

Sustainable Community Assistance Model as an Effort to Improve the Welfare of the Mangliawan Community

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Abstract

The issue of community welfare remains a persistent challenge in many developing regions, including the village of Mangliawan. Despite having abundant local potential and human resources, the community continues to face economic instability, limited access to education, and underutilized social capital. This study aims to empower the community to create new independent entrepreneurs, encouraging the empowerment of family entrepreneurs to increase family income and job opportunities through network expansion. This research was carried out in Mangliawan Village, Pakis District, Malang Regency, which is a center to produce snacks, such as tempeh chips and snacks, and the processing of used frying oil waste into aromatherapy candles. The aim of this activity is to provide guidance and assistance to the community in making candles. environmentally friendly aroma therapy and its marketing, thus becoming a new business expansion to increase family income. This service activity uses a Participatory Rural Appraisal approach which gives partners the opportunity to actively participate in activities from problem identification to the end of the activity. The targets of this community service activity are housewives living in Mangliawan Village, Pakis District, Malang Regency who have low incomes. There are four training activities to empower housewives, namely vocational training on packaging aromatherapy candles, tempeh chips, product packaging training, branding, and digital marketing strategies. The impact of this activity is that it contributes to improving the family's economy, the community can create and manage an environmentally friendly aromatherapy candle business and is very motivated to use and market it because they are aware that it can help efforts to improve the quality of the environment.

Keywords: Candles, Digital Marketing, Eco Friendly



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INTRODUCTION

Mangliawan Village, Pakis District, Malang Regency has many local people who have tempe chips home industries. Consisting of around 42 houses that produce tempeh chips, this results in a lot of frying oil waste and requires environmentally friendly innovation to maintain environmental cleanliness and increase additional economic levels for the community (Jaiswal & Mojahid, 2020; Andini Septya Ningrum & Sudarti, 2024). Used oil or often known as used cooking oil is used frying oil that cannot be used anymore (Ramadhan et al., 2023; Suryanti & Mediaswati, 2017). In the tempeh chips manufacturing industry, which produces tempeh chips in large quantities every day, it leaves a lot of oil waste (Yuniarti et al., n.d.). If used for cooking again, it is also dangerous for health and if thrown away carelessly it can cause environmental pollution (Hermayunita et al., 2023). Therefore, used frying oil should not be thrown away carelessly. To make it environmentally friendly, one effort that can be made is to convert used oil from frying tempeh chips into aromatherapy candles (Hilmi Junaidi et al., 2022). Apart from being used as lighting, aromatherapy candles can be useful for relaxation caused by the aroma emitted by the candles. Aromatherapy candles made from used oil from frying tempeh chips can also be distributed to local communities. It is hoped that this innovation will provide new opportunities for the community to be able to utilize waste properly to keep the environment clean. The transformation of waste processing used for frying tempeh chips has been carried out with various innovations to overcome environmental problems and increase economic value (Cahyono et al., 2022). One way is to make aromatherapy candles (Wardhani et al., 2023), which was carried out in community service activities in Mangliawan Village, which is the home industry for tempeh chips. Processing cooking oil used for frying tempe chips into products of higher economic value such as bar soap and aromatherapy candles has also been carried out to increase family income and reduce the accumulation of liquid domestic waste. This process involves the concept of "reuse & recycle" to convert waste into products that are useful and safe to use, as well as marketing through online stores to reach more consumers.

The results of discussions held with the Head of Mangliawan Village, Pakis District, Malang Regency, several problems faced in managing Community Welfare are as follows: (a) the community's understanding of managing entrepreneurship is still low, starting from choosing the type of business opportunity according to local superior potential, (b) type products that are not diverse enough to suit customer needs, (c) not yet understanding the importance of trademarks and product promotion, (d) not optimally utilizing digital technology to market products, (e) still low levels of transportation infrastructure, toilets, (f) low capital business, (g) people's income has not increased. Based on the partners' problems, the aim of community service activities is to empower the people of Manglian Village, Pakis District, Malang Regency through an entrepreneurship training program to create new independent entrepreneurs, encourage the empowerment of family entrepreneurs to increase family income, and encourage employment opportunities through network expansion.

RESEARCH METHOD

Research Design

The research uses the Participatory Action Research (PAR) method, which involves planning, implementation, and evaluation phases as proposed by Morales (2016) and

MacDonald (2012). This design is applied in community service to empower residents through environmentally friendly innovation training.

