

Strategi Pengembangan Hilirisasi Pemanfaatan Potensi Sagu Desa Sungai Tohor

Development Strategy for Downstream Utilization of Sago Potential in Sungai Tohor Village

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ABSTRAK

Pemanfaatan potensi daerah saat ini belum berjalan maksimal, pola pengembangan dan pemanfaatan potensi daerah masih berfokus terhadap pemenuhan bahan baku yang memiliki nilai jual rendah, untuk itu perlu adanya peran semua pihak, pemerintah daerah, anggota masyarakat untuk dapat berpartisipasi aktif bersama civitas akademik untuk melakukan perubahan system pengembangan potensi lokal. Tujuan Pengabdian ini adalah mengetahui Pengembangan Hilirisasi Pemanfaatan Potensi Sagu di Kecamatan Tebing Tinggi Timur Desa Sungai Tohor Kab. Kepulauan Meranti. Serta mengidentifikasi dan mengembangkan inovasi dalam pemanfaatan potensi yang ada, serta mengetahui bagaimana pengembangan tersebut dilakukan. Metode Pengabdian ini menggunakan pendekatan kualitatif, dengan teknik pengumpulan data secara kualitatif melalui wawancara, observasi, studi literatur dan *focus group discussion* (FGD). Hasil kegiatan pengabdian ini adalah tersusunya konsep rencana pemberdayaan dan pengembangan masyarakat dalam pemanfaatan potensi peluang dan tantangan baik yang timbul dari dalam maupun dari luar lingkungan mereka.

Kata Kunci: *Pemberdayaan, Potensi Sagu, Ekonomi-sosial*

ABSTRACT

Utilization of regional potential is currently not running optimally, the pattern of development and utilization of regional potential is still focused on fulfilling raw materials that have low selling value, for this reason the role of all parties, local government, community members is needed to be able to participate actively with the academic community to make changes local potential development system. The purpose of this service is to find out the Development of Downstream Potential Utilization of Sago in Tebing Tinggi Timur District, Sungai Tohor Village, Kab. Meranti Islands. As well as identifying and developing innovations in utilizing existing potential, and knowing how the development is carried out. This service method uses a qualitative approach, with qualitative data collection techniques through interviews, observation, literature studies and focus group discussions (FGD). The result of this community service activity is the drafting of a community empowerment and development plan concept in exploiting potential opportunities and challenges both arising from within and from outside their environment.

Keyword : Empowerment, Sago Potential, Social-Economy

INTRODUCE

Undang - Undang 6 of 2014 concerning Villages provides a new

impetus for villages to develop themselves by embodying the spirit of the village, meaning that the village is

placed as the initial basis for successful national development at the micro level. So that the strengthening of the village cannot be separated from the strength of the village in exploring the potential of local wisdom and the spirit of mutual cooperation of its citizens. Based on the theoretical study of village economics, there is an interesting thing, the village is considered to have a very strong condition of community social capital, this is a form of social capital that can be described through various bonds and social solidarity owned by the community. The village community acts as a buffer in supporting government, development, and community activities. society itself. However, the condition of social capital owned by the village community is still inversely proportional to the condition of the village economy, where the social capital of the village community consists of social ties, social bridges and social networks, the three social ties of the village community are parochial or become the lowest social capital, and cannot afford facilitate rural economic development.

Looking at the history of the New Order government, the implementation of macro development is said to be successful. Success can be seen from physical and non-physical development. Physically, it can be seen the development of existing facilities and infrastructure, so that traffic and

economic mobilization run smoothly. While non-physical development is seen from the awareness of the nation and state, there is no turmoil that demands independence. Socio-cultural values do not conflict between one tribe and another. Likewise with religious clashes.

That is, the development carried out in the past was oriented towards meeting the material needs of the community (fulfillment of clothing, food, and housing). The fulfillment of increasing knowledge, skills and expertise of community members in accordance with local potential was touched by government policies at that time. It's just that past developments are still focused on certain regions and regions, while others are still partial. The development model implemented by the New Order government was "top-down". This model emphasizes that all development policies come from the government, with the hope that there will be growth and equitable distribution of development outcomes. His philosophy is that high economic development and growth will have an impact on small-scale sectors of economic activity. But the reality is reversed. That the large sector of economic activity (companies) becomes a "predator" for the medium and small economic activity sector. So that the concept of equitable development does not hit the right target. It can be seen objectively, that the pace of economic growth and development, and the

progress of the times, there are still some people who live completely underdeveloped and isolated.

The potential for sago in the Riau Province is still relatively high compared to other provinces in Indonesia, according to data from the Ministry of Agriculture, Sago production in 2021 reached 274,807 tons, the highest figure compared to other provinces, almost most of the sago products in Indonesia are produced in the Province of Riau. Sago plants in Indonesia have great potential such as a very large area, a high source of carbohydrates, high productivity, and can be used as various kinds of derivative products. Sago is superior to rice in meeting the world's food needs. Sago in one hectare can produce 20-40 tons of starch, if added sago area of 5 million hectares will produce 100-200 million tons. Rice requires 12 million hectares to produce 30 million tons, while sago produces 30 million tons of starch in just 1 million ha. Sago gardens with an area of 1 million hectares feed 200 million people, if in 5 million hectares sago can feed 1 billion people. Sago can meet the needs of 868 million hungry people in the world (FAO reports).

