that are engaged in non-agricultural fields which can be easily done in homes by rural communities. The country of Indonesia is in the process of leading the era of industrialization, an era that is seen as very important in the history of national culture because in this era Indonesia is expected to catch up with other countries so that they can live in equal terms with other developed countries. Strategic to spur the nation to achieve the ideals of independence to become a developed country.

Based on direct interviews conducted with the local government related to freshwater fishers, there are 3 types of fish that dominate in hatcheries and their sales, including Tilapia, Bawel and Patin. Where the three are sold more to fish food processing companies such as Aqua Farm, rather than being sold to the general public, because of the definite and clear market prices (Nugroho, 2017)

Therefore researchers try to realize this rural industry idea or idea that is expected to improve the economy of The Sambirejo Community and bring Indonesia to an advanced country by utilizing Bawel skin waste in the village, because there are companies that only take meat and their heads cause This fish skin is less valuable. In this case the pomfret skin will be processed into pomfret skin chips, and become the object of rural industry, especially for the village of Sabirejo Ngawi. Therefore the researchers poured their ideas or ideas in this paper entitled "Rural Industry (Kerupuk Bawel), As A Gateway To Community Economic Growth in Sambirejo Village Ngawi In Supporting SDG'S 2030". Thus, this paper will explain how rural industries can improve the economy of the community, what rural industries can be established in Sambirejo Village, and how the processing of rural industrial objects in the Sambirejo Village.

2. LITERATURE REVIEW

a) Industry

Industry has two meanings, the first can mean a set of similar companies. For example the cosmetics industry which means the set of companies producing cosmetic products. Second, the industry can also refer to an economic sector in which there are productive activities that process raw materials into finished goods or semi-finished goods. Economic development is economic growth followed by changes in the structure and pattern of economic activities.

According to (Kartasapoetra, 2000) Industry is an economic activity that processes raw materials, raw materials, intermediate goods and or finished goods into goods with a higher value of use, including industrial design activities and industrial engineering.

According to (Winardi 1998) Industry is a business for productive, especially in the field of production or certain companies that provide services such as transportation or development that uses capital or labor in a relatively large number.

b) Rural

According to (Law no. 22 of 1999) concerning regional government article I, what is meant by village is a legal community unit that has the authority to regulate and manage the interests of the local community based on local origins and customs recognized in the national government system and in the district . Rural areas are areas that have the main activities of

agriculture, including natural resource management, with the arrangement of functions of the area as a place of rural settlements, government services, social services, and economic activities.

According to (RH Unang Soenardjo 1984) a village is a community unit based on adat and customary law that resides in a certain area whose boundaries include strong and physical bonds, both because of descent and because they share political, economic interests, social and security, has a composition of management that is jointly elected, has a certain amount of wealth and has the right to organize their own household affairs.

Based on the explanation above, it can be drawn the understanding that the village is an area inhabited by a number of residents who know each other on the basis of kinship relations and / or political, economic, social and security interests which in their growth become customary law based communities to create an inner bond between each of its citizens, generally its citizens live from agriculture, have the right to regulate their own household, and administratively are under the regency / city administration.

c) Economic Growth

According to Prof. Simon Kuznets, defines economic growth as a long-term increase in the ability of a country to provide more and more types of economic goods to its population. This ability grows in accordance with technological progress, and institutional and ideological adjustments that are needed. This definition has 3 components: first, a nation's economic growth can be seen from the continually increasing inventory; second, advanced technology is a factor in economic growth which determines the degree of growth in the ability to supply various kinds of goods to the population; third, the use of technology widely and efficiently requires adjustments in the institutional and ideological fields so that the innovations produced by human sciences can be utilized appropriately (Jhingan, 2000: 57).

Economic growth is also related to the increase in per capita output. In this sense the theory must include theories about GDP growth and theories about population growth. Because only if these two aspects are explained, can the development of per capita output be explained. Then the third aspect is economic growth in a long-term perspective, namely if for a long period of time the per capita output shows an increasing tendency (Boediono, 1992: 1-2).

Based on the explanation above, it can be interpreted that economic growth is a process of increasing per capita output in the long term, where the emphasis is on three things, namely process, per capita output and long term. Economic growth is a "process" not an economic picture at a time. Here we see the dynamic aspects of an economy, namely seeing how an economy develops or changes over time. The pressure is on change or development itself.

d) SDG'S (Sustainable Development Goals)

SDG's (Sustainable Development Goals) is a sustainable development program in which there are 17 objectives with 169 targets measured in the specified time period. SDGs are a world development agenda that is sustainable for human health and the slowdown of the earth. SDG's was published on October 21, 2015 replacing the previous program namely MDG (Millennium Development Goals) as a joint development goal until 2030 agreed upon by various countries in the United Nations (UN) resolution forum.

e) Previous Opinions

Prof. Firmanzah, Ph.D Professor of Faculty of Economy University of Indonesia (2015) Said that 2015 was a year of transition from the end of the Millennium Development Goals (MDGs).

