

Community Empowerment Through Super Ganepo Umkm in Jorong Padang Kandi, Nagari VII Koto Talago, Guguak District, Lima Puluh District

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ABSTRACT

This research discusses "Community Empowerment through Super Ganepo UMKM in Jorong Padang Kandi, Nagari VII Koto Talago, Guguak District, Limapuluh Kota Regency". The aim of this research is to describe the role of Super Ganepo UMKM in the community economy and the forms of community empowerment that occur in Jorong Padang Kandi, Nagari VII Koto Talago, Guguak District, Limapuluh Kota Regency. The theory used in this research is Chambers' empowerment theory. The method used is a qualitative method, with data collection techniques of observation, interviews, literature study and documentation. The results of this research show that it started with the success of one of the people who tried to create a food called Ganepo. This success was well received by the community, whose presence is currently increasing through empowerment. Empowerment occurs not only from community to community but there is a role for the government in it, such as facilitating the business to become a Super Ganepo UMKM as well as providing training and providing tools to improve Super Ganepo UMKM. Currently, the existence of Super Ganepo UMKM has a very important role in the social and economic aspects of the community in Jorong Padang Kandi in facilitating interaction in the empowerment process, equality for each member of the group, reducing unemployment rates, providing employment opportunities and jobs in increasing community welfare and improving quality. society's life in a better direction.

Keywords: Super Ganepo, UMKM, Empowerment, Economi

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INTRODUCTION

Limapuluh Kota Regency is a district located in West Sumatra Province. One of its advantages is that it is found in its typical food preparations such as egg rendang, galamai, sanjai crackers, jangek crackers, and Ganepo. One of these special foods is in Jorong Padang Kandi, Nagari VII Koto Talago, Guguak District, Limapuluh Kota Regency. Padang Kandi, for example, is an area that utilizes natural resource processing as a means of livelihood for the community. Jorong Padang Kandi has a variety of natural resources such as sand mining and farming, which can be managed as a livelihood for the community. The

agricultural products of this region are used as a means of livelihood, such as processing cassava.

Based on initial observations, these cassava seeds were brought by a member of the community who had migrated from Dumai. The sweet potato is called pulut sweet potato, but the people in Jorong Padang Kandi gave it the name Dumai sweet potato because the sweet potato seeds were brought directly by a resident named Mrs. Yurnalis from Dumai. In 1988, one of the residents was inspired to make food from processed sweet potatoes which was then sold in stalls around Jorong Padang Kandi. The existence of processed foods made from sweet potatoes is well received by the public. After being introduced by one of the sweet potato processing communities, many people in Jorong Padang Kandi cultivated sweet potatoes and became producers of food processing businesses from sweet potatoes. Before the existence of this business, many people worked in the trade and gardening sectors. After the existence of this business, many people managed and made this business their main livelihood.

The increase in Ganepo business which has become the main livelihood of the community occurs through empowering people who already know about Ganepo to people who do not know about Ganepo. According to Suwatno (2011: 182), etymologically empowerment comes from the word power which means the ability to do something or the ability to act. According to Chambers in Zubaedi (2013: 21), empowerment is a concept of economic development in which there are community values to build a new paradigm in development.

There are various types of processed sweet potatoes including sarambalam, karakkaliang, sanjai and Ganepo. Ganepo is a traditional food made from sweet potatoes which are cut into cubes and then processed into chips which have a distinctive taste and are given a yellow color from spices with the main ingredient being turmeric. The Ganepo business in Jorong Padang Kandi is now increasingly developing into snacks and souvenirs and has become an MSME.

Micro, Small and Medium Enterprises (UMKM) are independent productive business units, carried out by individuals or business entities in all economic sectors (Tambunan, 2009: 16). The characteristics of UMKM are the factual characteristics or conditions inherent in the business activities and behavior of the entrepreneurs concerned in running their business. These characteristics are the distinguishing characteristics between business actors according to the scale of their business. According to Hanim (2018: 29) UMKM can be grouped into three types based on their workforce, namely: micro businesses with 10 employees, small businesses with 30 employees, and medium businesses with up to 300 employees. Ganepo's business in Jorong Padang Kandi includes UMKM micro type. Micro businesses are productive businesses owned by individuals or individual business entities that have the following criteria: have a net worth of at most Rp. 50,000,000 (fifty million rupiah) does not include land and buildings for business premises or has annual sales proceeds of a maximum of Rp. 300,000,000 (three hundred million rupiah) in law number 20 of 2008 concerning MSME businesses. UMKM

are aimed at increasing people's income, expanding employment opportunities, and creating prosperity for society.