As one of the producers of sago in the Riau Province, Meranti Islands Regency, especially the East Tebing Tinggi District, it has not been fully utilized. The government and the private sector who have concern for them have made efforts to reduce "lag and isolation". The efforts that

have been made by the government and the private sector are in the fields of education, economy, socio-culture, religion. However, these efforts are only incidental and contemporary, so they do not touch the root of the problem at hand.

Sympathy and concern for them are actually demanded more and more intensely than before. But at the same time, it is also very important to revise the approach to engineering social change for them, as a form of sympathy and concern. The ethical approach and top-down development planning, as well as the sporadic, temporary, and partial implementation of programs and activities that turn out to be less than impressive, must be replaced, among others with what is known as socio-economic empowerment with an emic approach.

METHOD

This community service activity is carried out using the following steps, First, Providing socialization and interactive communication related to various efforts or activities that can develop downstream utilization of the potential of Sago Sungai Tohor Village, Second, Discussions with participants involving community leaders related to various efforts to develop downstream utilization of sago potential in Sungai Tohor Village. Third, Evaluation and recommendations.

RESULTS AND DISCUSSION

Community Development Potential

Community development in this framework becomes a process of community restructuring by offering participatory self-help patterns in managing and organizing socio-economic life so that it will be more likely for them to meet their own needs compared to previous times. (Ife, Jim, 1997: .2).

Community development activities usually take place in a group, social unit or community organization such as a Non-Governmental Organization (NGO). In this context, community development as a process and social action generally involves community members as independent organizers in planning, implementing, determining needs and solving individual and community problems.

Community Development is a commitment to empowering lower-class communities so that they have real choices regarding their future. The lower layers of society generally consist of weak, powerless and poor people because they do not have the resources or the ability to control the means of production. They generally consist of: workers, sharecroppers, smallholder farmers, fishermen, forest communities, unemployed people, people with disabilities and people who are marginalized because of age, gender, race and ethnicity. Community development activities are focused on helping weak people who have an interest in working together in groups, identify needs and

carry out joint activities to meet their needs.

Community development is often implemented in several forms of activity. First, development programs that enable community members to gain support and strength in meeting their needs. Second, social campaigns and actions that allow the needs of the poor to be met by other responsible parties (Payne, 1995:165). Thus, community development can be defined as a method that allows individuals to improve their quality of life and is able to increase their influence on the processes that affect their lives. According to Twelvetreets "the process of assisting ordinary people to improve their own communities by undertaking collective actions."

In the implementation of empowerment there are stages that must be done, according to Wrihatnolo and Dwidjowijoto (2007:2) there are 3 stages of empowerment, namely: 1) awareness, the stage of community awareness which is the subject of empowerment given the awareness that every human being has potential that can be developed; 2) capacity, the capacity stage can be achieved if the community already has the ability to receive power. This stage is often referred to as capacity building which includes people, organizations, and value systems and; 3) empowerment, the third stage is the provision of power where the community is given the power, authority, or opportunity

to develop to achieve independence. The provision of power is adjusted to the quality of each individual's skills. So that community empowerment involves two interrelated groups, namely the community as an empowered party and one party concerned with empowering (local governments, village governments and non-governmental organizations) to care about community changes in socio-economic life. In the context of Sungai Tohor village, it is necessary to strengthen community groups to strengthen social capital which is directed at empowering community groups towards efforts to manage sago products and also to utilize high-power sago products.

Solutions for Community Development

All community development activities are directed at forming a community structure that reflects the growing spirit of self-reliance and participation. Community development includes efforts to strengthen social interactions in the community, create a spirit of togetherness, solidity among community members and help them to communicate with other parties by means of natural dialogue or without intervention, based on full understanding and followed up with real social action.

The idea of community development emerged in scientific discourse as a response to the many problems faced by mankind at the end of the 20th century. Some experts

state that community development is the embodiment of a new political format at the beginning of the 20th century. Community development began to grow as a social movement in the 1970s following the emergence of progressive awareness from some of the international community to pay attention to the needs of welfare services for the disadvantaged, accept a radically redistributive welfare model, implement an active citizenship model and provide space for citizen participation in the development process (Winsome Robert, 2005: 47).

Community development is based on the ideal that people can and should take responsibility for formulating needs, seeking prosperity, managing resources and realizing their own life goals. Community development is directed at building supportive communities, namely a community structure whose life is based on the development and fair distribution of resources and the existence of social interaction, participation and mutual efforts to encourage one another.