2016 is the first year of implementation of the Post-2015 world development agenda or what we know as the Sustainable Development Goals (SDGs).

The UN General Assembly on December 4, 2014 approved the Post-2015 world development agenda platform based on the Open Working Group's results on Sustainable Development Goals that will become world development targets and objectives until 2030. Initial discussions about the SDGs appeared at the 2012 Rio + 20 Summit in which 192 countries agreed to make the SDGs platform, among others, considering various aspects such as action oriented, implementable and universal.

That aspect still considers each country's conditions, measurable and easily communicated. The agenda of SDGs development is the sustainability of the MDGs which have made a number of very significant advances in the world. Even though it still leaves a number of challenges, the MDGs have been able to help many developing countries to be more prosperous and just.

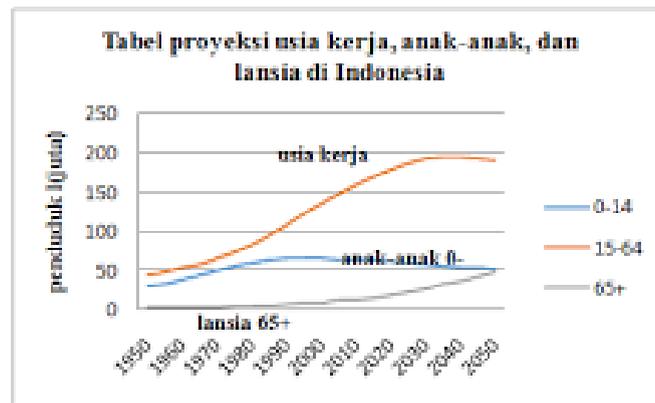
The MDG Declaration was signed in September 2000 by 147 countries at the Millennium Summit in New York. The MDGs contain eight development agendas, namely tackling poverty and hunger, achieving basic education for all, promoting gender equality and empowering women, reducing child mortality, improving maternal health, combating HIV / AIDS and malaria and other infectious diseases, ensuring environmental sustainability, and develop global partnerships for development.

MDGs have become an important reference for almost all countries in the world. Although it still leaves a number of records, significant progress towards achieving the MDGs development targets from 2000 to date has been made clear. The 2014 MDGs report by the United Nations states, if in 1990 almost half the population in developing countries lived below USD 1.25 / day, in 2010 the proportion dropped to only 22%. The decline in this proportion has also been able to produce no less than 700 million people from extreme poverty conditions (Prof. Firmanzah, Ph.D, Professor of Faculty of Economy University of Indonesia 2015).

3. CASE STUDY

1. Problem Identification

Indonesia is predicted to get a bonus in 2020-2030. The bonus is the Demographic Bonus, where the population with a very productive age is small while the young age is getting smaller and there is not much old age. Based on the explanation of Surya Chandra, member of the House of Representatives Commission IX, in the Seminar on population issues in Indonesia at the University of Indonesia's Medical Faculty that the number of labor force ages (15-64 years) in 2020-2030 will reach 70 percent, while the remaining 30 percent are residents unproductive (under 15 years and over 65 years). Judging from the number, the population of productive age reaches around 180 million, while non-productive is only 60 million. This demographic bonus will certainly have a socio-economic impact. One of them is causing a population dependence rate, namely the level of productive population that bears non-productive population (old age and children) will be very low, estimated at 44 per 100 productive population.



Sumber : LD FEUI (Sri Moertiningsih Adioetomo)

This is in line with the UN report, which states that compared to other Asian countries, the rate of dependence on Indonesia's population will continue to decline until 2020. Of course this is a blessing. The abundance of the working age population will benefit from the development side so that it can spur economic growth to a higher level. The break-even is increasing the welfare of society as a whole. But this blessing can turn into a disaster if this bonus is not prepared for his arrival. The most obvious problem is the availability of jobs.

Therefore, the author tries to provide a solution to increase and open jobs, especially for the people of Sambirejo Ngawi Village, by utilizing pomfret skin waste in the village.

