

SOCIALIZATION AND TRAINING IN THE PRODUCTION OF ENVIRONMENTALLY FRIENDLY UMKM PRODUCTS BASED ON HOUSEHOLD WASTE IN KOTA BANDA ACEH**Rahmat Muliana^{1*}**¹ Shia University of Kuala, IndonesiaEmail correspondence: rahmatmuliana09@gmail.com**Abstract**

This service to the community is carried out in the city of Banda Aceh. This dedication to the community aims to instill an understanding of UMKM that is environmentally friendly, especially about plastic waste and other household waste that can be used as raw materials for UMKM products that are worth selling. The implementation of this environmentally friendly UMKM is expected to reduce excessive environmental pollution in residential areas, as well as increase the economic strength of the mothers of UMKM practitioners. The method used in serving the community is counseling and training related to environmentally friendly UMKM and the utilization of plastic waste. The result of this dedication to the community is an increase in the understanding of counseling and training participants in the dedication to the community on the importance of having an environmentally friendly business, as well as how the utilization of plastic waste becomes a product worth selling. Participants successfully made several products from plastic waste and sold them at the UMKM showroom managed by the Banda Aceh City Cooperative Office.

Keywords: counseling, environmentally friendly MSME, plastic waste, waste management.

INTRODUCTION

There are various environmental problems that must be solved in Indonesia, because these problems are related to the quality of life of the community in the future. There are ten environmental problems in Indonesia, namely garbage, floods, river pollution, destruction of marine ecosystems, global warming, air pollution, the difficulty of clean water, forest damage, abrasion and soil pollution. This problem is caused by human actions (Khamidah & Murniawati, 2019). Environmental entrepreneurship can be one of the solutions to overcome environmental problems in Indonesia. Linkungan entrepreneurship here can be specified as environmentally friendly UMKM.

In the City of Banda Aceh itself, various activities have been encouraged to prevent environmental damage and to preserve the environment by the government, one of which is plastic waste management activities and the utilization of household waste as raw materials for home industry products and MSMEs. These activities are channeled through activities. This program has been running since 1985, where at that time the source of funds came from the Inpres Bantuan Desa fund which was channeled through the PKK. This activity is aimed at the development of family business activities that are combined in groups and individuals, and is expected to be able to gradually become reliable self-employed and increase the growth of cooperative activities in creating a prosperous family (UP2K Upaya Penanggulangan Kemiskinan | Kuningan Regency Government, 2021).

The activity of utilizing household waste to become raw material for home industry

products has been carried out in several UP2K in the City of Banda Aceh. However, there are some regions that have not yet done this utilization activity, even though they already have their own small businesses and are incorporated in UP2K. One of them is *the city of Banda Aceh*. There are several businesses carried out by mothers, including handicrafts, catering, cracker making, dry cake making, yellow rice making, wet cake making, tailoring, and food stalls. These efforts produce plastic waste and household waste, which if left to pollute the environment. The household waste can be recycled and reused as raw materials for business products such as handicrafts. Some organic household waste can be used to make compost.

The mothers of the UMKM practitioners who are incorporated still do not understand how to manage their plastic waste and household waste, so the volume of waste in their TPS often accumulates and pollutes the environment. The waste can be used back into raw materials for new products that are certainly worth selling and can make money.

From the background of the object of service to the community, the mothers of UMKM practitioners *in the City of Banda Aceh* need counseling about the dangers of plastic waste, household waste, and training for their utilization as raw materials for new products that are worth selling. It is a pity that the UMKM actors do not know that the utilization of plastic waste and household waste can also be an alternative in saving production costs and can also add new products that can increase their business income. This happens because of the lack of socialization and training about plastic waste, household waste, and the procedures for utilizing plastic waste and waste.

METHOD

Counseling and training on environmental entrepreneurship, the utilization of plastic waste, and composting are given to the mothers of UMKM practitioners in *Banda Aceh City*, as an object for community service during this period. As for the order of service activities to this community as follows;

1. The first week, conduct a location survey in *the City of Banda Aceh* as an object of devotion to the community. This survey was carried out to select the object of devotion to the community.
2. The second week, conduct an interview with the mothers of UMKM practitioners in *the City of Banda Aceh* as participants in the community service program.
3. The third week, give counseling about:
 - a. Plastic waste and household waste
 - b. Environmentally friendly MSMEs
4. The fourth week, provide training on:
 - a. Making salable products with plastic waste raw materials
 - b. Product promotion through social media
5. The fifth week, evaluate the activities carried out during service to the community.

RESULTS AND DISCUSSION

Before starting service to the community, the team did a location survey in *the city of Banda Aceh*. During this survey, the team conducted interviews and discussions and then decided that the location met the criteria as an object of service to the community.

Then in the 2nd week, the team conducted interviews with mothers who own small and medium enterprises . These mothers are incorporated in *the City of Banda Aceh* . During the interview , it can be seen how little their knowledge is about environmentally friendly MSMEs, especially about the utilization of plastic waste as a raw material for manufacturing products. This may happen because the object of devotion to the community is a region where most of the community is a pre-prosperous community and not everyone has access to important information about environmentally friendly businesses . Therefore , the next step carried out by the community service team in the 3rd week is to provide counseling on environmentally friendly MSMEs and the utilization of plastic waste, as well as the utilization of other non-organic household waste .

In the 4th week , the community service team visited this community service object 3 times a week. During the visit, the participants were given training in making handicrafts based on plastic waste, such as *shampoo* , soap, or coffee sachet wrappers. Handicraft products that are made include bags , wallets , multi- purpose places (for example; for stationery). This training is in collaboration with the Banda Aceh City Cooperative Service in its implementation, where artisan mothers who are members of the UMKM community sponsored by the Service become trainers for training participants in service to this community . The products made by the training participants at this location are then placed and marketed at Dians Koperasi's UMKM *outlet* .

In this 4th week, the mothers of UMKM performers in this location were also taught how to utilize their social media to promote the craft products they have made. The social media used for promotion here is Instagram. However, due to time constraints, this material was not presented in depth.

CONCLUSION

The training and guidance participants in *the City of Banda Aceh* are very enthusiastic in following each activity despite the limitations of place and time. Devotion to the community begins by giving counseling to the mothers of UMKM practitioners about environmentally friendly UMKM and how to utilize plastic waste and other non-organic waste so that it can become a product worth selling. The mothers of these participants still had minimal knowledge and skills about environmentally friendly MSMEs and the manufacture of products based on plastic waste at that time, but at the end of this counseling and guidance, the mothers began to understand what environmentally friendly MSMEs are and how to utilize plastic waste and other non-organic household waste as raw materials for MSME products. It is hoped that further community service activities can be carried out in more places, so that the reach of changes related to environmental entrepreneurship and the utilization of plastic waste can be wider.

As mentioned above, due to limited time and environmental conditions, the activities that can be carried out in service to the community are only limited counseling and training. There are many other activities that can be done to deepen the understanding of UMKM mothers about this environmentally friendly UMKM , such as;

1. Training in the manufacture of products made from other plastic waste materials other than bags, such as flower vases, stationery holders , or home decorations from containers of mineral water bottles and glasses in packaging.
2. Provide training on creative marketing procedures , such as promotion on social media .
3. Financial management strategy training at UMKM.

It is hoped that the above activities can be carried out in further community service activities both in the same community service object and in other community service objects, in order to maximize positive changes in the field of environmentally friendly MSMEs and waste management in the community.

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