Community development work is essentially a process of actualizing the commitment of social activists in solving the problem of inequality or imbalance between groups in society, including overcoming the problem of scarcity of resources, opportunities and keeping people away from social suffering. Every community development program is designed to

encourage the development of resources, skills and opportunities for better living for the poor. Every effort to overcome social inequality and alienation is carried out by social activists using outreach methods (organizational activities that are contacting, providing services and assistance to community members). This method is carried out with the aim of increasing citizen participation in various community activities that are oriented towards improving their living conditions

Public Relations Promotes the Advantages of Sago

With the existence of public relations, communication will be established more smoothly between one person and another. Especially regarding the socialization of the advantages of sago palms.

The derivatives of the activities carried out include:

- a) Help develop the brand of processed sago, the brand is an important thing for the company because the brand will give identity to the products sold by the company. The brand is not only part of the product, but it is the brand that gives a positive value to a product. Brands play an important role for producers and consumers. A brand is a seller's promise to consistently provide certain features, benefits, and services to buyers. The best

brands will provide quality assurance. The importance of the brand is as a means of identification to facilitate the process of handling or tracking products for companies, especially in organizing inventory and accounting records, a source of competitive advantage, especially through legal protection, customer loyalty, and a unique image formed in the minds of consumers as well as a means of creating associations and meanings. unique features that differentiate the product from competitors.

- b) Assisting in arranging permits for processed sago products, licensing itself is an instrument of government policy to control negative externalities that may be caused by social and economic activities. Basically, the notion of a permit includes a very complex understanding, namely in the form of things that allow a person or legal entity to do something that according to the laws and regulations must have a permit. First, the legal basis for the permit will be known. Licensing is a form of implementing regulatory functions and is controlled by the government on activities carried out by the community.

Inter-regional cooperation is also very important to implement in the utilization of potential in the region

(Bhudianto, 2013). Utilization of local potential can also be considered as an effort to prosper the local community (Rusdarti & Fafurida, 2016)

Marketing of Sago Plantation Products

Marketing is the cornerstone of business and society. The ability to recognize consumer needs and wants and combine them with market conditions is the main activity for a company to maintain the viability of the company in order to exist. Definition of marketing according to Stanton (Basu Swasta and Irawan 2003:5): "Marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy needs both to existing buyers and buyers. potential." Meanwhile, the definition of marketing according to Kotler and Armstrong (2000:7): "Marketing is a social process in which individuals and groups obtain what they need and want by creating, offering and freely exchanging products of value with others."

In addition, the use of conventional media such as cellular phones also has an impact on people's welfare (Feryanto & Rosiana, 2021).

Policy Recommendations

From the various activities carried out within the framework of ensuring that activities can be carried out in a sustainable manner and ensuring that

the benefits of service can be felt continuously, there are policy recommendations that can be implemented by various parties in order to realize the Downstream Development Strategy for the Utilization of Sago Potential in Sungai Tohor Village as follows:

- a) Sago love community approach
The need for various assistance and socialization efforts on the role of government and various parties in a massive and structured manner so that the community and local community embedded positive values and love for sago so that sustainable sago development innovations are realized..
- b) Strengthening and Empowerment of Sago Farmer Groups
Sago farmer groups play an important role in influencing the participation and perception of farmers in the region to continue to increase the quantity and quality of sago so that it is necessary to pay attention to the existence of sago farmer groups to encourage the establishment of good plantation management norms, so that at the level of farmer groups can realize strong social capital towards sustainable sago management
- c) Pentahelix Collaboration for Sustainable Sago Utilization
The implementation of sustainable use of sago is not only influenced and determined by the success of the government, therefore it is

necessary to have an active role from various actors such as the media, society, academics, and business actors to synergize in socializing, directing, coordinating within the framework of sustainable use of sago.

- d) **Sustainable Sago Marketing** The need for various efforts to make the potential of sago as a superior product, so it is necessary to pay attention to new markets that can take advantage of the potential of sago more broadly not only in coastal areas but also in land areas, so that market openness can increase the high selling value.
- e) **Innovation of Utilization of Processed Sago Products** There are efforts made in a systematic and measurable way towards various processed efforts to utilize sago by growing various forms of processed innovation that can be accepted by the market, for example by making VCO oil and so on.



Source: Pengabdian 2022

Figure. 1. Kukerta Team with the Head of Sungai Tohor Village

CONCLUSION

This service activity is based on the identification of development potentials and constraints, as well as the existence of partnerships in an effort to develop the downstream potential of sago. as well as the formulation of basic strategies that are considered appropriate and effective for partner empowerment to support economic, social, and quality of life development for the people of Tebing Tinggi Timur District. In particular, it is necessary to implement various 1.Sago love community approaches 2. Strengthening and Empowerment of Sago Farmer Groups 3.Pentahelix Collaboration for Sustainable Sago Utilization 4.Sustainable Sago Marketing,5.Innovation of Utilization of Processed Sago Products

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