

# EFFORTS TO IMPROVE COMMUNITY ECONOMY THROUGH UTILIZATION OF YOUNG COCONUT WASTE INTO COCOFIBER AND COCOPEAT ON THE BEACH SUNUR PARIAMAN INDONESIA

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## ABSTRACT

This paper aims to describe the utilization of young coconut waste into coco fiber and coco peat on Sunur Beach Pariaman, Indonesia. This training activity is based on the lack of optimal waste management at Sunur Pariaman Beach. Even though it has good enough facilities, the awareness of keeping a clean environment has not been implemented well by the community. This causes visitors to feel uncomfortable with the trash everywhere and smashes the beautiful view of Sunur Beach. Young coconut waste is the most common waste found. The lack of trash cans and information boards that can educate people about clean living is one of the problems that must be resolved. Likewise, there is a lack of awareness of society's charms. The problems experienced by the community will surely hinder the process of developing Sunur Beach as a marine tourism location that is of interest to tourists. Based on this problem, training activities were carried out on the use of young coconut waste to make it economically valuable by turning it into coco fiber and coco peat. This activity seeks to contribute to waste management, especially young coconut waste, and educate the public about clean living by creating information boards and providing rubbish bins by utilizing the potential of local communities by providing training on processing young coconut waste into coco fiber and coco peat, education on clean living, and making information boards on cleaning living education, and throwing rubbish in its place. An active and participatory learning and KAP (Knowledge, Attitude, Practice) model approach is used to implement this program. The impact of this training is increasing public awareness of clean living, being able to utilize young coconut waste into cocopeat and coco fiber, improving families' economy, and supporting the realization of Sapt Pesona.

**Keywords:** Young Cococnut Waste, Cocofiber, Cocopeat

## INTRODUCTION

### Situation Analysis

West Sumatra has 19 cities/districts spread across coastal and mountainous locations. Pariaman City is a city located on the coast of West Sumatra. The area of Pariaman City is 73.36 square kilometers, consisting of 12 square kilometers of sea and 12 kilometers

of coastline. Because the area is close to the sea, the people of Pariaman city depend heavily on marine products.

Pariaman City is known for its unique culture and traditions (Natsir et al., 2021). As one of the tourist destinations located on the west coast of the island of Sumatra, it has potential, especially in the tourism and marine sectors, so it is famous as a marine tourism city. It has a coastline of 12.7 km<sup>2</sup>. As one of the potential tourist destinations in West Sumatra, the Pariaman City Government has launched the development of the tourism sector and preserving environmental culture as one of the leading sectors of sustainable development.

Several natural tourist attractions have developed in Pariaman City. These include Gandoriah Beach, Angso Duo Wisata Island, Tengah Island, Kasiak Island, Cermin Beach, Kata Beach, Belibis Beach, Muaro Mangguang, Turtle Conservation UPTD. However, of the several natural attractions that have developed, Sunur Beach has not received maximum attention from the public.

Sunur Beach is located in South Pariaman. It is not well known by domestic and foreign people even though this beach is no less beautiful than Gandoriah Beach, Cermin Beach, and Kata Beach. Even Pasir Sunur Village is famous for its martial arts called Silek Sunua. Sunua is also renowned for its culinary curry Kapalo Lauk. Besides, it is also known as a destination for surfing spots because it has big waves.

The location of Pasir Sunur Village is very strategic because it is the road to Minangkabau International Airport and Pariaman City. This condition makes Sunur Beach Village frequently visited, especially with the existence of food stalls with their characteristic fish head curry that is a unique attraction for visitors to enjoy. Based on this, Sunur Beach Village began to develop beach tourism with a pattern that became Pariaman City government policy, namely the development of a tourism sector that optimizes natural, culinary, and cultural potential to support the regional tourism sector (Putra, 2019; Sephia & Jumiaty, 2022).

The government's attention to the development of Sunur beach tourism is quite prominent. This is proven by the appointment of Sunur Beach Village as the recipient of assistance for marine tourism facilities/infrastructure in the form of 1 (one) information hut unit, one information board unit, five culinary kiosk units, and one tourist boat unit. This assistance will stimulate the community to develop independent marine tourism to improve welfare (Rahma et al., 2021; Yuliviona et al., 2020).

However, in its development, tourism in Sunur Beach Village is not directly proportional to the ability to manage the comfort of visitors who are coming there. Especially regarding cleanliness, where rubbish is scattered around and makes it uncomfortable for the eyes to see. Apart from plastic waste, young coconut waste is the most dominant waste. This waste cannot be used for something that produces a rupiah and improves the community's welfare. This was also complained by Mr. Andi Firdaus Aziz, the head of Pasir Sunur Village, that there was a lot of young coconut waste and it was not managed well. Moreover, the garbage trucks don't come in every daylight, so the garbage piles up and is scattered around (Interview April 6, 2023).

