

## OPTIMIZATION OF KONYAL FRUIT BUSINESS POTENTIAL FOR INCREASING FAMILY ECONOMIC VALUE: INTEGRATION OF ISLAMIC PRINCIPLES IN BUSINESS DEVELOPMENT

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### ABSTRACT

This community service activity aims to optimize the potential of konyal fruit as a means of enhancing family economic value in Sumedang Regency, West Java, by integrating Islamic principles into business development. Konyal fruit, with its high nutritional value and unique characteristics, has the potential to become a high-economic-value local commodity if properly processed and marketed. This program is designed to provide technical training to the community on processing and marketing konyal-based products while instilling Islamic values such as honesty, fairness, and social responsibility in every aspect of the business. Through this approach, it is expected that the community will not only enhance their technical skills and knowledge but also be able to run businesses with a strong ethical foundation, thereby strengthening family economic resilience. Additionally, this program is anticipated to become a model of empowerment that can be replicated in other areas with similar potential and to inspire the application of Islamic principles in local economic development. The results of this activity are expected to make a significant contribution to the economic well-being of the community and support environmental sustainability through the wise use of natural resources.

**Keywords:** konyal fruit, empowerment, family income, sumedang, islamic principles

### INTRODUCTION

Indonesia is an agrarian country with abundant natural resources, including various types of tropical fruits with high economic potential. One such fruit with untapped potential is the konyal fruit. Konyal fruit (*Passiflora edulis*) is a type of fruit that belongs to the Passifloraceae family, similar to passion fruit. (Siregar & Gultom, 2018, pp. 1–2)

Although it is not indigenous to Indonesia (Direktorat Budidaya Tanaman Buah, 2008, p. 1), konyal trees thrive in tropical regions like West Java. The konyal is a climbing plant that can grow stems up to 5 meters long. These stems typically spread along the ground or climb trees, attaching themselves with curling tendrils. The konyal tree has many leaves and white-greenish flowers. Its fruit is round, with a yellow to orange color, and white spots. Konyal fruit generally measures between 6.5 and 8 centimeters. The skin is hard and smooth, cracking when pressed. The seeds are black with a hard shell, protected by a white membrane. (Setiawan et al., n.d., pp. 554–555)

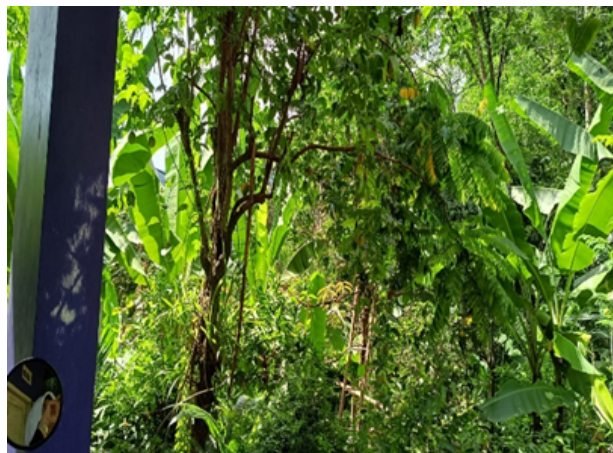


Figure 1. Appearance of the Konyal Fruit Tree

Konyal fruit is considered a superfood due to its rich health benefits. The fiber content in konyal fruit aids digestion and improves gut health. It is also beneficial in preventing constipation and maintaining heart health. Research by Setiawan et al. (Setiawan et al., n.d., pp. 553–554) shows that konyal fruit is used as a medicinal remedy and a nutritious alternative food by consuming the fruit directly. According to research by Simanthuruk (Simanthuruk, 2005, p. 6), even the peel of the konyal fruit can be used as a feed additive for livestock.

