

ECONOMIC EMPOWERMENT OF WOMEN IN 'OVOP' THROUGH HORTICULTURE CULTIVATION ASSISTANCE TO SUBURBAN COMMUNITY COMMUNITIES VILLAGE SUBDISTRICT SUMBER GEMPOL DISTRICT TULUNGAGUNG

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ABSTRACT Jokowi's policy regarding changing the orientation of national development starts with villages developing rapidly and massively and shifting the position of villages to cities due to the development of adequate infrastructure. This condition is accompanied by residential development which has an impact on the narrowing and conversion of agricultural land, exacerbated by the presence of developers who own large capital to convert land into residential areas. As a result, people's livelihoods have shifted, and unemployment has emerged among the poor on the outskirts of the city because it is no longer a village. And the parties who are vulnerable to changes in land use are the poor, farmers, workers, especially women. This is what happened in Sumber dadi Sumber gempol village, Tulungagung Regency, where economic empowerment for women needs to be strengthened. The issue raised in this service is women's economic empowerment in the digital era which supports the SDGs on the goals of poverty, gender equality, and economic growth and also as proof of the achievement of MDGs on goal 8 regarding access to technology. The results of assistance through community service were obtained: 1) Utilization of narrow land to become the potential strength of the village through optimal horticultural cultivation through awareness in the community about the urgency of utilizing empty land; 2) Strengthening the economy of suburban communities in OVOP (one village one product), carried out

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1. INTRODUCTION

Economic development walk in a way rapidly since the enactment of Jokowi's policy regarding changing the orientation of national development starting from village circles. This development has a real impact on the massive development of village infrastructure and facilities which results in economic improvement. As of January 2019, there were 158 thousand kilometers of village roads were successfully built, 1 million meter bridges were successfully realized, 6,900 village market units were established, and 39,300 irrigation system units were built. (<https://nasional.kompas.com/>, 2019). This condition means that residential development is also experiencing a rapid increase.

Residential development carried out on a massive scale automatically has an impact on the narrowing of agricultural land. There has been a change in land function from agriculture, fields, or plantations to residential areas. This situation will be exploited by developers with large capital to convert land into residential areas. As a result, the land is shrinking, the climate is changing, the livelihoods of rural communities are shifting, and unemployment is emerging among poor suburban residents city because Already No village Again. Between vulnerable parties to change switch function land agriculture This is they the poor, farmers, workers, and especially race Woman. In Tulungagung, the change switch function land agriculture become settlement happens in the society fringe city. One of them happens in society village Sumberdadi subdistrict Sumbergempol Regency Tulungagung. Empowerment economy for women the very needed.

The empowerment economy of women is base important in building inclusive and sustainable societies around the world. (National, Preparation and Development 2024) . In Indonesia, in efforts to empower the economy women have become the focus main in reaching progress in social and economic, especially in the regions rural and outskirts cities that are often Still marginalized in access to opportunity economy and development. Recorded Index Indonesia's Gender Gap (IKG) is 0.459. (<https://www.bps.go.id/>,2022).

Inequality This must Keep going minimized so that women in Indonesia become more empowered. In terms of Currently, the One Village One Product (OVOP) concept is one effort to minimize inequality and has become an interesting model, that aims to dig potency economy locally through the development of products featured in each village.

One of example an interesting implementation of this OVOP concept can be found in Sumberdadi Village, which is located in the District Sumbergempol, Regency Tulungagung. This village's characteristics are unique geographical and social, with the majority of its inhabitants in layer public fringe city. Although they have enough potential in sector agriculture, however, part

big women in the village still face challenges in utilizing land and resources. Power locally optimally to increase income and welfare families.

Increasing land narrowed as a consequence of development settlements carried out massively, become constrained separately. Happen switch function land from agriculture, fields, etc plantation changed become settlement. Situation This is utilized by developers and large capital owners. For do switch function land becomes a settlement. As a result, land the more narrower, the climate changes, the livelihood of public villages experiences a shift, and it appears unemployment poor suburban residents city because Already No Villages Again. Economy locally the more down, and temporary sources of existing power are limited, including resources the humans, especially Women.

In an attempt to increase the economy local and strengthen the role Woman in the development economy, the needed role of college together with the party government and various others uses mentoring and training for community inhabitants fringe city in Sumberdadi Village. (Department Village Community Empowerment, 2023). One of the outstanding initiatives is the development of cultivation plant horticulture e-commerce. Through accompaniment Here, the women in Sumberdadi Village pushed To utilize available land more efficiently, as well as utilize e-commerce technology as a means to promoting products horticulture in a way wider. (<https://www.kominfo.go.id/> , 2019) .