2. System for Improving the Village Economy

With a combination of human resources and natural resources that are managed properly and systematically above, it is hoped that it can be one way to create jobs and improve the economy of the local community. In addition, the concept of orbit model (abidin, 2017) will be applied as a mediation for long-term development, namely a concept inspired by the concept of planetary orbit rotation, where later the Bawel Chips Industry will be the sun that gives its light to the surrounding community so that it can create jobs and opportunities new business. Where the mediation is through simple training and counseling. When the community is able to implement this, the future of Sambirejo village will become an example and can inspire other villages to participate in developing the Indonesian economy.

3. Industries that can be established

Development of rural industries is determined by various considerations such as location availability, resources and access. This is why not all industries are built in every village. The concept of rural industrialization was introduced as an alternative thinking to answer the needs of rural economic development. Rural industrialization is characterized by sensitivity to environmental management, labor intensive orientation and not capital intensive, medium technology use, and long-term oriented needs. The foundation of its development is based on a model of technology and knowledge transformation with the greatest use of local resources based on management by the community and village government. Rural industrialization often has two concepts that are conceptually different (Moehtadi quoted by Waluyo 2009). First, industry in rural areas (industry in rural areas), namely the construction of factories that take place in rural areas. If this understanding is taken, the countryside is only a vehicle for producing goods and services with other party investors who can come from outside the countryside. Second, industries that rely on the main strength in the form of resources in the countryside (industry of rural areas), both natural resources

and human resources. Referring to this understanding, industry is a force that comes from within the indigenous industry.

Industrial development in rural areas is related to the need for land. Land as the main object in regulating spatial use has a dual purpose, namely as an asset that has a sale value and land use for various purposes. In the economy, land and other production factors determine land use patterns (Reksohadiprojjo, 1997). Land use patterns cause changes in land function. Because rural areas are identical to the agricultural sector, the development of industries in rural areas requires and uses agricultural land as an industrial area. Changes in the function of land from agriculture to industry led to changes in the ownership and use of agricultural land. This in turn can affect agricultural activities in the countryside. Along with its influence on agricultural activities, industries in rural areas can become a sector for absorbing rural labor and become an opportunity for the community to take advantage of the situation of the presence of job seekers in rural areas which is then followed by the commercialization of land.

Sambirejo Village, located in Ngawi Regency has a large area of land and from that vast area is mostly fisheries, because fisheries are the economic support of most of the people in the village. Fisheries, which support the economy of most of the Sambirejo people, which are sold to a company that only takes meat and head, makes us look for ideas to use less valuable skin because it just goes away. It is our pleasure to make this fish skin as a delicious cracker combined with spices and herbs that we mix from the results of our own trials.

4. Management Objects of Bawal Crackers Industry

A. Operational Plan

1) Product Planning

The planned product is "Bawal Crackers" which has the main ingredients, namely Bawal fish skin. Below are the steps to making Honey Crackers:

- a. Providing fresh fish is taken only by the skin.
- b. After the skin is separated from the fish meat then dried.
- c. After drying, the skin is then cut to the desired size.
- d. Prepare spices to season the skin of pomfret which has been cleaned and cut.
- e. Prepare equipment and materials for frying skin that is ready for frying.
- f. Prepare the skin of pomfret which is ready to be put into the grilling pan.
- g. Frying pomfret skin.
- h. Fried skin has been drained
- i. Bring spices that will be sprinkled on the skin of fried fish.
- j. Sprinkle seasoning on fried fish skin.
- k. Add the seasoned crackers to the wrapper.
- l. The results after being put into plastic are ready to be sold or eaten





2) Marketing Strategy

Product marketing is carried out through two ways of promotion. First, the service is in the form of the making of Honey Crackers which can be seen directly by consumers. Whereas the second is the marketing system on media promotion carried out through the internet, social media, distribution of brochures, and flyers and installation of posters. The market analysis is as follows:

We entered the market as a market challenger in the Ngawi area, precisely in the village of Sambirejo at first. Of course to enter the market a technical marketing tool is needed to produce a positive response from consumers which includes 7P, namely product, price, place, promotion. people, processes, and physical evidence.

1. Product

We try to present something different from similar products that have been marketed in the category of crackers. A snack food product in the form of crackers made from pomfret skin

2. Price

The prices we offer are as follows Size A (Large) we give a price of IDR 17,500 For product development we will make several types of sizes again, for cheaper ones, and for automatic packaging or less volume.

3. Promotion

The first promotion will be done by giving a discount of 50% at the company's opening ceremony. The next promotion will be done by making brochures, posters, and social networking sites like FB, WA and creating special websites, and not forgetting to be active in activities such as bazaars.

4. Placement

The distribution system that we use is by way of safekeeping. That is by entrusting our products to snack stalls or snack stalls, as well as entrusting to the canteen or mini market and can also go to the place of sale of souvenirs around us, and open a special booth if there is a bazaar event.

