



THE EMPOWERMENT OF SOCIETY TO REALIZE URBAN FARMING THROUGH HORTICULTURAL VILLAGES (Jambangan Urban Village, Jambangan Sub-District, Surabaya City)

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Abstract

Dedication of society by the team of the Faculty of Agriculture UWKS With the title: THE EMPOWERMENT OF SOCIETY TO REALIZE URBAN FARMING THROUGH HORTICULTURAL VILLAGES was carried out at neighborhood 01 and hamlet 05 Jambangan village, Jambangan sub-district, Surabaya, aim to motivate the society to carry out city agricultural activities that are more innovative and have economic value. So that the society will have new knowledge and skills that are implemented as productive activities and become a resource of family income. In detail the purpose of this society service are: a) Motivating horticultural cultured society b) Transferring science and technology on strategies to get business opportunities c) Developing new entrepreneurs, as well as the realization of a capable horticultural village and a pioneer for other villages. By applying the full participation method, providing chance and opportunities for the target, together with the team to synergize to arrange activity planning, organize, implement and evaluate this Penmas activity. The society and the local government responded well, to this society's dedication, it was seen from its enthusiasm and participation during the activity such as in terms of providing land for planting and contributing in the form of fertilizers, etc.

Keywords: Society Welfare, Horticultural Village, Cultivation.

INTRODUCTION

Horticultural development in Indonesia has considerable potential because it is supported by: law/legal protection, biodiversity, availability of agricultural land, agroclimatic (appropriate climate), technological support, labor availability, market availability, support for the determination of horticultural priority commodities, support for the development of horticultural seed systems and support for the development of horticultural protection systems. Horticulture is one of the potential agricultural sub-sectors and is encouraged to improve the welfare of farmers, the regional economy, and the national economy and increase the country's foreign exchange through exports.

The horticultural sub-sector in the first and second quarters of 2021 recorded growth of 3.01% and 1.84%. This indicates an excellent contribution of the horticultural sub-sector in the structure of the National GDP.

Horticultural Village, which is a priority program, is the development of horticultural areas by carrying out the concept of One Village One Variety (OVVO). This concept aims to make the region concentrated and economies of scale, so capable to produce fresh and processed products that compete with other countries, especially in terms of exports.

Jambangan Sub-district has strategic value because it is the southernmost gateway of Surabaya City or the entrance of Sidoarjo District/City, and has the potential as a tourist destination area. Referring from the society characteristics' active, creative and strategic community location of the area, need to be assistance to provide innovations that can make this area a pilot project, the embodiment of horticultural villages which are the government's priority programs to improve the community's economy. This motivates the implementing team to carry out society service activities which leads to an increase in the willingness and ability of society to create and innovate with economic value so that it can be used as a pilot area for other regions. So it is possible if this Penmas activity is managed with good management, appropriate, directed and through sustainable assistance, a capable horticultural village will be realized as well as become a prospective and profitable entrepreneurial business opportunity.

METHOD AND PROCEDURES

The implementation of society empowerment in Jambangan Urban village, Jambangan Sub-district, Surabaya City, uses a full participation method which means providing change and opportunities for the target together with the implementing team to synergize to compile activity planning, organize, implement and evaluate this Penmas activity. With the hope that applying this method of full participation and developing a sense of belonging from a larger target society, it can also develop supporting motivation from related agencies.

Problem-Solving Thought Flow

The flow of problem-solving thoughts in this Penmas activity is explained through the following figure :