Konyal fruit also helps prevent the growth of cancer cells in the body. People typically consume the ripe fruit directly on a regular basis, which aligns with the findings of studies conducted by Chuo and Huang (2003) and Armin et al. (2014). (Setiawan et al., n.d., p. 553)



Figure 2. Appearance of Ripe Konyal Fruit

In West Java, particularly in the Sumedang area, the konyal fruit, often referred to as forest passion fruit, is still not widely known. This local potential has not been fully utilized, even though the planting process is relatively easy and the plant can grow in various locations. The fruit, which has unique characteristics and high nutritional content, has the potential to be developed into an economically valuable fresh beverage product.

However, the limited knowledge and skills of the community in processing and marketing konyal fruit into high-value products have resulted in this economic potential remaining largely untapped. Additionally, limited access to markets and capital is a significant challenge for the local community in developing konyal fruit-based businesses.

In this context, Islamic principles can provide a strong ethical and moral foundation for business development. Islam encourages its followers to conduct business honestly, fairly, and responsibly, ensuring that economic activities not only bring material profit but also blessings and benefits to the wider community. Therefore, integrating Islamic principles into the development of konyal fruit-based businesses can be an effective approach to increasing family economic value while strengthening community economic resilience. (Muna, n.d., pp. 115–116)

As is common in rural areas in Indonesia, Sumedang faces significant economic challenges. Limited access to business opportunities and capital, along with a lack of knowledge and skills in developing local potential, are the main obstacles to improving family welfare. Therefore, a collaborative effort is needed to empower the community by utilizing the existing local resources.

The identified problems at the project site are shown in the following table.

Table 1. Issues, proposed solutions, and achievement targets

<b>Problem</b>	<b>Proposed Solutions</b>	<b>Achievement Targets</b>
a. Potential of Konyal Fruit Not Yet Optimized	a. Processing and Marketing Training	a. Skill Improvement

<b>Problem</b>	<b>Proposed Solutions</b>	<b>Achievement Targets</b>
Konyal fruit has significant economic potential due to its unique characteristics and high nutritional value. However, this potential has not been fully utilized. The community in Sumedang Regency has not yet fully recognized effective methods for processing and marketing konyal fruit, so its economic value has not been optimized.	Providing technical training for processing konyal fruit into value-added products, as well as workshops on digital marketing strategies. This training will cover efficient processing techniques and how to leverage digital platforms to expand market reach. (Suryana, & Bayu, Kartib, 2013, p. 3)	Target: At least 80% of training participants show an improvement in skills related to konyal fruit processing and digital marketing, measured through evaluations before and after the training.
<b>b. Lack of Processing and Marketing Skills</b>  Many community members lack the skills to process konyal fruit into value-added products, such as fresh beverages and snacks. Additionally, they have not yet mastered effective digital marketing strategies to promote their products.	<b>b. Development of a Sustainable Business Model</b>  Developing and providing guidance on creating a sustainable business plan. This includes business planning, financial management, and strategies to ensure the long-term viability of the business. (Bayu & Komarudzaman, 2021, pp. 22–26)	<b>b. Business Implementation</b>  Target: At least 70% of participants who attend the training successfully implement a konyal-based business and report an increase in income within six months after the training.
<b>c. Unsustainable Business Models</b>  Some existing konyal-based businesses do not have sustainable business models. Without proper planning and management, these businesses risk not enduring long-term and failing to provide significant economic contributions.	<b>c. Pilot Project Implementation and Monitoring</b>  Conducting pilot projects in several villages to apply the knowledge gained from the training and develop business models. Regular monitoring will be carried out to evaluate progress and provide feedback for improvement. (Department of Agro-industrial Technology, Faculty of Agricultural Technology University of Brawijaya, Malang, Indonesia et al., 2017, pp. 97–98)	<b>c. Business Sustainability</b>  Target: At least 60% of the Konyal-based businesses implemented in the pilot project should be able to sustain and operate independently within one year after the program support ends.