In order for this business to develop, it received training from the Agricultural Product Processing Development Service and also took part in competitions, starting from that, this Ganepo business was included in the UMKM category because it met the UMKM criteria. After being included in the competition, the Super Ganepo UMKM in Jorong Padang Kandi continued to increase. This can be seen from changes in Ganepo production, which initially only produced 700 kg a week, now reaches 7 tons a week, which indirectly increases people's income.

Jorong Padang Kandi has a Ganepo business with various business brands resulting from group division. One of them is the Super Ganepo business which has a maximum of 20 businesses. The purpose of this group is to improve economic standards and to complement each other among members. Currently the Super Ganepo group in Jorong Padang Kandi runs a processing business with various brands, including Yanti Ganepo, Putri Yose, and others. Processed products include Ganepo, sanjai kerupuk, egg rendang, sarambalam, and so on.

The Ganepo business in Jorong Padang Kandi has an important role in the socio-economic life of the community. Ganepo business can be a source of income in the economic sector and can absorb labor, and can increase creativity to move forward. Ganepo's business is currently not only marketed in stalls, but also in various areas outside West Sumatra such as Riau, Riau Islands, Bengkulu and so on. Even overseas like Malaysia.

Based on the description above, it can be seen that it started with one of the people who used the processing of sweet potatoes into a food which was then well received by the community and is now growing rapidly and can be categorized as an MSME, and is used as the main source of income for the community. Based on this, the author is interested in research related to "community empowerment through Super Ganepo MSMEs in Jorong Padang Kandi, Guguk District, Limapuluh Kota Regency".

METHOD

This research uses qualitative methods. Qualitative research is an approach that emphasizes aspects of understanding in depth a problem rather than looking at the problem for general research. Qualitative methods are used to study an object to find its meaning (Sugiyono, 2013: 9). Qualitative research uses several methods for collecting data, including observation, interviews, documentation, and literature studies to collect data. Apart from that, in qualitative research there are data analysis techniques. Moleong (2001: 103) states that data analysis is an effort carried out by working with data, collecting data, separating data, looking for and finding patterns, finding things that are important and needed, and determining what can be told to other people. . The stages in data analysis are as follows:

1. Data Reduction

Data reduction is trying to make the results of data collection as complete as possible, and sorting them into certain concepts, or all the data obtained while

researching community empowerment through super ganepo UMKM in Jorong Padang (Burhan Bungin, 2003: 70). Data analysis was carried out by grouping research data into several groups, after which data analysis was carried out using the theoretical basis that the author used, and finally it was interpreted as a whole. This interpretation is carried out in two ways, namely emicly and ethically.

2. Data Presentation

After data reduction, the next step is to present the data to make it easier to understand the data obtained. In this research, the data that the author researched in Jorong Padang Kandi will be presented in narrative text form so that it can be understood.

3. Drawing conclusions

The third stage is drawing conclusions. Conclusions in qualitative research are in the form of new findings that did not previously exist, either in the form of a description or description of an object that was previously still subject to extended observation, correcting further data obtained from the results of researching community empowerment through Super Ganepo UMKM. If the data is declared credible, then conclusions are drawn from the research results.

FINDING AND DISCUSSION

4.1 Forms of Community Empowerment in the Development of Super Ganepo MSMEs in Jorong Padang Kandi

1. History of the development of UM KM Ganepo in Jorong Padang Kandi

Ganepo is a traditional food made from sweet potatoes which are cut into cubes and then processed into chips with a distinctive taste, given a yellow color from spices with the main ingredient being turmeric. Most people call them chopped chips, dakak-dakak, gubik petak-petak. However in Jorong Padang Kandi gave the name Ganepo.



