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# Empowerment of Women Farmers Group Jempiring, Bresela Village, Payangan District, Gianyar Regency, in Producing Traditional Snacks for "Celebrations"

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**A B S T R A C T**

The group members of the Jempiring Women Farmers Group in Bresela Village have limited knowledge and skills in processing traditional snack products that are hygienic, varied, and suitable for sale for "upakara" (religious ritual) purposes. Most of the "upakara" snacks are purchased from outside the village, which has an impact on the community's low local income and lack of economic independence. The method of implementing the activity includes several stages, namely: socialization and counseling regarding the importance of sanitation and hygiene in food processing, practical training in making various types of traditional snacks, such as "jaja uli" and "jaja begina", which are suitable for "upakara", and assistance in terms of packaging, pricing, and product marketing. The results of this activity are very significant: the members of the Jempiring group are now not only able to produce traditional snacks independently but have also formed a local marketing network. This success not only increases the group's income but also preserves the traditional Balinese culinary heritage and strengthens the village's economic independence.

**Contribution to Sustainable Development Goals (SDGs):**
**SDG 1 – No Poverty**
**SDG 5** – Gender Equality
**SDG 8**: Decent Work and Economic Growth
**SDG 11** – Sustainable Cities and Communities

## 1. INTRODUCTION

### *1.1. Background*

This Community Service program focuses on the Women Farmers Group Jempiring in Bresela Village, Payangan District, Gianyar Regency. Bresela Village is known for its subak (rice field) system and strong agricultural sector, with the majority of its residents working as farmers. [1]. However, their harvests are often sold raw, resulting in the undervaluation of the economic value of agricultural products. On the other hand, Women Farmers Group Jempiring, as a women's organisation specialising in agriculture, has significant potential for development to increase the added value of these agricultural products. [2]. Therefore, this Women Farmers Group Jempiring activity aims to empower Women Farmers Group Jempiring through training and mentoring.

"Upakara", or offerings in Balinese tradition, often include various types of traditional snacks. However, these snacks are usually prepared traditionally and rely on ingredients that are not always readily available [3]. However, the basic ingredients for these snacks, such as sweet potatoes, cassava, and corn, are easily found and cultivated locally in Bresela Village. Leveraging local

resources to produce traditional snacks for ceremonies not only saves costs but also creates new business opportunities for members of the Women Farmers Group Jempiring. Utilizing local raw materials also aligns with the concept of sustainable local food security [4].

Using agricultural products to produce traditional, processed snacks for ceremonies is an innovative solution to increase the income of members of the Women Farmers Group Jempiring. By transforming raw harvests into products with higher sales value, Women Farmers Group Jempiring members can experience direct economic benefits [5]. This activity will also equip them with new skills in food processing, production management, and marketing. This empowerment is expected to foster an entrepreneurial spirit among members of the Women Farmers Group Jempiring, transforming them not only as producers but also as independent economic actors [6].

Overall, this Community Service program is designed as a concrete effort to address the economic challenges faced by farmers in Bresela Village, particularly members of Women Farmers Group Jempiring. Through this program, it is hoped that Women Farmers Group Jempiring can become a center for the production of traditional snacks for ceremonies, not only meeting local needs but also opening up broader market opportunities [7]. Ultimately, this program is expected to improve the economic well-being of the Jempiring Women's Group and the Bresela Village community as a whole, while preserving Balinese traditional culinary culture and heritage [8].

Based on the challenges faced by the Jempiring Women's Group, the goal of this empowerment program is to improve the knowledge and skills of Women Farmers Group Jempiring members in creating innovative, high-value traditional snacks, facilitate market access for Women Farmers Group Jempiring's traditional snack products, and enhance Women Farmers Group Jempiring members' knowledge of effective marketing strategies [9].

Benefits for the Community (Jempiring Women Farmers Group and Bresela Village): Improved Skills and Income: Members of the Jempiring Women Farmers Group receive intensive training in making traditional snacks that are hygienic, attractive, and marketable [6]. These skills are not only used for personal consumption but also open up new business opportunities. They can sell these snacks to meet the needs of religious ceremonies (upakara) in their village and surrounding villages, ultimately increasing family income. Cultural Preservation: Traditional snacks like these are part of Bali's cultural heritage and are often used in religious rituals [10].