Based on the issues outlined in the table above, the objectives this community service program aims to enlighten and train the community in developing household businesses based on konyal fruit. The program focuses not only on the technical aspects of processing konyal fruit into fresh beverages but also integrates an Islamic approach by teaching ethical and moral values in business, such as honesty, fairness, and social responsibility.

Through this program, it is expected that the community will gain new knowledge and skills that can increase family income and strengthen Islamic values in daily life. The program aims to explore and optimize the potential of konyal fruit, thereby making a tangible contribution to improving family economic value and strengthening the community's economic resilience.

Additionally, it is hoped that this program can become a model for community empowerment that can be replicated in other areas with similar natural resource potential. Thus, this program is also expected to inspire the application of Islamic values in the development of the community's economy.

In terms of sales promotion, the program will ensure that the standards applied align with the guidelines of the Ministry of Small and Medium Enterprises (Suryana, & Bayu, Kartib, 2013, pp. 30–31). The development of konyal fruit as a household business is expected to provide economic benefits by increasing family income and supporting the local economy. Furthermore, the konyal plant contributes to environmental conservation by supporting biodiversity and maintaining the balance of ecosystems in forests.

## METHOD

The stages/methods implemented in this community service activity include:

- 1) Potential Identification and Initial Assessment
  - a) Field Survey: Conduct surveys to identify the potential of konyal fruit in the target area, including plant characteristics, production potential, and local market conditions.
  - b) Needs Analysis: Assess the training and technical support needs of the community to optimize the potential of konyal fruit.
- 2) Technical Training
  - a) Processing Training: Hold training sessions on techniques for processing konyal fruit into value-added products, such as fresh beverages and snacks.
  - b) Marketing Workshop: Provide training on digital marketing strategies, including the use of social media and e-commerce platforms to promote konyal products.
- 3) Business Model Development (Department of Agro-industrial Technology, Faculty of Agricultural Technology University of Brawijaya, Malang, Indonesia et al., 2017, pp. 111–112)
  - a) Business Mentorship: Provide guidance in business plan development, financial management, and the development of a sustainable business model.
  - b) Business Simulation: Conduct simulations and case studies to help participants understand the challenges and opportunities of running a konyal-based business.
- 4) Implementation and Monitoring (Bayu & Komarudzaman, 2021, p. 11)
  - a) Pilot Project: Implement pilot projects in several villages to apply the training outcomes and developed business models.
  - b) Monitoring and Evaluation: Conduct regular evaluations to assess progress, identify issues, and provide feedback for improvement.
- 5) Replication and Dissemination
  - a) Documentation and Reporting: Prepare comprehensive reports on the activities and experiences gained, to be shared with other regions with similar potential.
  - b) Extension and Workshops: Hold additional workshops and outreach activities in other areas to expand the reach and replication of this empowerment model.
- 6) Application of Islamic Values (Muna, n.d., p. 117)
  - a) Islamic Values Integration: Incorporate Islamic ethical and moral principles in all aspects of training and business development, such as honesty, responsibility, and fairness in business.

The indicators used to measure the success of this community service activity are as follows:

- 1) Processing and Marketing Skills
  - a) Skill Improvement: The percentage of participants showing improved skills in konyal fruit processing, measured through pre- and post-training evaluations.
  - b) Marketing Strategy Implementation: The number of participants successfully applying digital marketing strategies in product promotion, measured by marketing activities and sales results.
- 2) Business Model Development
  - a) Business Plan Readiness: The percentage of participants who develop a complete and well-structured business plan, assessed through business plan document reviews.
  - b) Business Model Implementation Success: The number of konyal-based businesses successfully implemented in the field and showing positive results, measured by pilot project reports and participant feedback.
- 3) Economic Impact
  - a) Income Increase: The percentage increase in participants' family income after applying the konyal-based business, measured by financial data and income reports.
  - b) Business Diversification: The number of new businesses formed and new products introduced in the local market, measured by business records and sales data.
- 4) Program Sustainability

- a) Sustainability: The level of sustainability of konyal-based businesses in the field, measured by the duration of business operations and participants' ability to manage the business independently after the program support ends.
- b) Model Replication: The number of other regions successfully implementing a similar empowerment model, measured by documentation and implementation reports from other areas.

