

Accompaniment In Managing Tofu Waste into Nuggets As An Efforts To Increase Income

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ABSTRACT

Tofu SMEs located in Pomahan Village, Pulung Ponorogo are extraordinary assets that need to be developed.. This tofu dregs waste has not been used properly. In fact, if used properly, this tofu dregs can increase income as well as open up new fields. In this service, the researcher offers an innovation from tofu dregs waste into nuggets. The Nugget innovations made from tofu dregs with a mixture of Moringa leaves, purslane leaves, carrots and eggs which are rich in vitamins and protein. The approach taken is the Asset Based Community-Driven Development (ABCD) approach by exploring several assets owned.. This service assistance is carried out starting from the process of observing tofu production, utilizing tofu dregs, the nugget production process, packaging to marketing. The purpose of this assistance is proper waste management so that it can increase revenue through product innovation accompanied by the development of marketing strategies. If the innovation is applied, it can create the creative and innovative power of SMEs owners and the younger generation to become productive, innovative and environmental-loving Human Resources because they are able to optimally utilize Natural Resources on the basis of independence in order to create income and increase income.

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INTRODUCTION

Community Service Activities or Kuliah Pengabdian Masyarakat (KPM) are activities that are programmed from each campus for all students to go directly to the community in implementing the knowledge gained as well as an introduction to the community for provisions after graduation later. Community Service Lecture is one form of the many Tri Dharma Higher Education activities in the form of community service. In addition, this village community service activity was selected through village deliberations to work to assist local governments in facilitating village communities in planning, implementing and supervising human resource development in the local village.

In the current era of regional autonomy, local governments are very interested in creating conditions that are able to mobilize the resources, capacities and skills that are available and owned by the local (regional) to be utilized for sustainable regional economic development. One of the economic resources is micro, small and medium enterprises (MSMEs) which have an important meaning and role for the economy in Indonesia (Mubaranto, Sarma. and Baga, 2016).

MSMEs are one of the drivers of the economy of the community in the region and in Indonesia. The importance of developing and empowering micro, small and medium enterprises (MSMEs) must be developed because MSMEs $A = \pi r^2$ businesses that play a role in development and economic growth (Rudjito, 2003). In addition, MSMEs play an important role in dealing with the problem of unemployment. By creating their own business, they will be able to encourage economic growth and generate personal benefits so that they can utilize existing resources for survival which continues to develop along with the times. IFC's explanation of MSMEs is that MSMEs formed and owned by Indonesian women are a valuable opportunity for local finance in an effort to empower communities.

Home industry sales have experienced a lot of decline which is influenced by consumer behavior with restrictions ranging from social, physical interaction, PPKM along with limited sales hours. Changes in consumer behavior today certainly bring positive and negative impacts for business actors, with the negative side bringing the impact of offline cart sales to decline, but also providing a positive aspect, namely providing a great opportunity for this home industry to market its products more broadly. Another obstacle is the lack of knowledge about product marketing strategies.

MSMEs in Indonesia are difficult to develop, one of which is in Pomahan Village, Pulung District, Ponorogo Regency because there are four economic problems. First, the economic value is less competitive in the market, the production capacity is still lacking, the lack of innovation that does not attract buyers, and limited marketing. Marketing strategy is needed to get consumers who are generous and can market their products optimally if the marketing strategy is well understood by business actors. If MSME actors lack an understanding of marketing strategies and product expansion, then products that are not distributed properly can affect the profits earned and also affect the amount of capital or costs that have been spent on the production process by business owners.

In this service, researchers focus on the problem of limited marketing and lack of innovation from the production of SMEs Tofu in Pomahan Village. Tofu SMEs have been around for 34 years and are owned by individuals. The results of making tofu in this industry are just like tofu in general, namely raw tofu and half-cooked tofu. In a day this tofu factory consumes about 50 kg of soybeans. However, it is not every day that what is produced is sold out. Of course, on the one hand, this tofu factory produces waste or residual production, as is commonly referred to as tofu dregs. This tofu dregs is not used properly, sometimes it is only given to feed livestock. If on a large scale and not used properly, it can harm the environment, such as air and soil pollution.