Research Target/Subject

Community service participants from Mangliawan Village, Pakis District, Malang Regency, consisting of: 15 housewives and 5 teenagers.

Research Procedure

The procedure follows the PAR model in these stages: Socialization and Licensing: Initial communication and agreement with local government and home industry actors. Preparation for Mentoring and Training: Designing materials and outreach on used oil management and product innovation. Mentoring and Training: Delivery of materials on environmentally friendly practices and business development through practice and discussions. Practice and Innovation Development Support: Converting waste oil into aromatherapy candles through hands-on sessions. Evaluation: Measuring participation, understanding, and sustainability of the program.

Instruments, and Data Collection Techniques

Observation: Monitoring participant engagement during practice and mentoring. Discussion and interviews: Used during socialization and evaluation. Attendance lists and activeness sheets: For recording participation. Questionnaires or informal tests (implied): Measuring level of knowledge and learning outcomes.

Data Analysis Technique

Descriptive qualitative analysis: Used to evaluate participation, engagement, knowledge acquisition, and program sustainability qualitatively. Documentation analysis: Including observation logs and meeting notes for triangulation.

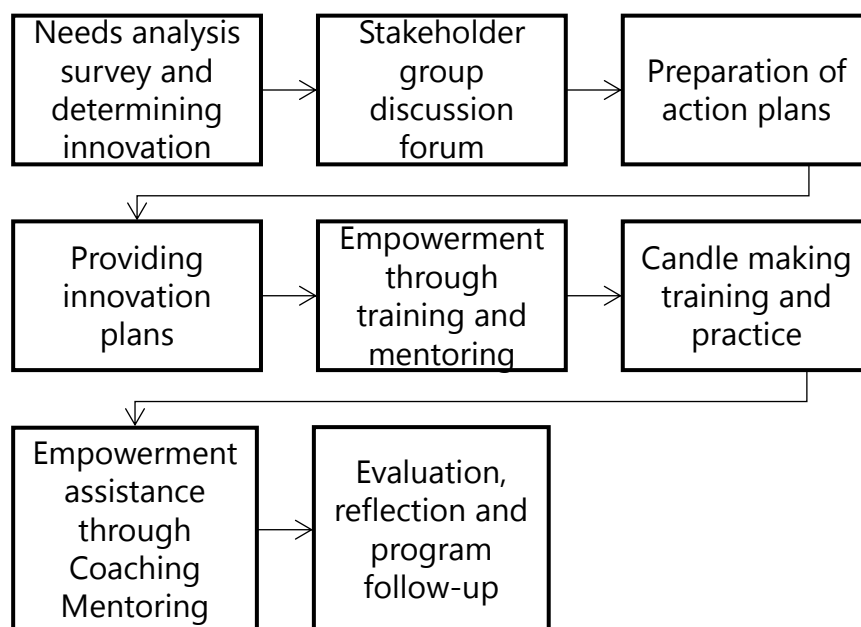


Figure 1. Participatory Action Research Scheme

RESULTS AND DISCUSSION

Community service activities were carried out on Saturday 4 May 2024, socialization of activities to the community in Mangliawan Village, Pakis District, Malang Regency, Thursday 9 May 2024, home industry entrepreneurship training activities, Thursday 16 May 2024,

product packaging assistance activities, on Wednesday 22 May 2024, assistance with product marketing through online media (digital marketing) and Thursday 30 May 2024 assistance with branding products. The training participants are people of productive age who live in Mangliawan Village, Pakis District, Malang Regency. There were 15 housewives and 5 teenagers who took part in this activity in Mangliawan Village, Pakis District, Malang Regency. The target audience is very enthusiastic about participating in service activities starting from training in making aromatherapy candles, packaging training, branding training, as well as marketing training via e-commerce.

Candle product training

The training to make iconic products introduces new knowledge about candles made from used cooking oil waste (Izzati et al., 2024;Minah, et al., 2017). During the activity of making candles from used cooking oil, each participant carried out the step-by-step teaching with enthusiasm. Participants were divided into small groups. Each group has been prepared with the tools and materials needed to make candles. A total of 3 candle glasses measuring 100ml each will be produced by each participant. This is to measure and compare the materials needed when producing in mass quantities. The steps in making candle crafts from used cooking oil for residents of Mangliawan village, Pakis District, Malang Regency are: (1) prepare the tools and materials needed: decorative drinking glasses, spoons, scissors, matches, mineral water, used cooking oil, paper crepe, tissue, mica cap from small jelly. (2) how to make candle crafts: prepare tools and materials first. Prepare the glass that will be used to make candle crafts. Pour enough water into the glass. Prepare crepe paper to color the water to make it more beautiful. Soak enough crepe paper and stir with a spoon until the water is the desired color. Next is an explanation of the opportunities and benefits obtained from candle crafts economically for the people of Mangliawan village, Pakis District, Malang Regency.