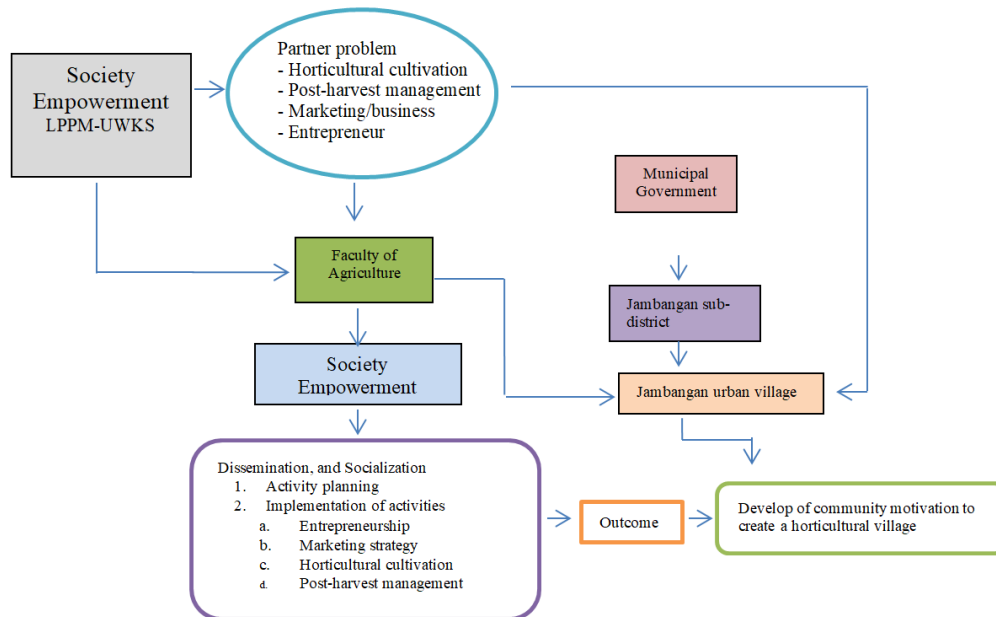


Figure 1 Problem-Solving Thought Flow

External Target External Target

The external target of this Penmas is an output that can be measured, by mastering the technology of horticultural crop cultivation as the first step in the growth of entrepreneurs- profit-oriented and sustainable urban agricultural entrepreneurs. Meanwhile, outputs that cannot be measured include: 1. Increased independence and resilience of society. 2. Increased insight and understanding of entrepreneurship. 3. Increased insight and understanding of the importance of managing agricultural production output in order to provide added value financially. 4. Increased insight and understanding of efforts to maintain and preserve the environment through economically productive agricultural activities. 5. Development of the Faculty of Agriculture to be able to act as an agribusiness incubator for the wider society, especially the society around the campus.

RESULTS

1. Developing Community Motivation

Developing community motivation and awareness is the first and main step that must be done because the motivation of the community supported by a good understanding will be a key indicator of the implementation of community empowerment programs. To convince the public that the innovations received through counseling are in accordance with their level of knowledge and skills, several strategies are chosen by the community service team, namely:

a. Collaboration

The collaboration was carried out by presenting the headman, Jambangan Sub-district, and officials from the Surabaya City Food and Agriculture Security Service. This is intended in addition to getting support from regional stakeholders as well as fostering a higher level of community trust in the implementation of the program.

b. Giving stimulants

It is realized that integrating innovation into the middle of a disadvantaged society is not easy, because as the proverb said "Jer Basuki Mowo Beo" which means that to achieve success requires sacrifice or capital. Therefore, in order for the society are moved to grow horticultural crops and develop them into sustainable business activities, the society empowerment team provides assistance for fruit plant seeds, including mango, lime, purut orange, rambutan, soursop, matoa, longan, and durian.

c. Demonstration

The successful transfer of science and technology should be based on the philosophy of Learning By Doing, Seeing Is Believing. Therefore, it is very necessary to have a demonstration of the cultivation of horticultural crops. A strategic location was chosen for the location of the demonstration with the aim of being easily seen by the public. In the end, the society will know and be willing to implement the knowledge and technology obtained to realize horticultural villages in Jambangan urban village.

The following is documentation in order to foster community motivation.



Figure 2 Briefing by Headman of Jambangan Sub-district



Figure 3 Briefing of the Vice-Chancellor I of UWKS

2. Counseling

The transfer of science and technology through counseling activities to society is a concrete step in order to developing public interest and awareness. The science and technology transferred include materials: Strategic value of horticultural village development, techniques and strategies for entrepreneurship of agricultural products, techniques for cultivating horticultural crops, and techniques and strategies for forming added value for agricultural products. So that the society knows and understands in advance about the Horticultural Village program, to then be able to find out its strategic value and benefits economically by building a horticultural village. In developing entrepreneurship, there are signs and tips for success, this knowledge is transferred to the society in order to grow an entrepreneurial spirit and be able to apply it in sustainable business activities.

The nature of primary horticultural products that are easily ruined, perishable, space-consuming, and relatively low prices, be obstacles for the people of Jambangan who will develop Horticultural villages. Therefore, techniques and strategies to create added value also need to be mastered, both carried out by the process of results, as well as more profitable cultivation techniques and also the selection of horticultural varieties that have more economic value

Documentation of counseling activities can be seen in the following figure:



Figure 4 Counseling

3. Giving Productive Crop Grants

Stimulants with productive crop grants to the community are expected to be a booster so that the society is willing to carry out the cultivation of horticultural crops. Productive plants that are given are deliberately chosen plants that can grow well in lowlands such as in Surabaya, namely: mango, longan, durian, rambutan, lime, orange purut matoa, and soursop. The following is documentation of productive plants granted to the community in Jambangan Urban village, Surabaya City





Figure 5 Giving Productive Crop Grants

4. Pilot Project Plant

Productive plant seeds distributed to society will be planted in their respective home yards. So that society will be responsible for maintaining, in the end, the society will be able to determine what horticultural crops are chosen to be developed into a sustainable business.

Meanwhile, as a pilot, several mango plants were planted by officials in the Jambangan sub-district, namely the subdistrict head, urban village head as well as staffs from the Food Security and Agricultural Training Implementation Agency. Meanwhile, from the Wijaya Kusuma University Surabaya, planting was carried out by the Vice-Rector for academic affairs. These are symbolic documentation of planting.



Figure 6

Planting by subdistrict head, urban village head, staffs of Food Security and Agricultural Training Implementation Agency, and a vice-rector I UWKS



Figure 7 The togetherness of the Implementation Team and the Community.

CONCLUSION

The implementation of society empowerment in the Jambangan urban village, Jambangan sub-district, Surabaya city is very proud, because the society, especially the cadres who are the target of society empowerment, is very responsive. So that what is planned by the implementation team together with the local community can be realized very well. The implementing team is very helpful. This is in addition to the strong support from the officials of the subdistrict head, the urban village head, neighborhood, hamlet, and staff from the Food Security and Agricultural Training Implementation Agency also because the material provided is in accordance with the wishes and level of ability of the target so that they can participate optimally and responsibly.

Suggestion

In order for this activity to be sustainable and can become a profitable entrepreneurial field, it is necessary to provide sustainable assistance for cadres, especially those related to business development, understanding of the development of consumer tastes, promotion, and marketing.

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