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DEVELOPING NATURAL PRODUCT INSTANT SEASONING INDUSTRY TO INCREASE INCOME OF INDONESIAN COASTAL COMMUNITIES

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ABSTRACT

People expect things to be more practical, quick, and simple as a result of developing societal changes. This has led to modifications to the spice products we regularly find on the market, which are created in instant form, especially in Indonesian delicacies whose spices are hard to get in some regions and whose cooking method is extremely laborious. Consequently, the objective of this service is to socialize and provide instruction on the production of instant spices using spices from the surrounding environment to PKK women so that they can produce superior goods in Gajahrejo village and improve the economy of coastal community.

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Introduction.

Gajahrejo Village is a coastal village located in the Gedangan sub-district, Malang district, which consists of residential areas and plantation land. The majority of the residents of Gajahrejo Village make their livings as farmers, fishers, and tourists, hence the area has significant natural resource potential. The village's economy will flourish more quickly if its natural resources are used to their full potential. Plantation products are the most plentiful crops and have the potential to boost the local community's economy. Reselling plantation items after improving them to make them more useful and practical can undoubtedly boost people's income. Instant spices are one of the plantation management's goods that are well known to people.

Lately, many people, especially women as housewives, prefer cooking or food preparation methods that are more useful, efficient, and simple. People prefer food that has been processed quickly, can be used in a variety of situations, and yet tastes good. One quick and easy way to serve it is to use seasonings that are already prepared (Putra et al., 2021). The flavoring ingredient known as seasoning is generally available in traditional markets in a wet condition, which makes it less durable or less able to withstand long-term storage (Mapussa, 2019). Wet spices and dry spices are the two main categories of quick spices available on the market. Dry spices are wet spices that have been dried, whereas wet spices are spices that are still fresh (Erliza Hambali et al., 2007). This instant seasoning is made by combining several ingredients and mashing them with the required composition, but more spices are added to enhance the flavor and aroma (Kurniawan et al., 2020). This instant seasoning

makes serving several Indonesian foods, such as rendang, curry, gudeg, and other Indonesian spices, more simple and quick.

The establishment of an instant spice business in Gajahrejo village seeks to increase community revenue and create new opportunities by relying on the natural potential that already exists there, such as spices. Residents of Gajahrejo village face challenges such as a lack of natural product management training, a lack of socialization, and a lack of innovation in the management of these natural products. The settlement of Gajahrejo is still regarded as a village with a low income and a disadvantageous location.

In light of this, the service intended to address the problem by increasing the income of coastal people in Gajahreja Village, Gedangan District, Malang Regency through the creation of a natural-products-based instant spice industry.

Method.

This community service initiative is intended for the entire population of Gajahrejo Village. Utilizing the natural potential that exists in Gajahrejo Village, this activity aims to raise the income of Gajahrejo Village residents and create new employment opportunities for the community. The methodology utilized was observation, which involves making observations about the object being studied. By educating the residents of Gajarejo Village how to process instant spices, they will know how to do so. The manufacturing activity was completed once at the Gajahrejo Village hall. Through a manufacturing demonstration, the activity begins with socialization and the introduction of the materials that will be used during the processes.

Result and Discussion. Socialization Program



Fig 1. Socialization Session

The PKK women's enthusiastic interest in the instant spice industry was evident from the high response and questions about program activities throughout the socialization. The spices are grown in

plantations in the village of Gajahrejo. Market demand has increased for spices including ginger, turmeric, nutmeg, chili, galangal, kencur, cinnamon, onions, cardamom, and fennel. The many different applications of spices in both commercial and residential contexts have contributed to their rising demand. The rising trend toward getting back in touch with nature is another factor driving up demand for spices (E. Hambali et al., 2005). A combination of spices known as "instant seasoning" that can be employed as culinary seasonings for specific recipes (Aisyah et al., 2020).

There is a wide variety of spices, each with a unique and powerful aroma. The essential oils that can be found in spices such as galangal, ginger, turmeric, and garlic, as well as the combination of other types of spices, not only contribute to the aroma of the spice, but they also produce an aroma that is more flavorful when the concentration of the spices used is increased. Specific components can also help extend the shelf life of spices (Evawati & Ridwan, 2019). Despite the fact that the color of the rapid base seasoning has a tendency to fade, it still provides the impression that it was produced in a natural way. It has a pretty rough texture that is also just a little bit silky. Through the implementation of this program, it is possible to say that the Gajahrejo Village Community Service Implementation team has made a contribution to the socialization and training of how to process instant spices from spices that are readily available in the environment into a processed good that is advantageous for the population, especially women as a housewives. PKK women ensure their family in obtaining the necessary nutrients. Following socialization, the PKK women practiced independently producing instant seasoning. Upon completion of the cooking demonstration program, it was intended that the village women of Gajahrejo would be able to provide their families with the optimal nutrient intake by using items that were readily available in their environment.

Instant spice industry processing technology.



Fig 2. The process for producing Instant Spice

The abilities acquired by PKK women in the processing of local food components are fundamental to the management of instant spices, which will eventually become instant spices for centuries. In order to increase the selling value of spices that have not been used to their full potential by the community, increased public understanding must be accompanied by increased skill. This can be accomplished by conducting training on processing spices into instant spices that are durable and

useful (Mahardika et al., 2022). The manufacturing method for instant spices is relatively straightforward and still requires basic technology, making it possible for small-scale businesses and even home businesses to produce the spices (E. Hambali et al., 2005). In Indonesia, there are two methods of preparing spices: traditional and modern. Traditionally, specifically by lumping and crushing spices with a millstone, youngsters, and a mortar and pestle. Typically, stone or wood is used to make these primitive tools. The conventional method of processing spices involves either hand-pounding or hand-grinding the spices or sun-drying the spices. This traditional processing's flaw is that it requires energy, time, and delicacy when working with uneven spices (Madania, 2021). The majority of instant spices are processed using drying procedures, which are done to increase the shelf life of the spices, minimize the process by accelerating the serving process, and also make shipping easier (Tambunan et al., 2017).

The market offers a wide variety of instant spices, but the residents of Gajahrejo village wish to introduce a fresh invention by creating instant spices using regional spices from the community. Technically, it is simple to learn and apply new food products that come from different regions or other agro-industries. The kinds of food products that agro-industry produces are significantly influenced by market tastes. Additionally, consumers must be able to afford the cost of these food items. Processing equipment is typically quite basic and still manual. For example, the tapioca and instant tiwul agroindustries use grinding machines to process their products. They continue to use sunshine for product drying, such as in the agro-industry for crackers. The kind of equipment used will depend on the size of the agro-industry business. Because the legal scale is still very small, the instruments are typically still simple (Supriad, 2013).

Conclusions.

Processing instant spices in order to meet the nutritional requirements of their family is something that the PKK women find to be of great benefit. As a result, the Gajahrejo village service implementation team has contributed to this program by assisting in the provision of training on how to transform various processed spices into high-quality instant spices. This training is a change in processing that demonstrates concern for values and service, with the goal of empowering the local community and increasing local income.

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