



Community Empowerment by Utilizing Waste into Plastic Flower Crafts at Sidowaras, Bumi Ratu Nuban Central Lampung

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Abstract	Article Info
<p>Located in the lowlands, Sisowaras Village, Bumi Ratu Nuban Subdistrict, has many livelihoods as farmers, where the majority of the population grows rice in the fields. Apart from farmers, there are also many other livelihoods such as traders, livestock breeders, builders, educators and government employees. However, there are still many young people in the Sidowaras village who do not have a livelihood and lack of creativity, so the purpose of this service is to empower the community in utilizing waste into plastic flower crafts. The service method uses the Asset Based Community Development (ABCD) approach by involving members of the Sidowaras village community, Bumi Ratu Nuban District. . The results of this service are community empowerment in terms of utilizing waste into flower crafts and Capacity Building in the Creative Economy Sector for the Sidowaras community through the use of waste into plastic flowers which can increase capacity in terms of creativity of the Sidowaras village community in terms of creative industries that can develop creativity in terms of the economy.</p>	<p>Article History <i>Received :</i> <i>October 30 2021</i> <i>Revised :</i> <i>November 08, 2021</i> <i>Accepted :</i> <i>November 17, 2021</i></p> <p>Keywords: <i>Community Empowerment, Waste Utilization, Plastic Flowers</i></p>
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INTRODUCTION

The condition of the Assisted Subjects currently should be good. In Sidowaras Village, in terms of the economy, the community is already prosperous, because in the village there is a youth community called "Duta Persada" whose activities are recycling plastic waste into products that have a high selling value, but in terms of marketing, it is quite inadequate. In addition, in Sidowaras Village, there are still shortcomings in the fields of religion, education, facilities and infrastructure. Lack of current conditions of assisted subjects are:

1. Marketing of recycled products is not good.
2. Risma activities that have not been going well.
3. There are no study groups for children.
4. There are still many bad roads, and a lack of places for recreation such as the

Kampung park.

The lack of order in Risma's activities in Sidowaras Village causes a decrease in youth awareness in matters of religion. With Risma's activities in Sidowaras Village, it is hoped that it will be able to foster adolescent concern in matters of religion so that it can improve the quality of personality, character and morals of teenagers.

The lack of study groups in Sidowaras Village causes a lack of knowledge gained by the children because they only get knowledge from formal schools and the children's lack of

creativity in cultural issues in Sidowaras Village. With cadre training, village youth can form working groups for children.

The lack of facilities and infrastructure in Sidowaras Village, such as the inadequate village park, causes residents to have to leave the village to find a place for vacation.

assistance to the people of Kampung Sidowaras, of course the Assistance Team has a Vision and Mission so that what is expected can be achieved. For Sidowaras Village, the Assistance Team has a mission:groups

1. Marketing products from youthcan run well.
2. Print the next generation with Islamic character.
3. Increase youth awareness in terms of religious activities.
4. Optimizing education in society.
5. Having alternative recreational facilities

METHODS

This research used Asset Based Community Development (ABCD) mentoring approach. ABCD is a community development approach by prioritizing the utilization of existing assets and potential. To realize the success of the work program that has been planned, the authors make observations first to Kampung Sidowaras. The author made observations from hamlet to hamlet to identify the problems found in Kampung Sidowaras. In addition to observations, the author also asked for help from the village officials or the village head, along with the Sidowaras staff to get more information. In addition, the author also conducted interviews with the people of Kampung Sidowaras. Administratively, Sidowaras Village is one of 10 villages in the Bumi Ratu Nuban sub-district, Central Lampung. Sidowaras Village is located 8.2 KM from Bumi Ratu Nuban District to the west. The steps taken in this service include:

Preparing

The research team inviting fellow lecturers in the Ma'arif NU Islamic Institute (IAIMNU) Metro Lampung by presenting resource persons who are experienced in community service activities. As a result of this activity, the research team followed up on the results of the discussion obtained.

Participatory Program

Communication activities design implementation Activities and Community Assistance training activities in the utilization of waste into plastic flower crafts.

Implementing

Implementation of research-based community service activities "), Community assistance in the utilization of waste into plastic flower crafts. ". The training was attended by 60 members of the Sidowaras Batanghari Nuban village community. After the training, the researchers formed a business group in the packaging field with paper bags. The formed business groups are provided with assistance in marketing strategies. The marketing strategy is considered important by small industries as an effort to introduce products to the public (consumers), and to find consumers themselves so that in this service the community is truly empowered. Some of the strategies that can be carried out include collaborating with marketing companies, namely the Nahdlatut Tujjar Multipurpose Cooperative (KSU) (IAIMNU Metro Lampung), promotion through social media such as Facebook, Youtube, and Instagram, and the creation of an online store in E-Commerce.