5. People

The marketing target that we are targeting is the surrounding community and visitors from outside the area such as the guardian.

6. Process (Production Process)

This production process is done by hand by working with the surrounding community. So that it can improve employee skills, which aim to create or train the community in entrepreneurship, so that eventually the employees can process themselves or open their own businesses.

7. Physical Residence

The facilities that we use in the Bawel Crackers company are the first form of a real building and make a complex production in the village of Sambirejo like home.

B. Marketing Plan

A Good marketing needs to pay attention to several things including packaging, distribution, and promotion. The three components are the marketing mix. To get attractive packaging, it is necessary to read who the consumers are, so that color adjustments, and materials will be important to be a standard measure in determining the attractiveness of packaging. By packaging according to the target market, the packaging will get more attention from consumers. It is expected that packaging that is right, good, and attractive consumers will be interested and loyal to the products we offer. The second thing that is quite important to note is distribution. For product distribution, we can use freight forwarding services, in addition to saving small-scale purchases, with goods shipping services we can also market outside the area. But if we can ensure the market is fixed and relatively not far away and on a large scale, such as the center of souvenirs and so on, then the distribution using vehicles will be better to make savings. Product distribution at a number of outlet food stalls and others, is one of the efforts to accelerate the product to reach the target consumers. The third component is promotion, so the effort to expand market opportunities will be even greater if we are able to use promotional media well, effectively and efficiently. Some relatively inexpensive promotions are through social media such as Facebook, Instagram and so on. This kind of promotion besides being free, we can also cover a wider area. Promotion during certain events can also be a solution to speed up sales, namely at bazaars and others. Taking advantage of certain opportunities will be a profitable market opportunity.

The segmentation of the demographic scope of Ngawi district BPS Ngawi is as follows:

Population based on gender

Place	Male	Female
Tambak Boyo	4014	3954
Pakah	2513	2429
Kedungharjo	3001	2894
Sambirejo	3349	3318
Mantingan	3772	3734

Population Based on age

Age	Male	Female	Total
0-4	1071	997	2068
5-9	1477	1234	2711
10-14	1406	1331	2737
15-19	1549	1473	3022
20-24	1531	1489	3020
25-29	1368	1354	2722
30-34	1544	1472	3016
35-39	1423	1489	2912
40-44	1519	1464	2983
45-49	1395	1476	2871
50-54	1293	1398	2691
55-59	1173	1189	2362
60-64	1039	940	1979
65-69	700	755	1455
70-74	571	523	1094
75+	499	569	1098
Total	19.558	19.153	38.711

C. Financial Design

To start a business, both individuals and group businesses definitely need sufficient capital. Capital is an important factor in opening a business. The amount of capital depends on the type of business that will be built. Most people have difficulty in lending business capital, especially for people who are not going to start a business. It is very difficult to make loans through conventional channels such as banks without sufficient guarantees.

As students who have community service responsibilities, we have a solution to solve this problem, namely by lending to the Islamic Financial Services Cooperative established on our campus. We offer Islamic Financial Services Cooperative solutions to the community because the risk of loss is smaller and borrowing is also easy and detailed because it uses a sharia financial system, such as mudarabah, etc.

5. CONCLUSION

The uncertain state of the village economy in Indonesia has made people's livelihoods unstable, demanding that the community be more creative in opening up business fields or opening their own businesses to live their lives, so that unemployment does not increase. Most people do not know so much effort that we can build by using creative ideas by utilizing the ingredients that are around us.

Traditional industry is one of the best solutions to improve the economy of the community, because with rural industries it can provide decent and decaying jobs for the surrounding community, and even this rural industry can be established by utilizing what opportunities exist in the village, such as in the village of Smbirejo who have the opportunity to establish a pomegranate skin processing rural industry, because the majority of the sambirejo village people work in the fisheries sector in the village. With the support of good human resources and natural resources management, this potential can be used as a support for the economy and decent work for the community.

Based on the discussion, conclusions in this study, the researcher suggested the following:

1. For the Government

To facilitate the community in funding and provide entrepreneurship training for rural communities, and at the same time to help the community to read business opportunities that can be established in each village.

2. For the community

In order to be willing to read business opportunities and jointly in establishing rural industries, so that in a rural way the village community can progress and have a good economy and reduce economic inequality among them.

3. For Students / Students

In order to provide applicants to the village community who are not yet developed or whose economic level is far below the average, in order to provide employment and improve the level of the economy and assist Indonesia in welcoming the SDG, 2030.

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