Gambar 4.1. Ganepo
Dokumentasi: Puti Andini, Jorong Padang Kandi, 18 Maret 2024

Ganepo was first brought by a resident of Jorong Padang Kandi named Mrs. Yurnalis. Initially, Mrs. Yurnalis migrated to Dumai for 30 years, while there she tried to make processed cassava to be eaten as a snack for her family which was addictive when eaten. From then on, Mrs. Yurnalis took the initiative to try selling it in her hometown. In 1988 when she arrived in her hometown, she brought sticky cassava seeds from Dumai to be planted, and processed into food and tried to sell them at stalls around Jorong Padang Kandi. The community in Jorong Padang Kandi named it Dumai sweet potato because the cassava seeds were brought by a community member from Dumai. The existence of the processed cassava was well received by the community in Jorong Padang Kandi. After being introduced, many people cultivated and became producers of Ganepo food processing. Seeing the great interest of consumers, in 2000 the Ganepo business grew, many people cultivated cassava and became producers of cassava processing. This can be seen from the open nature of Mrs. Yurnalis who wants to share her knowledge with people who want to learn. As the business grows, the government also participates in developing the Ganepo business by accommodating the business into a micro-type UMKM.

Micro, Small and Medium Enterprises (UMKM) are independent productive business units, carried out by individuals or business entities in all economic sectors (Tambunan, 2009:16). Micro UMKM is a productive business owned by individuals or individual business entities with the criteria of having a maximum asset value of IDR 50,000,000 (five hundred million rupiah) or with annual sales results of IDR 300,000,000 (three hundred million rupiah) (Tambunan, 2009:16). In 2010, the government formed a Ganepo processing business group called Senior Ganepo with a maximum of 20 members with the aim of getting training and coaching and getting assistance from the government. The establishment of the group was included in a competition by winning first place at the provincial level. In 2012, the government re-formed the Ganepo business group named Super Ganepo.

This business group was also included in the competition and won first place at the provincial level. Since then, Ganepo's presence has expanded and consumers have also increased. However, currently, among the two business groups, many members have left the group because they want to stand alone. For example, the Senior Ganepo business group. In this group, it has been said that there are no more members and there is only one business, namely Ganepo 99. Unlike the Super Ganepo business group, in this business group there are still many members who remain such as Ganepo Putri Yose, Erna Ganepo, Yanti Ganepo, and so on. Based on the results of data in the field now, the number of Ganepo entrepreneurs in Jorong Padang Kandi is currently approximately 28 businesses with various business brands. In addition to Ganepo, they also produce balado chips, balado ganepo, karakkaliang, sarambalam, and also rendang when there is market demand. This was confirmed by Mrs. Kardayenti (58 years old) as one of the members of the Super Ganepo business. The process of making Ganepo is still done simply and traditionally, only the seasoning process uses a seasoning machine. The simple processing

starts from peeling the cassava from the skin, the cutting process, to the packaging, and the frying process still uses firewood so that the quality of Ganepo is maintained. Ganepo business in Jorong Padang Kandi has now become a new culture for its people, because the people in Jorong Padang Kandi have been able to create a knowledge of skills in making Ganepo business as their livelihood system. This can be seen from the fact that Ganepo business has been around for decades and is maintained by being passed down from generation to generation as a sustainable livelihood. Ganepo is also used as a snack and souvenir for the community.

2. Bottom-up and sustainable empowerment

Bottom-up empowerment is empowerment with a planning model that is carried out, where the community plays a greater role in conveying ideas, while the government is only responsible. According to Agustino (2008:156) the bottom-up approach is decisions made at the level of citizens or communities who experience the problems and issues they experience themselves. This also happened in the Padang Kandi community. Starting from one of the people trying to make snacks from cassava, the existence of processed foods developed until other people also processed them. In this process, of course, empowerment is needed. This empowerment starts from the community to the community.

Community empowerment through UMKM Super Ganepo is an activity carried out for the purpose of improving community welfare in improving the economy of the community in Jorong Padang Kandi. This activity is in the form of providing skills to people who want to learn about processing ganepo. Providing skills has an important role in community empowerment, with this activity, people who were initially powerless become empowered and can have the ability to process and develop the resources they have. The role of Super Ganepo UMKM can be seen from the benefits felt by the community to support their economy. Before the community knew how to make ganepo, the community was first taught by the person who first started the business. After getting used to it, other people started trying to make ganepo little by little, because the demand was good, the existence of ganepo was getting wider. The community that initially made the business a family system, now the community that is engaged in the ganepo business already has employees. In understanding the process of making ganepo, the community found it difficult and needed about 2 months to be able to make ganepo. Before starting the ganepo business, Mrs. Kardayenti was taught by the first person who started the ganepo business. In the manufacturing process, initially Mrs. Kardayenti experienced difficulties and needed quite a long time to be able to make it. After having the knowledge, she started a ganepo business and had 2 employees before the Super Ganepo UMKM group. Now she has entered the Super Ganepo UMKM group, making her business grow so that she has 6 employees, all of these employees are also taught by her, besides that she also teaches the community who were initially also employees at her place of business, because they already have knowledge and experience, these people start trying to create their own businesses. Based on the results of the interview above, it can be