Evaluating

In this activity, the research team evaluates the performance of research-based community service in the form of workshops and training. In addition to evaluating, researchers continue to provide assistance to the Sidowaras village community.

RESULT AND DISCUSSION

In community empowerment, the author provides insight into creativity in making decorative flowers from plastic. In Sidowaras Village, economic activity is good, in terms of entrepreneurship, there is already a youth group "Duta Persada" which has handicraft products,

namely recycling used aqua glass. However, it has problems in terms of marketing. Therefore the author helps product marketing through online marketing. The people of Kampung Sidowaras in terms of infrastructure are quite good, but these facilities, in the field of recreation such as the Sidowaras Village Park are inadequate. Therefore, the author collaborates with youth youth organizations and local residents, making Taman Kampung in front of the Sidowaras Village Field. With the creation of a village park, the residents of Sidowaras Village will love the environment more. We, together with youth youth organizations, and several residents of Sidowaras Village, made a plastic flower garden for people to take selfies with.

Location of Community Service in Sidowaras Village, Bumi Ratu Nuban, Central Lampung

Figure 1: Location of Community Service

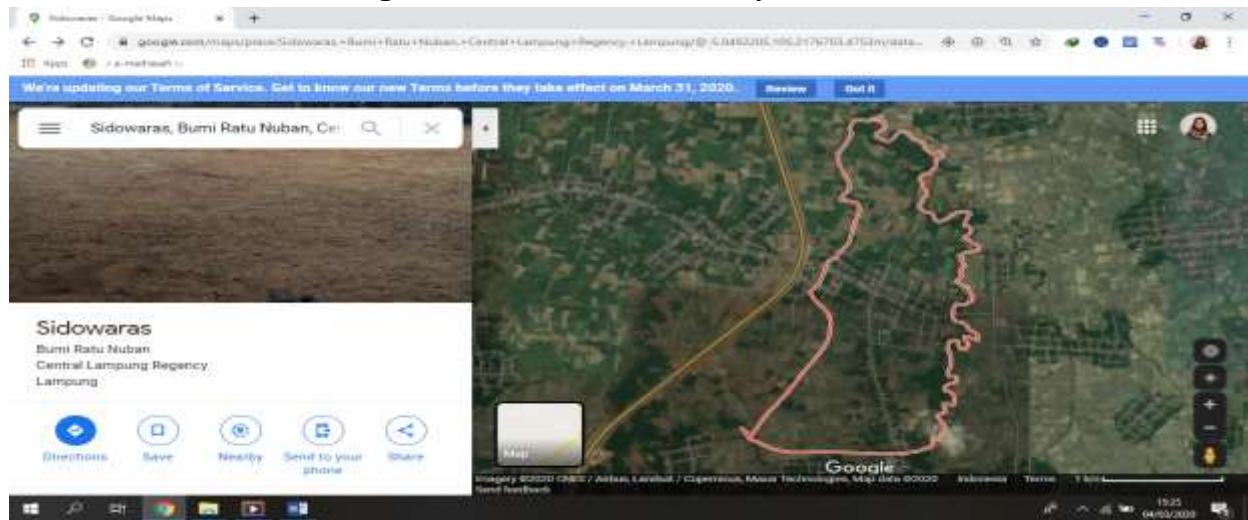


Figure 2. Training on the use of Waste into Decorative Plastic Flowers



Figure 3: Training Waste into decorative plastic flowers



Driving factors for the program run by the author is expected to be in accordance with the target, so that problems What happened in Sidowaras Village got a solution other than that it could help the Sidowaras Village community to be more advanced and prosperous both in terms of religion and economy.

Such as RISMA activities which are expected to run regularly so that young people get additional religious knowledge properly so that they can form an Islamic personality. While the POKJAR activities are expected to help children add knowledge and culture in the community, in the economic field it is expected to help the community to be more creative in using used goods so that they become people's income.

Program Barriers Constraints in implementing programs in the field of RISMA are from village youth who find it difficult to gather and discuss together in RISMA activities that will take place. Furthermore, in the POKJAR formation activity that took place in Sidowaras Village, it was difficult for the village children to participate in the activity because they were used to playing after school, while in the economic field, housewives were less responsive in making handicrafts and the lack of training provided by the author due to the area. large area and inadequate transportation.

CONCLUSION

Research-Based Community Service Activities "Community Assistance in the utilization of waste into plastic flower crafts. implemented in the form of workshops and training in the village of Sidowaras kec. Batanghari Nuban, attended by 60 participants who are members of Youth Organizations and the community. The results of Research-Based Community Service carried out in the ro hall are in the form of Capacity Building in the Creative Economy Sector for Members and Management of IPNU IPPNU in Metro City through making Paper Bags. Paper bags made from Samson paper which are relatively affordable and with cheap capital can increase the selling value of an item produced, which is a creation that can be used for the development of the creative industry, especially the development of the creative economy.

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