Through this Community Service program, the knowledge and skills for making these snacks are preserved. Furthermore, it facilitates access and improves product quality: Women Farmers Group Jempiring can independently provide “upakara” snacks, eliminating the need for community members to purchase them from outside the village at higher prices. Furthermore, the quality and hygiene of the products are guaranteed because they are made in accordance with the standards taught during the training.

### *1.2. Literature Review*

Bresela Village, Payangan District, Gianyar Regency, boasts abundant natural resources, particularly agricultural products such as ginger [11], rice [12], cassava [13], coconuts [14], and others. The community can utilize this potential to increase income and improve family well-being. One community group actively utilizing this potential is the Jempiring Women's Farmers Group.

The Jempiring Women's Farmers Group has members skilled in making traditional Balinese snacks. However, they have not yet optimally utilized these skills to produce products with higher sales value. They are still limited to making snacks for personal consumption or for small neighbourhood events [15]. Furthermore, the Jempiring Women's Farmers Group also faces challenges related to product marketing. They lack broad access to markets to market their products to a larger market and sufficient knowledge of effective marketing strategies [16].

Based on this situation analysis, several problems faced by the Jempiring Women Farmers Group can be identified, including limited knowledge and skills in producing traditional snacks. Members of the Jempiring Women Farmers Group possess skills in producing traditional snacks, but lack sufficient knowledge of product innovation, product diversification, and attractive packaging techniques [16]. Limited market access: The Jempiring Women Farmers Group lacks access to a larger market for their products. They still rely on direct sales or small neighbourhood events. Limited knowledge of marketing strategies: The Jempiring Women Farmers Group lacks sufficient understanding of effective marketing strategies, including product promotion, pricing, and distribution [17].

This community service program will be implemented through a series of activities, including increasing the income and welfare of members of the Jempiring Women Farmers Group. Providing quality traditional snacks for ceremonies in Bresela Village. Preserving traditional values and local wisdom in snack making. Increasing the competitiveness of the Jempiring Women Farmers Group's traditional snack products in local and regional markets [18].

## 2. MATERIALS AND METHODS

### *2.1. Socialization and Site Reconnaissance*

Meeting with Village Officials and Community Leaders: The community service team will coordinate with village officials and community leaders to explain the objectives, benefits, and stages of the community service activities. This meeting also aims to obtain support and input from the community. Socialization at the Women's Farmers Group level: The community service team will conduct direct socialization with members of the Jempiring Women's Farmers Group. This socialisation will include an explanation of the training objectives, the types of traditional snacks to be taught, and the benefits to participants [19].

### *2.2. Training*

Traditional Snack Making Training: Conducting training on making various types of traditional snacks commonly used for ceremonies, such as wajik (rice cake), bubuh injin (rice cake), and others. The training will be conducted through demonstrations and participants' hands-on practice. Packaging and Marketing Training: Providing training on how to package traditional snacks attractively and safely, as well as effective marketing strategies to increase sales [20].

### *2.3. Technology Application*

Introduction to Production Equipment: This program will introduce and facilitate the use of modern, efficient production

equipment, such as automatic dough mixers, cake moulds, and temperature-controlled ovens. The use of this technology is expected to increase production capacity and snack quality [21].

### *2.4. Mentoring and Evaluation*

Product Development: Based on the evaluation results and market input, the community service team will assist the Jempiring Women Farmers Group in developing innovative variations of traditional snack products that meet consumer preferences.

Final Evaluation: Upon completion of the program, the community service team will conduct a final evaluation to measure the program's impact on increasing the capacity and independence of the Jempiring Women Farmers Group in producing traditional snacks for ceremonies.