## RESULTS AND DISCUSSION

The results of this community service activity show a significant increase in the knowledge and skills of the community regarding the processing of konyal fruit into value-added products. The training participants, most of whom are housewives and micro-entrepreneurs in Sumedang Regency, successfully understood the basic techniques of konyal fruit processing, from selecting raw materials, processing them into fresh beverages, to packaging techniques that are attractive and meet standards.



Figure 3. Beverage processing

Moreover, the increase in community skills and knowledge in processing konyal fruit into value-added products represents a crucial first step in developing the local economy. The training provided has successfully enhanced the community's capacity, especially among housewives and small business owners, to utilize local potential that has not been optimally tapped.

Even though the processing process is still traditional with a manual system, this does not reduce the enthusiasm of the mothers to continue producing this fresh drink made from konyal.

Mastery of good production and marketing techniques, as well as an understanding of product quality standards, enables participants to improve the competitiveness of their products in both local and national markets.



Figure 4. Beverage processing

In terms of developing a business based on Islamic values, the approach that integrates these values allowed participants to learn how to apply principles of honesty, justice, and social responsibility in their business practices. These values were reflected in the production and marketing processes, where participants were taught to maintain product quality, provide accurate information to consumers, and consider the social and environmental impacts of their ventures.

A key aspect of this program was the integration of Islamic principles at every stage of business development. The application of values such as honesty, justice, and social responsibility served not only as moral guidelines but also as a foundation for building sustainable and blessed enterprises. In Islam, conducting business with honesty and fairness not only benefits the entrepreneurs but also the wider community. The results of this activity indicate that when Islamic values are consistently applied, businesses become more stable and trusted by consumers, potentially leading to faster growth.



Figure 5. Beverage packaged in bottles

Regarding the increase in family income, monitoring and evaluation results show a rise in income for families participating in this program. Families that previously relied solely on informal sector income now have an additional revenue source from konyal fruit-based beverages. Data indicate an average family income increase of around 20-30% after participating in the training and applying the acquired knowledge.

The 20-30% increase in family income post-training demonstrates the program's effectiveness in empowering the community economically. This additional income not only provides direct economic benefits but also improves the participants' quality of life. Furthermore, with the additional income, families are better able to meet basic needs and invest in their children's education, which will, in the long term, enhance human resource quality in the region.

A significant outcome of this activity is the development of a sustainable business model. Participants were not only taught how to manage a business but also how to operate it sustainably, considering environmental and social aspects.

Konyal fruit, chosen as the base for the products, offers advantages as a local plant that is readily available and positively impacts environmental conservation if managed properly. Choosing konyal as the product base is based not only on its abundant availability but also on its potential to support environmental conservation. The konyal plant, part of local biodiversity, can be managed sustainably without disrupting ecosystems. By developing konyal-based businesses, this program contributes to environmental preservation. This discussion underscores that economic efforts based on local resources can align with environmental conservation, a concept that also resonates with Islamic teachings on the importance of protecting nature.

The success of this program in Sumedang opens opportunities to replicate this empowerment model in other regions with similar characteristics. Participant enthusiasm and achieved results suggest that this program could serve as an effective model for optimizing local potential through the integration of Islamic principles in business development. The experiences gained from this program can serve as a reference for developing similar programs in other areas, with adjustments tailored to local conditions. The potential for replication shows that the Islamic values-based business

development model developed in this program has broad relevance and could offer solutions for economic empowerment in various regions of Indonesia.

Although the results achieved are quite satisfactory, there are challenges that need to be addressed for further development. The main challenge is ensuring the sustainability of the businesses and maintaining the community's entrepreneurial spirit after the program ends. In this regard, the role of local institutions, government, and religious organizations is crucial for providing ongoing support. Additionally, this program also opens opportunities to explore other derivative products from konyal fruit and expand markets by leveraging digital platforms.