concluded that before the formation of the UMKM group, Mrs. Yose initially had no experience in making ganepo learning from Mrs. Kardayenti, because the economy was not good, she was taught while working as an employee of Mrs. Kardayenti. In the process of providing skills, she felt it was difficult and it took about 1 month to be able to make ganepo.

The existence of ganepo began to spread, he tried to make his own business, now he has joined the UMKM group and has 7 employees, all of these employees were also taught by him because at that time they did not have experience and skills. Empowerment did not happen easily, the community experienced difficulties in the process of making ganepo. To develop experience and skills in making ganepo, the community spent approximately 2 months learning. For example, in the process of cutting sweet potatoes, the community had difficulty because the size had to be adjusted, the work took a long time, and their hands hurt. Empowerment does not only occur among people aged 40 years and over, but empowerment also occurs to the next generation (young people). In the past, people were only able to finish 50 kg of sweet potatoes in one day by working on one large bucket for approximately 2.5 hours, but now because people are used to it and have the skills, people can finish 200 kg of sweet potatoes in one day by working on one large bucket for 1.5 hours. This means that with this empowerment, people can be empowered and have the ability to process their potential.

Based on the empowerment theory according to Chambers in Zubaedi (2013: 21) that the concept of development with a community empowerment model is not only to meet the basic needs of the community but as a sustainable livelihood that aims for the growth of the local economy of the community. This can be seen in the Jorong Padang Kandi community who have been able to develop the resources they have for their survival. The resources they have are in the form of sweet potatoes which are processed into snacks through empowerment.

These empowerment activities occur from community to community in the form of providing skills in managing Ganepo businesses to meet their living needs. The empowerment that occurs in the community in Jorong Padang Kandi has developed as the main livelihood for improving their welfare. In this case, the purpose of empowerment carried out by the community, apart from primary needs/basic needs, also aims at other needs, such as the community in meeting their secondary needs which can build buildings, open land owned by people to be used as cassava fields, and so on.

The development of these resources, the community carries out an empowerment process that results in the powerless community becoming empowered in the skills they have. Empowerment activities occur from community to community in the form of providing skills. The provision of skills is in the form of teaching and instructing the powerless and unskilled community to be able to manage the Ganepo business, especially in the manufacturing process.

3. Empowerment from the government

Starting from community empowerment to the community, it resulted in the powerless becoming empowered. Over time, this empowerment has increased and expanded. This increase has made the government of Nagari VII Koto Talago participate in better improvements. The government participates in improving the ganepo business by accommodating the business into an UMKM. In addition, the Nagari government also provides skills in the form of training so that the Super Ganepo UMKM experiences an increase. Based on the results of the interview above, it can be concluded that to improve the Super Ganepo UMKM, the government plays an important role by providing packing training aimed at more appropriate packaging in a product that will be well protected so that when selling to shipping the product, its quality will be maintained, in addition, determining the right product packaging will increase consumer interest. The Nagari government also collaborates with the Cooperatives Service to provide marketing training related to the management of the necessary permits so that the market for UMKM products is wider. In addition, the Nagari government also invites UMKM groups to study the field to see other businesses that aim to inspire them in trying. the government empowerment process in the process of making ganepo does not participate, but what the government does is only provide assistance to UMKM groups. This aims to support the improvement of the group. The assistance is in the form of a cement mixer vehicle that can be used to carry ready-to-harvest cassava, a selare machine for packaging, a seasoning machine to facilitate the community in the seasoning process which was initially still done traditionally. In addition, there is a cassava cutting machine, but the community does not use the tool because the cassava produced is broken, making the results of the ganepo not good.

Initially, the community found it difficult to make ganepo. The difficulties felt by the community varied from cutting, packaging and other difficulties. It looks easy but this process requires special skills because if you can't process it, the results will not be as desired. Therefore, there needs to be empowerment that teaches the manufacturing process so that it produces ganepo with good quality. In addition, to support the increase in Ganepo businesses, the Nagari government also participates by accommodating these businesses to become UMKM and also providing training to UMKM actors.

