

IS AN ORNAMENTAL PLANT BUSINESS RISKLESS?

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ABSTRACT

Alternative to alleviate poverty is that the government promotes entrepreneurial activities in Indonesian society and is developed considering the potential of the local community. The type of business that is currently developing is the ornamental plant business sector, where DKI Jakarta, which is the capital city, is starting to experience an increase in temperature so that too many buildings produce less area for plants that are useful for making the temperature cooler. In general, SME empowerment policies are directed at supporting efforts to reduce poverty and inequality, create job opportunities and increase exports, as well as revitalize agriculture and rural areas, which are national development priorities this year. Within this framework, the development of small and medium enterprises (SMEs) is directed to make a significant contribution to the creation of job opportunities, increase exports and increase competitiveness, while the development of micro-enterprises is directed to contribute to increasing income. low-income communities, especially in the agricultural and rural sectors. The real performance faced by most business actors, especially micro, small and medium enterprises (MSMEs) in Indonesia, the most prominent is the low level of productivity, low added value, and low product quality. Although it is also recognized that MSMEs employ the majority of the workforce in Indonesia, their contribution to national output is still low. This is because MSMEs, especially micro-enterprises and the agricultural sector (which absorb a lot of labor), have very low productivity. If wages are used as productivity, the average wage in micro and small enterprises is generally below the minimum wage. This condition reflects the low productivity of the micro and small sectors when compared to large businesses. Among the various factors causing it, the low mastery of technology and entrepreneurial ability among MSMEs is a prominent issue today.

Keywords: family economy, family entrepreneurship, ornamental plants, small and medium enterprises

1. BACKGROUND

Improving human quality as a development resource is the main condition for improving the welfare of the people. The main goal of the Millennium Development Goals (MDGs) in Indonesia with the priority of poverty alleviation is to reduce the proportion of poor people in 2015 to half or 8.2% of the total population. The target for the 2004-2009 RPJM data is accelerated in 2009. This decision is a government policy and determination that needs to be supported by all development agencies and institutions so that these efforts are successful, it needs to be followed by the development of an intensive family empowerment movement (Suyono and Rohadi, 2007).

One way to alleviate poverty, the government recommends that entrepreneurial activities in Indonesian society be developed by considering the potential of the local community. There have been many forums or organizations that have been provided to assist the entrepreneurial process, one of which is POS DAYA, where this forum was formed, one of which is to help empower the entrepreneurial function in the form of facilitating the implementation of various entrepreneurship training supports for assistants, both those who are just starting their business or those who are just starting. his efforts. who just started their business. for those who have tried and need to improve their knowledge, attitude, and business skills. The remaining power posts must be optimized according to the needs of the participants in them so that one of the goals is to improve the welfare of the people in them.

The type of business that is currently developing is the ornamental plant business, where DKI Jakarta, the capital city of the country, is starting to experience an increase in temperature so that too many buildings produce less land for plants that are useful for making temperatures. colder. The ornamental plant business will be optimal if it is supported by an integrated, sustainable planning system, and the use of a wide-open market. To strengthen the infrastructure of the ornamental plant sector, the availability of assistance for ornamental plant business actors is a must. The function of mentoring for ornamental plant business actors at the micro (cultivation) level is not only a factor but also plays a role in increasing capacity in adopting market variations.

Ornamental plant businesses are generally owned by individuals. In general, this business has existed since 20 years ago and continues to grow from year to year. The motivation for establishing this business is, among others, because of a fairly good selling price, an existing business, or because of the hobby or interest of the business owner. Ornamental plant entrepreneurs generally make partnerships with farmers, individuals, and industry. Partnerships with individuals, namely in terms of making garden projects. One of the things that must be done is to increase the

participation of SMEs and foster an entrepreneurial spirit, especially among farmers. Mercu Buana University (UMB) as an educational institution located in the West Jakarta area should play an active role in institutional development, health, economic education, and environmental empowerment. This participation is not only carried out by students, but also by the community around the campus or the wider community. One of these active roles is the holding of the Family Empowerment Post (POSDAYA) organized by the Damandiri Research and Community Service Foundation (LPPM) UMB Foundation.

The purpose of this market expansion activity for ornamental plant farmers is a form of synergy between ornamental plant farmers and environmental management in RW 06, Srengsengkembangan District, West Jakarta. This activity is an effort to motivate ornamental plant farmers to become entrepreneurs and play a role in building the economy. In general, this program aims to develop a more complete and comprehensive understanding for ornamental plant farmers in RW 06, Srengseng District, Kembangan, West Jakarta, as follows: 1. Encouraged to be a motivator for ornamental plant farmers, improving the quality of farmers, 2. Realizing the ability and stability of entrepreneurs to produce progress and community welfare, 3. To cultivate the spirit of entrepreneurial attitudes, behavior, and abilities among students and the community who are capable, reliable, and superior. 4. Develop a strong and strong entrepreneurial awareness and orientation towards participants and the community.

2. METHOD

Action Plan

In this activity, this activity is carried out by compiling a training counseling program, compiling training modules, preparing training facilities and infrastructure, as well as providing assistance and implementation so that participants are expected to be able to find, analyze and solve problems that may arise. arising from the implementation of the training program.