The candle crafts produced are made from waste cooking oil, but they can be useful items. The benefits obtained are not only for use for oneself or the family but can also be mass produced for resale as souvenir products which can be a source of income. When done on a mass scale, the production of candles from waste products can absorb large amounts of labor for the production process. Candle crafts that can be mass produced for redistribution in the form of souvenirs or souvenirs are produced from random collection of used cooking oil by residents. To produce 3 glasses of 100ml candles, 330ml of used cooking oil is needed. Apart from that, to make the packaging more attractive, craft products are added with fragrance from aromatherapy according to the desired aroma. The selling value of candles will be higher with the addition of these new features. Community service activities produce, apart from candles as conventional lamps, they also produce decorative candles made from household waste cooking oil.

The results of training activities can be observed directly after the activity. Activity participants felt enthusiastic and responded positively to the socialization activities. Daily waste that is always produced by household activities every day can be very innovative when the waste can be converted into crafts that can be used for daily activities. The results of the candle craft work made from used cooking oil in this activity were taken home and practiced again using materials available at home. The results of the evaluation from participants to reveal the potential income from product distribution as a level of success for a business is that candle crafts can be marketed by selling directly to consumers in Mangliawan, Pakis District, Malang Regency. The production value of this craft is a production value variable that significantly determines the income level of residents. To increase sales of handicrafts, residents need to pay attention to marketing skills and aspects, either directly or through intermediaries. Citizen creativity is needed to be able to optimize the marketing of this craft, for example promoting sales via the internet and social media. It is hoped that this kind of

creativity can include wider and more effective promotion in developing small businesses for this product.

Under limited conditions, this training activity does not fully answer all service issues. To face the challenges and opportunities for further community service activities, efforts need to be made to increase exploration to production, from distribution to end use. Innovation and creativity are very necessary for the development of Human Resources in utilizing resources in the surrounding environment. Network limitations and money movement are big obstacles. For this reason, changing people's mindsets with such micro businesses is a challenge and opportunity to be able to change difficult conditions like today so that they remain productive. Collaborating with related agencies and the need for appropriate technology is deemed very necessary so that small business productivity can continue.

Product packaging training

The original packaging for tempeh chips was wrapped in plastic. From an aesthetic perspective, the packaging is less attractive. The service team made changes to the packaging of tempe chips with plastic with attractive pictures and baskets made of woven bamboo, so that they look better and more attractive, and are kept clean. and can be used as souvenirs. This packaging has a high selling value and product cleanliness is better maintained. This packaging strategy is also carried out from labeling, packaging, and marketing of chips from products, packaging, product photos, information and posting. (Ni Luh Putu Melyana Putri & I G. N. Nyoman Wismantara, 2022;Purwanto et al., 2022) as an innovation to create an identity for a product, so that it is easily remembered by consumers at large.

Branding training

The village head and residents of Mangliawan, Pakis District, Malang Regency, before carrying out community service activities, had their own branding, which was quite good, but the stickers affixed to each product had no composition, no food benefits, and there was no label. In this training, the service team teaches how to fix the sticker and the position to stick it on the gold of the product, so that it appears more attractive to consumers, especially tourists. As research conducted (Sugiarto, 2020;Ariyani et al., 2022) that the importance of brand strength of a product brand, and how to introduce the brand so that it is known to all levels of society. Most of the business actors in Mangliawan, Pakis District, Malang Regency do not use good and attractive packaging, and do not know how they can become legal entrepreneurs and develop better through group membership. Next, the team formulated problem analysis and solutions related to problems in the field by providing branding equity training which was attended by 20 participants. Apart from that, there is also training on making more attractive packaging, to support purchasing interest and selling power. Marketing strategies are introduced by utilizing social media to support business development activities.