Besides, the lack of rubbish bins, information boards, and calls for throwing rubbish in the right place has not been managed well. So even though visitors are aware of throwing away trash, there are no rubbish bins. So they will leave rubbish where they sit. Therefore, it is necessary to provide a solution to this case, so that marine tourism becomes even better and the final result can improve the welfare of the community (Yulastra et al., 2021).

## **Partner Problems**

Based on observations and information from various parties, it is known that several problems have arisen in the development of marine tourism in Pasir Sunur Village. First, waste has not been managed well. This causes visitors to feel uncomfortable with the rubbish spread about and ruins the beautiful view of Sunur Beach. Second, there is a lack of rubbish bins and information boards that educate tourists to live cleanly and throw rubbish in the right place. Third, there is still a lack of awareness of *Sapta Pesona* among the public. Such as clean, beautiful, safe, and friendly living behavior. Building good communication with all tourists both local and foreign (Agustira & Yuliana, 2022; Putri, 2018).

The problems experienced by the people of Pasir Sunur Village will hinder the process of development of Sunur Beach as a marine tourism location that is of interest to tourists. Based on the problems faced, the service team will carry out service activities to contribute to waste management, especially young coconut waste, and educate the community about clean living by making information boards and providing rubbish bins by utilizing the potential of local communities.1 (Fitriyah & Ciptandi, 2018; Hermita, 2019; Napitupulu et al., 2023).

## **Solutions and Outcome Targets**

Two solutions will be enforced to solve the problems in the Sunur Pariaman beach. The first is training the community to manage young coconut waste into coco fiber and cocopeat (Saputra, 2017). This training will also teach participants to use appropriate technology. People can use coconut fiber to make various crafts that can be used as souvenirs when visitors come to Sunur Beach. Meanwhile, cocopeat can be used as a planting medium to make beaches more beautiful. The results from processed cocofiber and cocopeat can make money by managing the work of the community (Feriady et al., 2020; Kuntardina et al., 2022). The second is providing clean living education with training that utilizes the potential of local communities. In short, motivate people to live clean.

The expected change target for partners in this service is the emergence of clean, comfortable, and educational beach tourism. So it will bring many tourist visits from both within the country and abroad. Apart from that, it will also create opportunities for local communities to improve their economy (Awaludin, 2011).

## **METHOD**

### **Implementation Method**

Several training programs are designed to increase community capacity in managing young coconut waste in Sunur Pariaman so that it remains clean and comfortable. Hence, efforts can be made to utilize young coconut waste that is scattered on the coast. It can be processed into products that are useful and have economic value. This is done by providing training on processing young coconut waste into coco fiber and cocopeat, education on clean living, making information boards on clean and hygienic living education, and throwing rubbish in its place. To implement this program, an active and participatory learning model approach is used (Hardin & Dewi, 2018).

The training provided is the use of young coconut waste on Sunur Beach by applying the *Sapta Pesona* and equipping direction for activities that can improve the

economy of communities around the beach. The opinions, input, and problems encountered by people there regarding clean and comfortable living will be gathered through this activity.

Through collaboration between the service team from the University and the community, the problems encountered can be resolved with the right solution. The tourism of Sunur Pariaman Beach can develop well, and the economy of the community around there can increase. For this reason, partners play a crucial role in collecting and selecting training participants. Partners also play a role in providing training places at service locations.

In general, the community service activities carried out three types of activities. They are educating about the importance of clean and healthy living and preparing the ingredients (dry young coconut husks) to be processed into cocopeat and coco fiber. Third, the practice of making household crafts that have economic value (Putri, 2018). In this service activity, evaluation was carried out in 3 stages. These include preparation or planning evaluation, ongoing process evaluation, and evaluation at the end of service activities. This evaluation is a comprehensive evaluation that will determine the sustainability of the program in the future.

## **DISCUSSION**

Training activities have been prepared on the results of identifying community learning needs. Apart from that, the community's learning needs are analyzed based on the problems being faced by the community. Next, it is discussed with stakeholders and the team in designing training activity plans. Next, appropriate training activities are designed. Educational learning materials are formulated using active and participatory learning approaches (Arbarini et al., 2018; Ernita, 2022). Problems found in identification are attempted to be resolved through training materials. So that learning materials can be enriched, flexible, and attractive to students. The learning process becomes more humane, respects adult learning principles, and the learning atmosphere is pleasant.