To solve these problems and to improve the quality of food, the author wants to offer an innovation from tofu dregs to be used as food that is delicious, practical, nutritious and of course can be used as a business idea that will be able to increase income. The product offered is, "Tofu Dregs Nuggets". These tofu dregs nuggets are made with a mixture of carrots, chicken eggs, moringa leaves and purslane.

If this innovation is implemented, it can create creative and innovative power for MSME owners and the younger generation to become productive, innovative and environmentally friendly Human Resources because they are able to optimally utilize Natural Resources based on independence in order to create food sovereignty and increase the income of the Indonesian people, especially in rural areas. Pomahan, Pulung Ponorogo.

The concept of community service by making management training Marketing as a solution has been found in various services by PTKIN including by (Handayani, 2020) entitled of Development of Small and Medium Industries (IKM) through Digital Markets in Jatitengah Village, Jati Tujuh District, Majalengka Regency, West Java. Seeing the current condition of society requires creativity from MSME actors to maintain their business so that it continues to run and develop. However, several conditions make it difficult to anticipate problems that arise, including lack of knowledge in developing a business, the absence of product innovation, difficulties in marketing goods.

Further research by Kadarusma, Evi Maria and Rina Irawati entitled Increasing Productivity of Micro-entrepreneurs Tofu Breadfruit Malang, here there are 3 problems such as lack of knowledge of marketing strategies, so that they cannot face business competition, there is no new innovation from tofu itself, there is no development tofu byproduct of tofu. So there is a need for training and assistance in marketing management and entrepreneurship.

This research begins with the discovery of an asset or potential to be developed, not from a problem to be solved. This paradigm gives a positive value to a research subject rather than a negative one. By using the Asset Based Community Development method, the devotees expect a significant development in terms of marketing tofu products and also the proper use of industrial waste that can increase income. The benefit of the services carried out is to provide assistance to the surrounding community in processing tofu waste industrial waste which was originally only used as animal feed into innovative

food that can increase income.

The objectives to be achieved through community service activities are as follows; increasing the speed of the capacity of human resources in accordance with the rate of development growth.

LITERATURE REVIEW

The new growth theory provides a theoretical framework for analyzing endogenous growth. Economic growth is the result of the economic system. technological progress is endogenous, growth is part of the decision of economic actors to invest in knowledge. The role of capital is greater than just part of income if the capital that grows is not only physical capital but involves human capital.

Human resources are an important factor because they can affect economic growth. Because human resources are an important factor in the development process, sooner or later the process of development really depends on its human resources as the subject of development who have good competence and are sufficient to carry out the development process.

The development of science is getting here more and more rapidly, especially in the field of technology, it can affect the development or economic growth of a country, for example the replacement in producing goods that originally used human power, now many are using sophisticated and modern machines which of course will be more efficient and more efficient. fast in producing products, which in turn will accelerate economic growth and development.

This study refers to the research of Dihin and Ignatius in the proceedings of the UNEJ national seminar (2016) explaining that SMEs must understand marketing management, understand market orientation towards product, people, price, place, process, promotion, physical evidence.

Further research was carried out (Yuliarti & Budiono, 2019) entitled Socialization of Tofu Business Improvement at UD. Tagor Gebang Jember, all tofu factories are always monotonous, there is no new innovation that makes the tofu more attractive and has a higher selling value. For this reason, tofu as one of the traditional foods needs to be fostered that leads to the creation of interesting and tasteful tofu innovations so as to make the selling value higher.

In Law Number 20 of 2008 concerning MSMEs, MSME empowerment is an effort made by the Government, Regional Government, Business World, and the community in a synergistic manner in the form of climate growth and business development for Micro, Small and Medium Enterprises so that they are able to grow and develop into businesses. strong and independent. Figure 1. provides an implementation SMEs. Economic model as can see in Figure 2.