Marketing training via e-commerce

The service team holds marketing training activities through e-commerce. This training process was attended by the target audience of housewives and teenagers in Mangliawan, Pakis District, Malang Regency. This training uses a demonstration method. The resource person for this training is the service team. Marketing training via e-commerce needs to be carried out to market products owned by Mangliawan, Pakis District, Malang Regency more widely. In this training, the service team explained e-commerce which has a high purchase value for food products, namely Tokopedia and Shopee. The training aims not only to make tempeh chips, but housewives are taught how to choose market opportunities and sell online. Maximizing the use of technology gives housewives the opportunity to sell the food and drinks they produce. Online sales are referred to as e-commerce which utilizes platforms such as Tokopedia, Lazada and Sophie. However, sales are also made via social media such as WhatsApp, Instagram, and

Facebook via story status. Selling via e-commerce is a way to maximize income with minimal capital because sellers do not need to provide a stand to sell, thereby minimizing capital expenditure (Septiasih & Aminudin, 2017; Nabila A'yun et al., 2021). E-commerce sales are also explained in the research (Septiasih & Aminudin, 2017; Melina & Sudrartono, 2023) maximizing marketing through technology is effective and efficient because it can be reached by the wider community and minimizes overload in the workforce (Melina & Sudrartono, 2023; Harianto & Yucha, 2022). The results of the community service team's activities in implementing this application are effective in increasing sales of cooperative members' products to facilitate marketing so that they can provide added value to products and increase income for members.

The service in Mangliawan, Pakis District, Malang Regency regarding e-commerce registration and its use in buying and selling goods, the implementation of e-commerce training is a series of empowerment activities in Mangliawan, Pakis District, Malang Regency. E-commerce's can increase sales turnover (Azizah et al., 2019; Yuyu Kusdiana et al., 2022; Fanza Shofaun Nafsi & Yanda Bara Kusuma, 2023). Teenagers as part of the Mangliawan village community can quickly adapt to technological developments, so they are able to contribute to the region to improve the economy. Thus, involving teenagers as an element in developing villages is an effective way, as well as trying to preserve local cultural values for the younger generation.

Community service activities are carried out as a form of concern for Maulana Malik Ibrahim Malang State Islamic University Lecturers in fulfilling the obligations of lecturers in the Tri Darma of Higher Education. Community service activities through Sustainable Community Assistance as an Effort to Improve the Welfare of the Mangliawan Community, Pakis District, Malang Regency. At the start of the community service activity, the participants were provided with information about the dangers of used cooking oil waste and how to use it so that they then gained insight into how to recycle used cooking oil. The socialization of alternatives to using used cooking oil as a basic ingredient for making aromatherapy candles has been carried out and overall went smoothly.

The participants who attended were housewives and often used cooking oil repeatedly. The socialization participants were able to receive the socialization that was delivered well. There was high interest from participants to find out more about the use of used cooking oil as a basic ingredient for making aromatherapy candles. In this activity, the team provides information and training to partner members including:

Training on making aromatherapy candles from used cooking oil.

Apart from being used as biodiesel and biofuel, used cooking oil can also be used as an alternative ingredient for making candles. The process of making candles from used cooking oil takes place in several stages. Crude glycerin obtained from the process of mixing used cooking oil and several ingredients can be processed into candles (Hilmi Junaidi et al., 2022; Wardhani et al., 2023; Minah, et al., 2017). The applied science of hydrocarbon chemistry is one of the theories applied in processing used cooking oil into wax.

Training to maintain environmental cleanliness.

Efforts to increase public awareness in maintaining environmental cleanliness through waste management (Rahmadani, 2020) especially used cooking oil waste or used cooking oil is vegetable oil that has been used for frying and is usually thrown away after the color of the oil turns dark brown (Minah, et al., 2017; Minah, et al., 2017). Usually, used cooking oil is thrown away because it no longer has any use value. Disposal will become waste which is not good for the environment. Moreover, if the waste is thrown into rivers, and if it is thrown into plastic bags, it will make it difficult to decompose and cause new problems. Disposing of used cooking oil into ditches or onto the ground will pollute the water or soil. Environmental

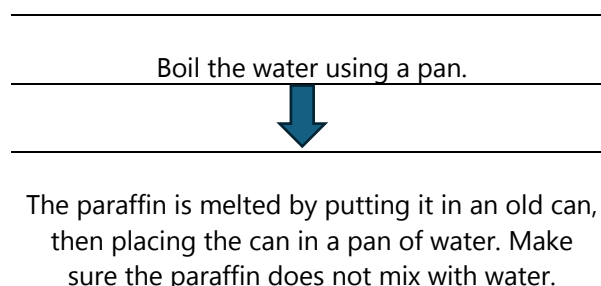
pollution caused by liquid waste dumped in rivers must be reduced by household waste processing efforts. Used cooking oil that is thrown away without measurable processing will require environmental improvements which are not only difficult but will also require large costs.