### *2.5. Program Sustainability*

Increasing the number of Jempiring Women Farmers Group members involved in the production and marketing of traditional snacks. Increasing the production volume and sales of traditional snacks by the Jempiring Women Farmers Group. Increasing the income and welfare of Jempiring Women Farmers Group members and establishing an independent and sustainable business group. The Jempiring Women's Farmers Group has diversified its products, raising public awareness of the importance of preserving traditional snacks [22].

### *2.6. Partner Participation*

As the leading partner, the Jempiring Women Farmers Group plays an active role in every stage of the activity, from planning and implementation to evaluation. Members of the Jempiring Women Farmers Group are directly involved in training on making traditional snacks for "upakara" (ceremonial ceremonies), sharing their knowledge and experiences.

The active involvement of the Jempiring Women Farmers Group ensures the program's sustainability and long-term success in improving their skills and income [23].

### *2.7. Program Sustainability*

Evaluation of this program's implementation will be conducted through data collection from various sources, such as questionnaires, interviews, observations, and documentation. The collected data will be analysed to assess the program's success and to provide recommendations for future improvements. The results of this evaluation will serve as a basis for developing more effective and sustainable community service programs in the area of community economic empowerment [22].

## 3. RESULT AND DISCUSSION

The implementation of this Community Service Program is divided into several stages:

### *3.1. Survey and Needs Identification:*

The implementation team conducted an initial survey to identify the potential and challenges faced by the Jempiring Women Farmers Group. The survey results indicated that members possess basic cooking skills, but have not yet developed the skills to process them into products with higher economic value.

### *3.2. Training and Mentoring:*

**Materials:** The training focused on making traditional snacks such as jajan uli (spicy rice cake), wajik (rice cake), and geplek (rice cake). These snacks were selected based on the availability of raw materials around Bresela Village and their relevance to Balinese ceremonies.

**Methods:** The training was conducted hands-on in the village meeting hall. Members of the Women Farmers Group were taught everything from selecting raw materials and processing them to packaging the products. The mentoring team also provided tips for maintaining the quality and taste of the snacks.

**Figure 1**. Process of Making Traditional Balinese Snacks


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### *3.3. Product Evaluation and Development:*

Following the training, an evaluation was conducted on the processed snacks produced by the Women Farmers Group. The implementation team provided input for improvements, such as standardizing product taste and hygiene.

The team also assisted the Women Farmers Group in developing product variants and planning marketing strategies, including social media use and collaboration with food-serving shops around Gianyar.

The implementation of this activity has had significant positive impacts:

a. Skills Improvement: Members of the Jempiring Women Farmers Group now have improved technical skills in processing traditional snacks with guaranteed quality.
b. Income Increase: Traditional snacks processed by the Jempiring Women Farmers Group are now being marketed for both ceremonial and daily consumption. This has opened up a new source of income for members, thereby improving family well-being.
c. Business Sustainability: The Jempiring Women Farmers Group is now more independent in managing their traditional snack business. They have been able to produce and market products sustainably, demonstrating the success of this empowerment model.

Overall, the Community Service activity successfully achieved its goal of empowering the Jempiring Women Farmers Group by providing them with skills and knowledge to improve their families' incomes and preserve Bali's traditional culinary heritage.

**Figure 2.** Traditional Balinese Snack Products

### *3.1. Delivery of Technology and Innovation Products to the Community*

#### *3.1.1. Technology and Innovation Products (Hard and Soft)*

**Technology and Innovation Products (Hard)**

**Production Equipment**: The introduction and use of modern equipment to support production efficiency and hygiene. For example, the use of dough mixers, snack moulding machines, or electric ovens is more efficient than traditional methods.

**Packaging:** The introduction of improved packaging techniques, such as vacuum packaging or durable packaging materials. This aims to extend the product's shelf life.

**Digital Marketing Systems**: The introduction of digital technology to market products, such as the use of social media, online stores, or instant messaging applications. The goal is to expand market reach.

**Figure 3.** The process of making traditional Balinese snacks using technology and innovative tools.

**Technology and Innovation Products (Software)**

- **Training and Mentoring**: Training on hygienic and standardized food processing techniques, both in terms of raw materials and production processes.
- **Production Management:** Teaching on effective production management, including raw material management, costing, and product quality control.
- **Marketing Management:** Training on effective marketing strategies, including pricing, promotions, and brand management.
- **Institutional Strengthening:** Institutional strengthening of the Jempiring Women Farmers Group, including the establishment of a clear organizational structure, the division of roles and responsibilities, and increased leadership capacity.