In accordance with the empowerment theory according to Chambers in Zubaedi (2013: 21) that empowerment is a concept of economic development in which there are community values to build a new paradigm. The community in Jorong Padang Kandi who are trying to build a new paradigm for their survival. The new paradigm is in the form of creating and developing the Ganepo business as their livelihood. Apart from the community, the government also plays a role in improving the business by providing training related to packing and providing assistance in the form of tools in the sustainability of the Ganepo business. So the empowerment carried out by the government here is only as a supporter.

4. Empowerment Process of Making Ganepo

The process of making ganepo requires special skills, because if you can't process it, the desired results will not be good. Therefore, there needs to be empowerment in the process of making ganepo carried out by the community. The process goes through several steps as follows:

- a. Peeling the skin of the sweet potato
- b. Peeling the slime of the sweet potato
- c. Cutting the sweet potato
- d. Frying the sweet potato
- e. Seasoning the sweet potato
- f. Packaging the sweet potato

4.2 The Role of Super Ganepo UMKM in the Community Economy

UMKM have a very important role in creating jobs, increasing income, creating economic growth, improving community welfare, and reducing unemployment. The role of empowerment that occurs has an impact on social and economic aspects. MSMEs have a social role in facilitating the community in the sustainability of the empowerment that occurs. The economic role of UMKM Super Ganepo is:

1. Improving the economy

UMKM Super Ganepo greatly helps improve the community's economy. The people of Jorong Padang Kandi at that time had a lower middle economy, with the presence of UMKM Super Ganepo, the community's income which was initially low, is now much better. UMKM Super Ganepo is able to provide a source of income for the community in Jorong Padang Kandi which aims to improve the welfare of the community and is used as the main and sustainable livelihood by the community.

2. Reducing unemployment

The role of UMKM that can be seen here is inviting and teaching the community in Jorong Padang Kandi who do not have jobs to start pursuing the Ganepo business, either as employees or opening their own businesses. This teaching occurs through interaction between communities and socialization held by the UMKM. So the word unemployment in Jorong Padang Kandi can be said to have been resolved because people can work as craftsmen in the Ganepo business or become laborers in the production process. The existence of Super Ganepo UMKM provides a very big opportunity for people to improve their quality of life.

3. Opening up new job opportunities and employment

Opportunities UMKM Super Ganepo can open up new, wider job opportunities and promising job opportunities for the community, especially in Jorong Padang Kandi to help them meet their needs for a better life. In other words, the existence of Super Ganepo UMKM means that people have additional jobs to help them meet their needs and increase their income from before.

CONCLUSION

It started with a community member who tried to make snacks from sweet potato as the basic ingredient, then tried to sell it in a stall around Jorong Padang Kandi. The food was named Ganepo. Ganepo is a traditional food made from sweet potato as the basic ingredient which is cut into squares and then processed into chips that have a distinctive taste and then given a yellow color from spices with the main ingredient being turmeric.

The existence of this food is well received by the community, so that many people also participate in managing the ganepo business because of the benefits obtained. This is due to the open nature of one of the communities to empower the abilities they have to other communities, especially in Jorong Padang Kandi. As it develops, the government accommodates the ganepo business into a micro-type UMKM by creating a group called UMKM Super Ganepo. Currently, the existence of UMKM Super Ganepo has an important role in the social and economic life of the community, such as in social life, making it easier for people to interact in carrying out the empowerment process and creating equality for each community that joins the group. In addition, before the existence of UMKM, the economy of the community in Jorong Padang Kandi was unstable, to meet daily needs were not met due to lack of income.

UMKM Super Ganepo also plays a role in reducing unemployment, because on average the community can work in the ganepo business. In addition, UMKM Super Ganepo also plays a role in providing job opportunities and employment in improving community welfare. To achieve these activities, of course, community empowerment is needed. The empowerment begins from the community to the community in providing skills related to the process of making ganepo, with these activities the community that was initially powerless becomes empowered and can have the ability to process and develop the resources they have for their survival. Over time the empowerment that occurs is increasing and expanding. The government also participates by providing skills in the form of packing training, in addition the government also provides assistance with tools to UMKM actors for improvement.

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