Entrepreneurial opportunities

Most participants in this activity are housewives who do not work outside the home. Housewives with large numbers can be used to support the family economy. Due to economic demands, housewives have a strong urge to help the family economically (Wardani et al., 2021; Said, 2020). Housewives experience obstacles in increasing family income such as limited capital, technological capabilities, weak knowledge in business management (Hariyani et al., 2019; Salaa, 2015). From an economic perspective, making aromatherapy candles from used cooking oil can generate quite high income because the costs involved are not too large and the production results can be goods that have economic value. Apart from providing training on making candles from used cooking oil, the team also provided information regarding good product packaging and the stages of opening an online shop. In carrying out the activity, there were many motivating factors faced by the service team, including: Most of the participants understood the dangers of using cooking oil repeatedly for body balance and environmental health, although some of them admitted that sometimes it was a shame if the oil was only used once or twice for frying. The participants' interest in the material provided was high because they gained new knowledge about products made from used cooking oil which are converted into aerometric candles.

Activities not only focus on outreach activities to the community, but also training. The training carried out was in the form of training in making aromatherapy candles. The following is a flow diagram for making aromatherapy candles (Figure 1). The ingredients and method for making aromatherapy candles are quite easy, the tools used are tools commonly used in households such as stoves, small frying pans, wicks and so on. The materials used can be modified according to materials in the surrounding environment, such as paraffin, dyes, and fragrances from natural or synthetic sources. Apart from providing an overview of making aromatherapy candles, the role of marketing that can be applied in marketing aromatherapy candles to make a profit is also explained. Currently, marketing not only plays a role in conveying a product in the form of goods or services so that it is properly received by consumers, but also about how satisfied customers are with the product being offered. Setting appropriate prices, distributing products practically, and promoting them on target are the goals of marketing (Arum Ardianingsih & Affifah, 2021; Mochamad Sirodjudin & Sudarmiatin Sudarmiatin, 2023).

In today's digital era (Bangsawan, 2023) Marketing aromatherapy candles can be done practically and quickly only through social media such as Instagram, Facebook, YouTube, and others or on online buying and selling platforms which offer many advantages for consumers such as free shipping services. Social media-based marketing is not always about direct buying and selling. However, in this marketing, sellers can market content in the form of images or videos related to the products being sold. Marketing content will help introduce products in general to the public.



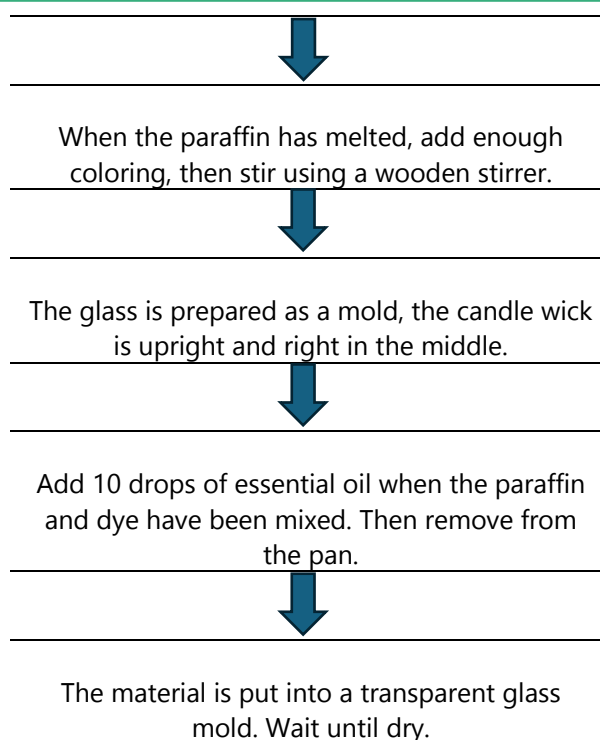


Figure 2. Flow Diagram for Making Aromatherapy Candles

Digital marketing has a broad marketing target (Irfani et al., 2020; Mochamad Sirodjudin & Sudarmiatin Sudarmiatin, 2023), not only focusing on one place or region, but marketing can even be done on a national scale. What sellers need to pay attention to is how the product can attract consumer interest. The product struggle is no longer limited to superior quality, but also at the same time as efforts to obtain additional value (Jadhav et al., 2023). Currently, aesthetics can act as a very effective emotional trap to attract the attention of consumers, therefore the attractiveness of a product cannot be separated from its packaging. In attracting consumers' attention to give a positive response, namely buying a product, the first trigger is the visuals seen from the packaging. So, to maximize marketing, the packaging of aromatherapy candles is made as attractive as possible. Aromatherapy candles can be packaged using clear plastic made from PVC, tied at the top with a colored ribbon.