In this article, the author will review more about the journey empowerment economy of women in Sumberdadi Village through a combined OVOP approach with cultivation plant horticulture e-commerce. Exploration about How effort accompaniment to community Woman inhabitant fringe city in Sumberdadi Village has give impact positive in develop potency economy local, esp through utilization e-commerce technology as tool effective marketing. This writing gives a comprehensive picture of the importance of the empowerment economy of Women in the context development economy in Indonesia, via three things that become issues in assistance, namely : (1) Utilization of narrow land becomes the potential strength of the village through horticultural cultivation; (2) Strengthening the economy in suburban communities in OVOP (one village one product); and (3). Marketing cultivation horticulture online based on utilization of e-commerce.

2. METHOD

The research methodology in this quantitative research article involved 200 respondents described through a survey approach. The study was conducted in Tanjung Pinang II Village, Ogan Ilir Regency. The research design delineates the data collection process conducted through a validated questionnaire instrument with high reliability.

In general, the mentoring strategy used is Participatory Action Research (PAR). PAR is a mentoring strategy in service that has the characteristics of planning for an organization, observing processes and events with the consequences of planned changes, assessing the consequences of changes, re-planning, observing processes and their consequences, and so on together with the community. (Soedarwo 2017) (Bakhri and Futiah 2020) .

The PAR method carried out by the community service relies on collecting data in the field and selecting phenomena that occur in society, the economy, and women (Miranti and Sari 2023), where economy Women experience vulnerability especially those on the outskirts city, because narrow it land agriculture, to finding solutions through empowerment economy Woman through Budi Power plant horticulture (Sriati, Thirtawati, and Salengko 2019) For support resilience food in life everyday life is also empowerment adapted to technology for Woman through marketing product digitally or known with e-commerce terms.

In actualizing PAR, there are three steps taken. First, to achieve the condition of "utilizing narrow land to become the potential strength of the village through horticultural cultivation". Second, to achieve the condition of "Economic strengthening in suburban communities in OVOP (one village one product)". Third, to achieve the conditions of “cultivation marketing online-based horticulture as a use of e-commerce”. More schemes clear looks in the following image:

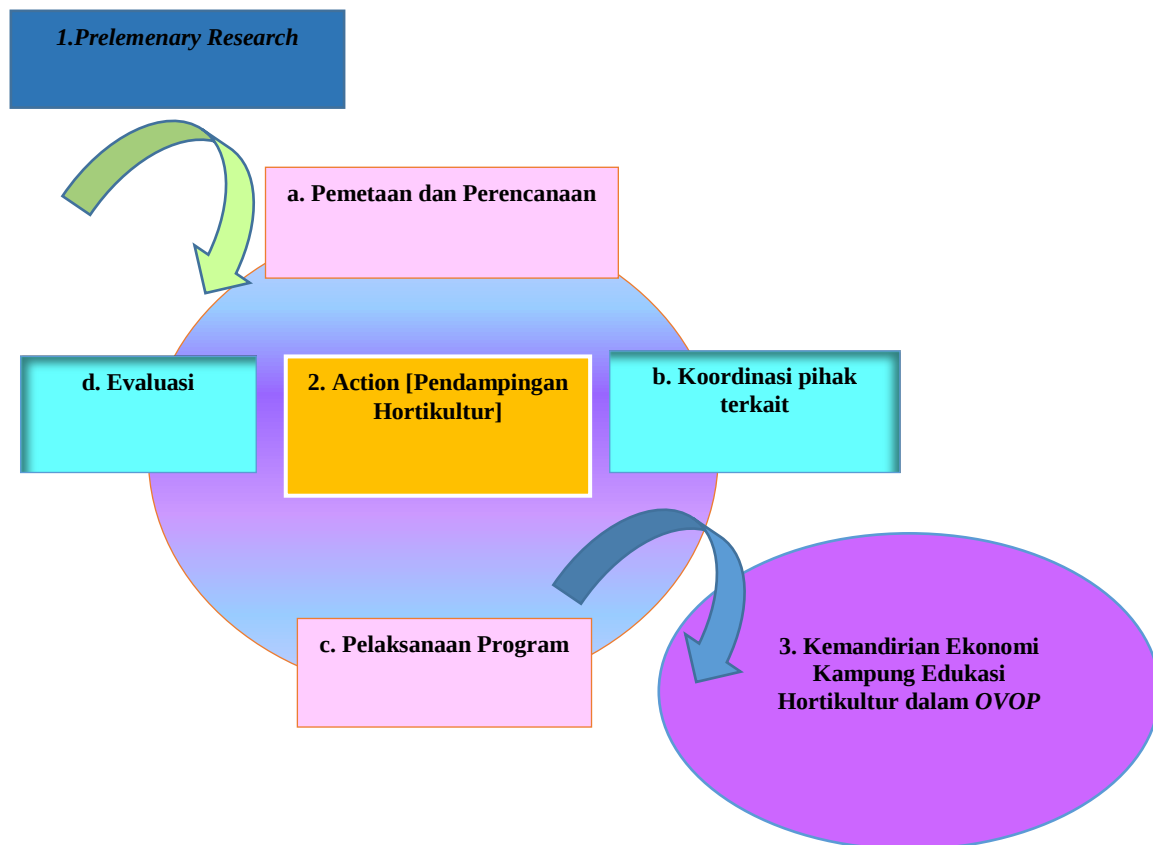


Figure 1. Deep PAR method Accompaniment Community

3. RESULT AND DISCUSSION

3.1 Current Conditions of Women's Community Assistance

The women's community in Sumberdadi, a village in the Sumbergempol sub-district, Sumbergempol sub-district, Tulungagung district is one of the poor urban areas. Before the 1980s, Sumbergempol was an agricultural area. The people fulfill their living needs by farming. Farmers grow a variety of crops. Rice, corn, sugar cane, beans, cucumbers, watermelon, and various vegetables. The Sumberdadi community on average owns 4-3 hectares of freehold land. With such a large area of rice fields, the Sumberdadi community can support their household needs through agriculture.

However, this is in line with the process of transitioning land functions from agriculture to residential. Be it residential areas built individually, especially residential areas developed by developers, agricultural land for residents has been reduced dramatically. Sumberdadi residents are powerless to resist the onslaught of big capital owners to take control of land they have owned for generations. Agricultural land, which is very important for residents and has been a witness to residents' lives, is slowly being taken over by developers.

The developers playing in the area around Sumberdadi include the Bumi Asri housing complex, Griya BMW, Citra Regency, Permata Kota, Emerald Regency, Griya Tunggulsari, and so on. Developers with government permission have seized community agricultural land which has been the backbone for meeting daily needs. The government has very convincingly taken away the prosperous rights of farmers, by permitting capital owners to convert productive agricultural land.

The narrowing of agricultural land caused by government policies that allow the conversion of land has resulted in farmers losing their rice fields. In such conditions, Sumbergempol residents began to change professions. Those who were originally farmers then migrated to become laborers, becak drivers, livestock breeders, and also domestic workers in various housing complexes around Sumbergempol.

The majority of the population works as laborers, rickshaw pullers, livestock breeders, and a small portion survive as farmers. Some work as migrant workers abroad. The women generally work as casual laborers, "notebook" seamstresses (sewing workers from morning to evening at the employer's place), or sewing workers who are taken home at large conventions. From doing odd jobs and laboring to cleaning the house and washing the iron, the average woman earns 30 thousand per day. Meanwhile, mothers who work "on average" get a wage of 40 thousand per day, while sewing workers who are brought home get an average wage of 30-40 thousand per day because they can do their work at home while looking after their children. (Observation, January 3,

2024). With an income of that size, for families living on the outskirts of urban areas, of course, it is very difficult to meet minimum decent needs.

The change in land use is the cause of Sumbergempol residents being uprooted from history and personal identity. They failed to face the onslaught of 'developers' who indirectly started to seize the community's assets, livelihood systems, social cohesion, culture, and local values. What is more crucial is the impact of development that does not take into account environmental aspects, resulting in damaged water ditches, frequent flooding, and lost sources of income from agriculture.

Please note that the area of the Sumbergempol sub-district is 39.10 km², and the Sumberdadi hamlet is 2.45 km². The population of Sumberdadi hamlet is ± 605 people with 152 families. 75% of the population has planted horticultural plants in their respective yards. And currently, 45% (49 families) have succeeded and are doing it as a job. (<https://tulungagungkab.bps.go.id/>, 2023).