These results indicate that the community service activity has successfully achieved its goals, namely enhancing family economic value and strengthening community economic resilience through the development of konyal-based businesses with an Islamic approach.

The following table illustrates the indicators of the results of the community service activities.

Table 2. Indicators of activity results

<b>Indicator</b>	<b>Description</b>	<b>Achievement Target</b>	<b>Measurement Method</b>
<b>Number of Training Participants</b>	Number of individuals participating in the training on processing and marketing of konyal fruit	At least 20 people	Attendance list
<b>Product Processing Skills</b>	Level of improvement in skills for processing konyal fruit into high-value products	80% of participants show improvement in skills	Pre- and post-training evaluation
<b>Income Increase for Families</b>	Increase in family income from konyal fruit-based businesses	70% of participants experience an income increase of >20%	Family income survey before and after the activity
<b>Integration of Islamic Principles in Business</b>	Application of Islamic values in business practices, such as honesty, justice, and social responsibility	90% of participants understand and apply Islamic principles	Questionnaire and interviews
<b>Number of Products Marketed</b>	Variation and quantity of konyal fruit-based products successfully marketed	3 new products marketed	Monitoring and evaluation of products in the market
<b>Digital Marketing Platform Usage</b>	Level of adoption of digital platforms for product marketing	60% of participants use digital platforms for marketing	Surveys and monitoring of digital media usage
<b>Participant Satisfaction with the Program</b>	Level of participant satisfaction with the program implementation	85% of participants give positive feedback on the program	Participant satisfaction questionnaire

## CONCLUSION

The community service activity titled "Optimization of Konyal Fruit Business Potential for Enhancing Family Economic Value: Integration of Islamic Principles in Business Development" has achieved various set goals. This program successfully enhanced community knowledge and skills in processing konyal fruit into high-value economic products. Participants demonstrated improved abilities in production processes, packaging, and marketing of konyal fruit-based beverages.

Additionally, the program succeeded in integrating Islamic principles such as honesty, justice, and social responsibility into business development. Participants were able to apply these values in their business activities, contributing to more ethical and sustainable enterprises.

A significant outcome of this activity was the increase in participants' family incomes, with an average rise of 20-30%. This additional income helped strengthen family economic resilience and made a tangible contribution to their well-being.

The program also produced a local potential-based business model that can be replicated in other regions. This model not only considers economic benefits but also environmental sustainability, providing long-term positive impacts for communities and local ecosystems.

The success of this program opens opportunities for replication in other areas with similar characteristics. Interest from other regions in adopting this model indicates its broad relevance and potential as an effective solution for community-based economic empowerment.

This program has significant implications for community economic empowerment. With the right approach, local potentials such as konyal fruit can be optimized to enhance family economies. Community-based economic empowerment through local product development not only increases income but also contributes to overall local economic strengthening.

Furthermore, the integration of Islamic principles into business activities provides an important lesson that businesses conducted with Islamic values can result in blessed, ethical, and sustainable enterprises. This shows that Islamic teachings can be practically applied in daily life, including in economic activities.

The success of this program can also serve as a reference for local governments in designing policies for local potential-based economic development. Policies supporting economic empowerment through local products like konyal fruit can help drive inclusive and sustainable economic growth.

The development of konyal fruit-based businesses with environmental considerations demonstrates that economic activities and environmental conservation can go hand in hand. This can serve as a model for similar initiatives focusing on environmental sustainability and community welfare.

The potential for replicating the business model developed in this program also opens opportunities for further development and dissemination of community empowerment models based on Islamic values across various regions in Indonesia. The conclusions and implications of this activity emphasize the importance of synergy between local potential, Islamic principles, and sustainable approaches in community economic empowerment efforts.

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