Aromatherapy candle making training aims to improve participants' skills. Participants were quite enthusiastic about taking part in the event. To see the participants' motivation, the participants also independently made aromatherapy candles with attractive packaging according to the participants' creative ideas. At the end of the activity, we held an evaluation test for the participants. The aim of this was to see an increase in participants' knowledge. The physical form resulting from this service activity is in the form of aromatherapy candles and packaging of tempeh chips with various shapes, colors, smells and attractive packaging models and marketing.

Table 1. Results of the Community Service Questionnaire

No	Aspect	Percentage
1	Understanding of training materials	91,3%
2	Motivation to practice making aromatherapy candles	100%
3	Motivation for entrepreneurship	80%

The questionnaire in Table 1 shows the level of success of this activity. Based on these results, it can be said that 91.3% of participants stated that they could understand all the material they listened to during the training. This was influenced by the participants' belief that aromatherapy was beneficial for them not only as a fragrance but also for health, and that it could provide room mosquito repellent and good packaging of tempeh chips would make

consumers interested in buying them. Apart from that, all training participants admitted that they were motivated to make candles that they would use with their families. Meanwhile, 80% of the participants were motivated to run an aromatherapy candle making business. The participants stated that the basic herbal ingredients for making candles such as orange peel, lemongrass, cloves, and coffee are very easy to find around the area where they live. From the results of the product evaluation, it can be concluded that the participants can make aromatherapy candles which can be applied further if they have the desire to become an entrepreneur. The quality of the candle produced can then be tested simply, namely if the candle can burn well and emit a distinctive fragrance.

Utilizing used cooking oil waste as candle crafts can be used to reduce environmental pollution due to household waste. The implementation of socialization, service and mentoring has proven to be effective in conveying information and education to the people of Mangliawan Village, Pakis District, Malang Regency in terms of introducing new knowledge about candles made from used cooking oil waste, and explaining how this product can be managed to increase household income. The result of this activity is that residents have been able to produce candles and decorative candles made from household used cooking oil waste. The enthusiasm of the participants was very high, apart from the fact that until now they had never thought about using cooking oil waste, the candle products produced could also be marketed to gain additional income. The recommendation from this activity is the need for appropriate technology to support the production process, variations in product form, and packaging which still needs to be prepared well, from distribution to end use.

CONCLUSION

This service activity is very beneficial for partners, namely the women's group in Mangliawan Village, Pakis District, Malang Regency. The high motivation of partner members to develop their business and implement business diversification is one indicator of the success of this training and mentoring activity. Service activities start from preparation which includes coordination and sharing, and implementation includes training and mentoring. All activities can run smoothly and in a friendly manner and in a friendly and happy atmosphere. This atmosphere was deliberately created by the team so that training participants can receive the material and understand it easily, so they can implement and develop partner businesses with more productive and innovative management concepts.

Some of the targets and outcomes of this service activity have not yet been achieved, namely the target of producing environmentally friendly aromatherapy candles on a larger scale, so that they can compete with similar products at lower prices. However, partners make this unattainable target the next challenge which with full confidence will be achieved. Even though the partner member mothers remain busy with their domestic activities, with full confidence and high motivation they can improve and develop their group's business. After participating in this service activity, partner members feel optimistic about being able to develop this household-based business, especially carrying out business diversification, as well as the target of producing on an economic scale that is more profitable in starting a business. In general, the implementation of this community service activity went according to target and was very beneficial for the participants. Entrepreneurship training with aromatherapy candle products and Tempe Chips, packaging products and marketing e-commerce products has had a positive impact on housewives around Mangliawan Village, namely having the skills to manage and start home industry start-ups by utilizing digital technology to market them. The strategy of developing entrepreneurship by maximizing the use of technology to market products through e-commerce has succeeded in expanding market share. Involving teenagers and housewives is a strong collaboration in developing environmentally friendly home industry

entrepreneurship, targeting a wider market through social media and marketplaces, as well as efforts to preserve environmental friendliness for the younger generation.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; Investigation.

Author 3: Data curation; Investigation.

Author 4: Formal analysis; Methodology; Writing - original draft.

Author 5: Review and editing

CONFLICTS OF INTEREST

No conflict of interest.

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