

PKM Strengthens the Resilience of the Prosperous Peasant Women's Group (KWT) in Mantrijeron District, Yogyakarta by Developing "Eco-Print" Products to Improve Family Welfare

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ABSTRACT

The business stagnation experienced by the Prosperous Women Farmers Group (KWT) began to occur in 2018 because business diversification was not optimal and the lack of skills needed to be able to develop productive and creative businesses. KWT Makmur has only limited the cultivation of ornamental plants and medicinal plants. In general, there are 4 main problems that cause KWT Makmur not to develop its business, namely not optimal: family resilience, business diversification, management of agricultural product utilization, and production-marketing management. Some of the programs designed to address KWT issues include; 1) resilience strengthening training; 2) the introduction and cultivation of plant types that can be used for "eco-print" media; 3) training in making "eco-print" products; and 4) assistance in the production and marketing process of products. The resulting target of the PKM program: First is to increase family resilience. The two numbers of plants owned by KWT members are not only ornamental plants, and medicinal plants, but also plant types of plants suitable for "eco-print" media that are worth selling. The three "eco-print" batik products are ready to be sold to the public. Fourth, additional income of KWT Makmur members. With the existence of PKM, KWT Makmur plays a role in building community resilience with an increase in the payment of community residents which comes from the increase in various business diversifications in the Jageran community. In addition, with PKM KWT Makmur located in Kampung Jageran, it is hoped that it will play a role in preserving the existence of Kampung Jageran as the center of the batik industry that was once victorious in the 19th century. Preserving the batik industry with "eco-print" batik products as a proactive response requires community resilience. Community resilience adds to the resilience of residents in creating jobs and overcoming various problems faced by KWT Makmur. Therefore, the objectives of PKM activities are comprehensively designed related to the social, economic, biological, and chemical fields, so that they are more effective, because of the social synergy of increasing family resilience to increase the number and type of plants owned by each member of KWT Makmur, the ability to produce "eco-print" batik, and the ability to sell "eco-print" batik products. PKM KWT Makmur supports the National Master Research Plan (RIRN) in the Green Economy program that utilizes the environment and realizes IKU 2, namely students getting experience outside the campus, IKU 3 which is lecturers doing activities outside the campus, and IKU 5, namely the results of lecturer performance used by the community or getting international recognition. This PKM also supports the MBKM program which involves students studying off-campus related to entrepreneurship, management, and literacy-humanitarian courses. The output of this community service is media publications, guidebooks to get to know plants and their functions, "eco-print" batik products that are worth selling.

Kata Kunci: Business Deversification, "Eco-Print", Kelompok Wanita Tani, Family Resilience