Furthermore, with the active and participatory learning model, the learning process can be carried out more openly, and discussions can be created that can provide knowledge and awareness for citizens to learn about existing problems and try to find solutions to improve the actions of community members. This learning process will expose students to the realities they face. Build their awareness so the knowledge gained has true meaning, and they can evaluate themselves as a form of self-awareness (Meilya et al., 2014). The training material is prepared in discussion points based on objectives that are expected to alter the learners' behavior to be better (Anjani et al., 2020).

This activity aims to unravel the waste problem in Sunur Beach Village, especially young coconut waste. The approach used is KAP (Knowledge, Attitude, Practice) (Yustiani, 2019). This is done by providing training on environmental cleanliness and processing young coconut waste into coco fiber and cocopeat.

Then, the target group determined in this training is members of the tourism awareness group (Pokdarwis) and women who are still productive in Pasir Sunur Village who can still take part in the training, which will be developed into a source of income (Sugiyani et al., 2017).

The steps taken in this implementation are (1) preparing a training room that is conducive and comfortable for training participants in participating in training activities, (2)

ensuring that the learning media and facilities that support the learning process can run well, such as sound systems, in focus, as well as the media that will be used as practice material, (3) ensuring the participants are ready to receive the material, (4) ensure the presence of speakers according to the schedule. (5) control the use of time so that it is according to the schedule.

The lessons learned in the training on utilizing young coconut waste into coco fiber and cocopeat in Pasir Sunur Village are intended to solve the problem of young coconut waste frequently scattered on the beach. By processing it into coco fiber and cocopeat, it is hoped that the coastal environment will be clean, it can be sold, and have economic value that can be used for the common good.

The lecture method is used to convey information directly to the participants to increase the knowledge of training participants (Rikawati & Sitinjak, 2020). The instructor gave a lecture to explain the importance of environmental cleanliness, the benefits of waste, and how to process waste into cocopeat and coco fiber so that it has sales value. Besides, the discussion method is used as a follow-up to the lecture method. The results of the instructor's explanation through the lecture method are material for discussion by the training participants. The discussion method can lead to material understanding by exchanging opinions between several people verbally and discussing existing problems regularly (Irwan, 2018). The discussions were aimed at exchanging understanding between participants and enriching new insights and knowledge regarding the explanation of the dangers of waste to the environment, environmental cleanliness, the use of young coconut waste, and how to process young coconut waste so that it is of marketable value.

This training activity also involves participants' practice. The use of this method is used to strengthen the understanding that has been obtained through lecture and discussion methods. By practicing, the participants can understand how to make young coconut waste become useful and economically valuable.

The material provided in this training includes education on clean living, making educational information boards on the importance of clean living and disposing of rubbish in its place, processing young coconut waste into cocopeat and coco fiber so that it becomes something of economic value and a product that is beneficial to the community.

Finally, the feasibility of the program process and results is seen by conducting an evaluation. The evaluation is conducted in three points, namely instructor evaluation, implementation evaluation, and participant evaluation. Instructor evaluation is carried out by participants. Meanwhile, participant evaluation is carried out by the instructor according to the learning materials delivered to the training participants. The instructor evaluation carried out by participants consists of several aspects as follows. (1) mastery of the material, (2) systematics and method of presentation, (3) ability to present/facilitate, (4) use of training methods and facilities, (5) how to answer training questions and suggestions, (6) use of language, (7) motivate participants, (8) neatness of dress, and (9) attendance and punctuality. The evaluation of the organizers carried out by participants consists of the following aspects. (1) readiness of facilitator, (2) readiness of learning materials/training materials, (3) effectiveness of implementation, (4) readiness of training media, (5) cleanliness/class facilities, (6) availability of class facilities, (7) availability of learning facilities, (8) service to participants, and (9) suitability of the food menu (Sunarti et al., 2021).

## CONCLUSION

The training activities carried out at Pasir Sunur Beach have had positive impact in understanding and changing the clean living behavior of local communities and beach visitors. Get into the habit of throwing away rubbish in the right place, collecting young coconut waste in one place, which is then used to process it into coco peat and coco fiber. So that young coconut waste is no longer scattered around. Furthermore, Sapta Pesona as a form of tourism development is also a concern for the community, especially training participants. To create a beautiful and comfortable beach to visit. Through this training, people get benefits that they can apply directly in their daily lives and have an impact on increasing their income and increasing their daily business. This is expected to persist even though the training has ended. So that the knowledge and skills that have been obtained can increase income and help the family economy.

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