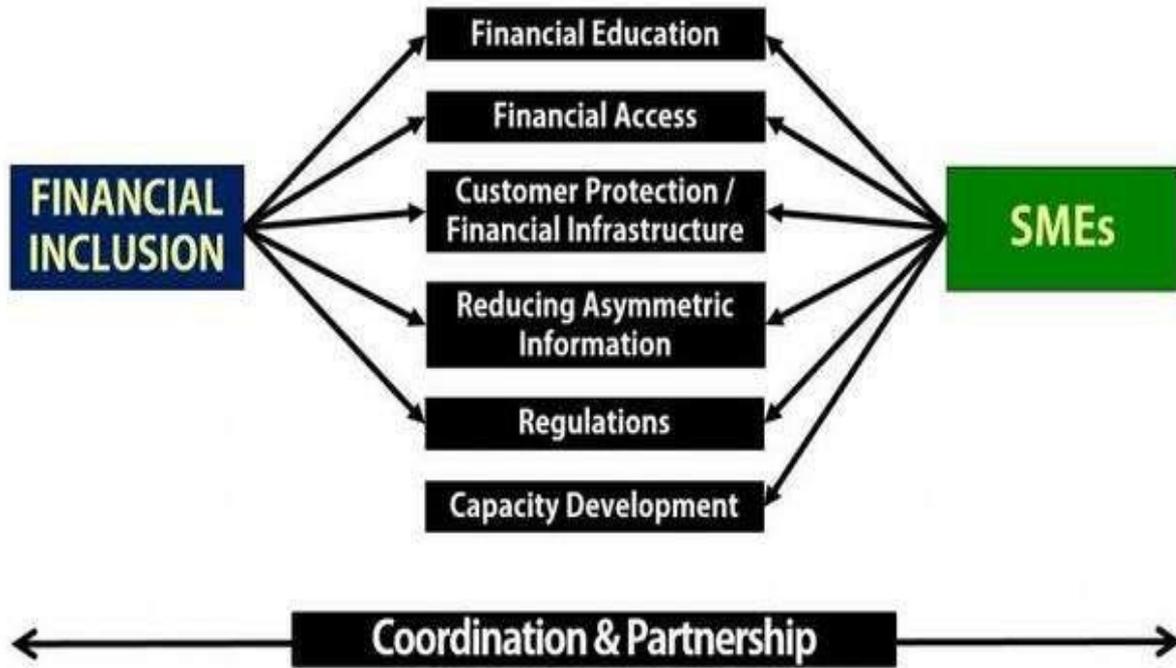


Figure 1.
Implementation SMEs.
Source: *IDTesis.Com*, 2007.