### *3.2. Application of Technology and Innovation to the Community (Relevance and Community Participation)*

**a. Relevance**

The application of this technology and innovation is highly relevant to the needs of the Jempiring Women Farmers Group. Generally, the process of making traditional snacks for ceremonies is still done manually, with low efficiency and inconsistent results. Through this Community Service, appropriate technologies such as dough mixers, cake presses, and simple packaging tools were introduced. Innovations also include recipe standardization, improved sanitation, and improved production management [24].

**b. Community Participation**

Community participation, particularly from members of the Jempiring Women Farmers Group, is key to the success of this Community Service. This activity is designed with a participatory approach that allows the Women Farmers Group to act not only as recipients but also as active participants in every stage [25].

Forms of community participation include:

a. Training and Mentoring: Members of the Women Farmers Group are directly involved in training on tool use, implementing new recipes, and production management practices.
b. Discussion and Evaluation: Involve Women Farmer Groups in discussions to identify problems, provide input, and evaluate the effectiveness of the technologies and innovations implemented.
c. Independent Adoption and Implementation: Encourage Women Farmer Groups to adopt and implement the introduced technologies and innovations independently. This participation ensures the program's sustainability after the Community Service period ends.

### *3.3. Next Stage Plan*

#### *3.3.1. Production Assistance and Product Quality Improvement*

- **Routine Assistance:** Conduct intensive mentoring twice a month to ensure the production process runs smoothly. This includes technical guidance on dough making, packaging, and sanitation.
- **Recipe Standardization:** Collaborate with the Women's Farmers Group to refine and standardize the recipe. The goal is to produce snacks with consistent taste and texture, thereby maintaining quality.
- **Raw Material Quality Improvement:** Education on selecting quality raw materials, including the use of healthier and safer natural ingredients.

#### *3.3.2. Product Variant Development and Marketing*

- **Product Innovation:** Identify potential development opportunities for new traditional snack variants relevant to ceremonial needs, for example, by adding other local ingredients such as sweet potato or pumpkin.
- **Simple Marketing Strategy:** Train the Jempiring Women's Farmers Group in word-of-mouth marketing, simple social media use (e.g., WhatsApp Business), and in establishing partnerships with temples or traditional institutions in surrounding villages.
- Attractive and Hygienic Packaging: Design and introduce packaging that is not only hygienic and safe, but also visually appealing to increase marketability [26].

#### *3.3.3. Institutional Strengthening and Impact Evaluation*

Establishment of a Micro-Business Unit: Assist the Jempiring Women Farmers Group in managing the group as a micro-business unit, including simple financial record-keeping and clear division of tasks.

- **Network and Partnership Facilitation:** Assist the Women Farmers Group in establishing collaborations with external parties, such as souvenir shops or hotels that require traditional snacks for special events.
- **Evaluation and Reporting:** Conduct a comprehensive evaluation to measure the program's impact on increasing income, increasing the independence of the Women Farmers Group, and contributing to cultural preservation. The evaluation results will serve as the basis for future improvements [27].

## 4. CONCLUSION

Based on the community service activities carried out, it can be concluded that the Jempiring Women Farmers Group in Bresela Village, Payangan District, Gianyar Regency, has been successfully empowered to produce traditional snacks. This activity focused on training and mentoring in making traditional snacks commonly used as offerings for Hindu religious ceremonies. During the activity, participants demonstrated high enthusiasm and a strong desire to learn. They successfully mastered techniques for making several traditional snacks, including wajik (rice cake), dodol (rice cake made from sticky rice), and jaje gina (rice cake made from sticky rice). The knowledge and skills gained not only increased their independence in meeting their own ceremonial needs but also opened new economic opportunities for the Women Farmers Group members. The use of local raw materials also supports the preservation of local culture and traditions.

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