Target Audience

The target of this bold learning system is the community in Srengseng Village. Types of Outcomes according to the Action Plan. Through the delivery of materials on the use of horticultural products, the participants are expected to foster an entrepreneurial spirit in selling ornamental plants by selling ornamental plants.

Activity Evaluation Mechanism

Activities will be evaluated through pre and post-tests. Activity evaluation questionnaire related to the implementation of socialization activities.

The following are the details of the steps to be taken:

a. Preparation Stage

The stages of preparation carried out before the activity and conveyed to the partner group are:

Preparation of extension and training programs, extension programs, and training programs so that the activities carried out become more organized and directed. This program covers all matters of a technical, managerial, and scheduling nature (schedule). a. Preparation of training modules; Management modules include: Technical assistance, handling, and exploration. b. Preparation of training facilities and infrastructure. This preparation includes the provision of training and counseling facilities and infrastructure. c. Field coordination. Field Coordination, d. Socialization of program implementation to the community is carried out at the activity location, namely following the agreed field. This socialization activity will be carried out 2 times so that there is an understanding and common perception about the purpose of this application. The first socialization is non-formal with the Head of the Lurah.

b. Implementation Phase

1) Entrepreneurship Socialization The second socialization aims to explain in more detail the goals and benefits of entrepreneurship as well as explain the training material (opening a mindset). This socialization was facilitated by the distribution of training modules. 2) Business Project Opening Training. This training is a follow-up to the socialization activities that have been carried out. This training is through direct practice methods in the field. Friends who have been given the existing theory in the module then directly carry out entrepreneurial practices. This activity will be guided by instructors who have carried out the training. It is hoped that this training can be carried out comprehensively and continuously to ensure that the community really understands and masters the training independently and that this group is the parent/core group that will then carry out regeneration in their respective regions.

c. Evaluation Stage

Monitoring and Evaluation Phase. Monitoring is carried out intensively by the implementing team for each activity to ensure that the implementation of activities can go according to plan. Evaluation is done by monitoring so that if there is a problem it is immediately resolved. Evaluation is carried out at each stage of the activity, while the evaluation

design is about how and when the evaluation will be carried out, the criteria, objective indicators, and benchmarks used to declare the success of the activities carried out.

3. RESULTS AND DISCUSSION

Results

The results of our monitoring for one week showed that the participants showed a great desire and willingness to cultivate the entrepreneurial spirit of ornamental plants. This is evidenced by the smooth discussion between trainers and participants during the training. This is also evidenced by the results of the first evaluation one week after the training, namely the addition of one leaf of the caisim plant planted in ornamental plant cultivation.

Discussion

As stated by participants who were previously familiar with ornamental plant cultivation with this training, they became more knowledgeable, more understanding, and interested in doing it themselves at home, because it is very useful for pesticide-free cleaning needs. household vegetables. Most of them have received training in ornamental plant cultivation but have not completed their cultivation due to a lack of knowledge and understanding of ornamental plant cultivation. However, with this training the participants became clearer, starting from making planting containers from cans, using aqua, making media, how to plant, and caring for them.

4. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The conclusions of this KKN are as follows: Can improve the skills of participants in ornamental plant cultivation, Can increase community values, especially environmental health and family health.

Recommendation

Further training is needed on the cultivation of ornamental plants on a medium scale to increase the business of ornamental plant cultivation. It needs cooperation with private parties who are interested in growing ornamental plants, for example, restaurants that require clean and healthy vegetables.



Figure 1. Activities Documentation (1)

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Figure 2. Activities Documentation (2)

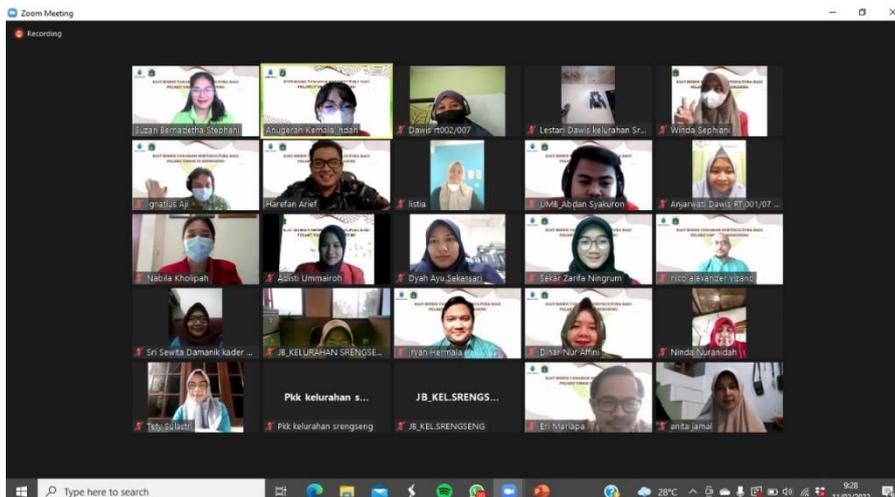


Figure 3. Activities Documentation (3)

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