3.2 Assistance provided

Based on the phenomenon above, mentoring programs for the community, especially in the women's community, are urgently carried out to minimize economic pressure. Mentoring is carried out through 3 (three) steps based on the method determined by the service as follows:

1. Increasing Agricultural Production by Utilizing Vacant Land in Surrounding Yards through Horticultural Cultivation in Sumberdadi Village, Sumbergempol, Tulungagung

A large amount of empty land in the yards around the Sumberdadi village houses has not been utilized optimally, providing opportunities to maximize its use. The community, especially women in Sumberdadi village, the majority of whom do work and carry out activities at home, are given education regarding the use of empty land around them by planting vegetables and food crops. This provides a great opportunity to develop small and medium-scale agriculture which can increase local food availability and community income. (Soewito et al., 2022)

It started with the activities of a female resident named Mrs. Nur, who used her yard to plant flowers and vegetables on a small scale for her consumption. During Covid-19, these plants sold well, especially flower types, and spread to vegetables. Starting from this, other mothers were inspired to do the same thing. Through coordination and joint discussions, finally, the community service was present to provide assistance related to education on the importance of micro-scale economic empowerment through horticultural plants. By collaborating with related parties, namely the village government, the Sumberdadi village horticultural community was formed.

The assistance provided by the servants, in the first step, is to carry out outreach, provide insight, and read about opportunities around them, as well as raise awareness of the importance of using yards for agriculture. As is known, agriculture is the economic backbone of most people in

Indonesia, especially in rural areas. However, agricultural productivity is often limited by limited land available. One innovative and effective solution is to use empty land in the yard around the house for horticultural cultivation. Step by step, finally the awareness of the women in Sumberdadi village was awakened, and they began to grow vegetables for family consumption. Through this approach of raising awareness of the benefits of planting horticulture, it turns out to be able to provide a significant positive impact. In line with Nasir, who stated that increasing agricultural production improves people's welfare. (Nasir et al., 2019) .



Figure 2. One of the horticultural plants of a member of the RT 1 community

Awareness has been raised regarding land use, as stated by one community member as follows:

Land in Sumbergempol village is running out day by day because many houses are being built for boarding house businesses and also shophouses for small businesses. Yes, what else, because this village is close to the campus, many village residents sell their land at high prices to other parties to build housing. Even though the land is limited, we have to be creative and can use it to grow vegetables or toga plants that are beneficial for the family. (Interview 1, NR, 2023)

The same thing was also conveyed by Mahmudah who stated:

The land of the villagers here is increasingly being squeezed. We used to farm because we had land that could be cultivated. But now it has narrowed because it was sold and housing was built. Meanwhile, we don't have a diploma that can be used to work in an office. Yes, I'm still a worker to support my family. It turns out that this narrow land can still be used for growing vegetables. I planted kale, cabbage, tomatoes, and spinach. Not bad, no need to buy. (Interview 2, Mdh, 2023)

This statement shows that agricultural land is increasingly limited and women do not have the skills to work in the public sector. So, one of the efforts made is to utilize the potential of empty land in the yard, by planting healthy vegetables that are ready to harvest every day one after the other.

As a result, land use through horticultural cultivation not only optimizes the use of empty land but can also increase overall agricultural production. (Muttaqin et al., 2018). This approach has had a significant positive impact on the Sumberdadi Village community. Increased local agricultural production has increased food availability for villagers and surrounding areas. Apart from that, people's income also increases because the harvest from horticultural cultivation can be sold directly to local markets or through e-commerce platforms. (Sasora et al., 2022)

2. Developing economic strengthening of suburban communities in OVOP (one village one product) through horticultural cultivation

The results of the initial stage of assistance were able to provide awareness for women's groups in the RT environment. This awareness gradually spread to other RTs in Sumberdadi village, and during the mentoring, there were 3 RTs formed, namely RT 1, RT 2, and RT 3. By building awareness from each group member, groups competed with each other to get the plants to grow well, not only for personal consumption but can be sold for vegetable traders.



Figure 3. Horticultural plants in RT 2

Specifically, the assistance carried out in this second stage is: *First*, creating branding of Sumberdadi as a Horticultural Village. This horticultural village branding emerged when training

was provided to plant vegetables without using pesticides, but using organic fertilizer. From the discussions during this training, the idea emerged to rebrand the 3 RTs that had been formed as horticultural groups into Horticultural Villages. After coordinating with the village, it turned out that the village government supported and even provided seeds and supplies for women to be able to plant horticultural plants fertile and healthily.

This is as stated by the FA as follows:

At first, we were pessimistic, because our land was limited and could not be planted. But following the training and trying to plant, it turns out it can grow well. Especially during COVID-19 yesterday, many of our activities were at home, so members were in good spirits. Gradually our plants grew abundantly, and we could sell them to vegetable traders. From here the members realized that the hobby of farming could also produce economic aspects. From here we were finally happy and continued planting. (Interview 3, FA, 2023)

This statement was reinforced by other members who stated that *apart from being able to harvest their crops every day, it could also provide additional income.* (interview, 4, Spyh, 2023). This is reinforced by the observation that in RT 1, RT 2, and RT 3, almost every house has vegetable plants. (Observation, January 11, 2023)

Second, making platforms, banners, and identification boards about the Horticulture Village. Efforts to formalize community groups are needed so that they are known by the public and the community has branding. With the agreement of all members, in each RT a signboard was installed informing the women's community in Sumberdadi village as the Horticulture Village community. This is also to support President Jokowi's policy regarding the OVOP program, as well as to build networks with fellow horticultural communities across villages on a local and regional scale.



Figure 4. Creation of a Horticulture Village Platform/Banner, while also receiving support from the village government



Figure 5. The Togetherness of members when planting vegetables

Third, the movement of this horticultural village community encourages members to invite other friends and family to utilize their empty land by planting horticultural plants. As a result, from day to day, the number of members increases. The addition of members cannot be drastic, because the average plant growth can be harvested in about one month. The members will be enthusiastic when the plants can be harvested. If you like planting, it will become a hobby, and a hobby can produce economic aspects.

D. NAMA ANGGOTA		
1. Ketua	: Abdul Halim Zaenal Fanani	
2. Sekretaris	: Mohamad Arif	
3. Bendahara	: Maryuni	
4. Anggota	:	
a. RT 01	b. RT 02	c. RT 03
• Siti Mahmudah	• Fitri Apriani	• Surati
• Nurul Akhadiyah	• Nita Mayasanti	• Ridwan Rosyidin
• Siti Alfiah	• Sri Utami Herawati	• Sukarti
• Mbak Muna	• Mbak Lilis	• Supriyah
• Siti Fatkiyah	• Sulistyani	• Bates
• Sri Hartini	• Ngabekti	
• Siti Nafiah	• Hariyanah	
• Slamet	• M. Nasrulloh	
• M. Saiful Anwar	• Suryadi	
• Joko Winardi		

Figure 6. List of names of members of the Horticulture Village Community

3. Vegetable bank startup and online marketing

Digital transformation is changing the landscape of all sectors of life to be online-based, including markets for agricultural products, including organic vegetables from horticultural crops. With membership getting stronger and the harvest being able to be sold and generating an economic impact, the idea of starting a vegetable bank emerged and was accepted by all members. The function of vegetables is almost the same as a waste bank. The results are collected and saved within one month or as needed. The Vegetable Bank pilot started running, vegetables were collected by community leaders and then picked up by vegetable traders or marketed online via WhatsApp media. Even though it is still simple, online-based marketing has emerged as an innovative solution to strengthen relationships between producers and consumers, as well as expand market reach for farmers. (Adam et al., 2023).

The assistance provided by the staff for the Vegetable Bank Startup begins with training to provide knowledge about management, efficient cultivation techniques, and marketing practices. Information system development was the next step, allowing the community to better track inventory, manage orders, and analyze sales data. (Rahman et al., 2024) . However, everything is taught in this training in the simplest practices that mothers can do. Apart from that, this assistance also includes risk management, by providing solutions to reduce the impact of falling market prices or no harvest, because all of this affects production and sales.

Meanwhile, in assisting in Online Marketing, the main focus is on developing user-friendly and safe e-commerce platforms. Participants are given guidance in designing effective digital marketing strategies, including the use of social media, search engine optimization, and online advertising campaigns. (Riswati et al., 2024) . Content management is also an important part, of the creation of interesting and informative content for online platforms.

With this careful and targeted assistance, the online vegetable banking and marketing pilot can be implemented in the Sumberdadi horticultural village, although it is still a simple practice, it can be an effective solution to exploit the potential of technology and introduce the women's community to digital marketing to increase economic income sustainably.

4. CONCLUSION

The OVOP program has made a significant contribution to strengthening the local economy, especially through increasing production and marketing of horticultural products. In this context, mentoring is key in ensuring the success of the program. The assistance provided to suburban communities, especially in Sumberdadi Village, covers various aspects, from technical training in cultivating horticultural plants to business management and marketing. Through this assistance,

women in the village can gain the knowledge and skills needed to manage horticultural businesses more effectively.

Apart from that, empowering also helps in overcoming various challenges faced by the community, such as access to capital, infrastructure and markets. With assistance and support from local governments, non-governmental organizations and other related parties, communities can strengthen their capacity and increase the competitiveness of horticultural products in local and national markets.

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