Circulation in Macroeconomics

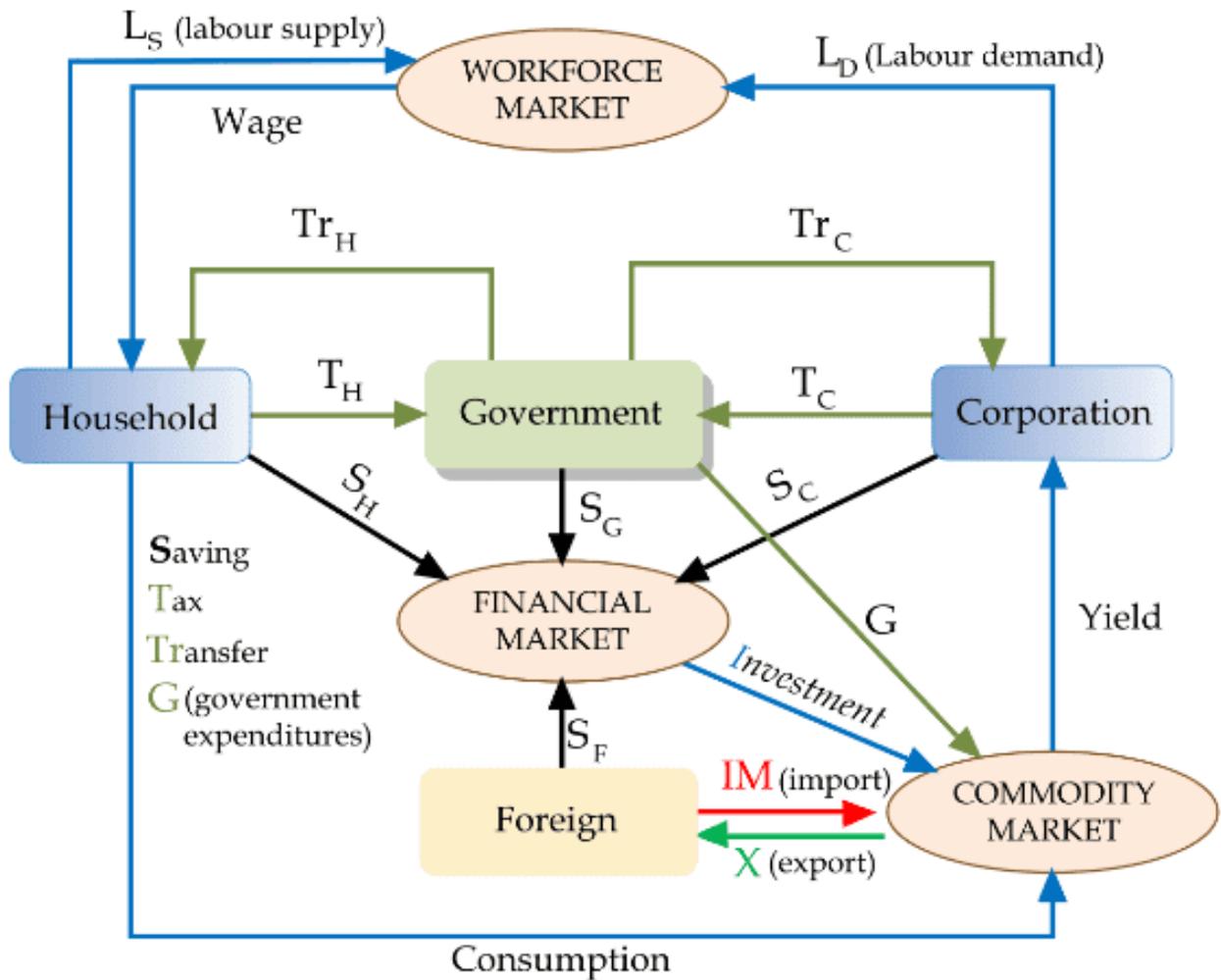


Figure 2.
Economic Models.
Source: CC BY-SA 3.0, Jarry1250, Wikimedia Commons.

Local Government

Regional governments in the era of regional autonomy should accelerate regional development, local governments as development policy makers must always integrate all cross-agents, including various elements in local government, businesses, non-profit organizations and other residents. Across actors should work together to create formal and informal or institutional frameworks to encourage interaction and regulate inter-agency relationships. Flexibility should be the key to the frameworks and institutions that must channel relevant concerns and interests in the process and mobilization of community resources. Accelerating regional development may require the establishment of a special development organization, which is responsible for coordinating all actors and serves as a spokesperson for the action plan or platform to be addressed.

This organization must establish a network for regional development to increase the efficiency of resource allocation and share knowledge and information. Operationalization and financing of this organization must be supported by cross-regional actors.

One of the main missions of local governments is to describe and implement all development strategies. This process should start with setting clear goals and understanding local conditions.

The entity must also consider sustainability at all stages of planning and implementation to ensure a healthy environment and a good quality of life. The strategy applied must be developed with the division of labor between actors according to their strengths and resources. In line with the trend of decentralization, the role of local government is becoming increasingly important in development. Local government authorities should provide guidance and assistance for the effective and efficient implementation of strategy development. Simplification and deregulation of bureaucratic procedures must be carried out to reduce business costs. Local governments must bridge the gap between the community and higher government authorities.

Innovation

An entrepreneur is generally able to take advantage of opportunities for economic capacity development and effective allocation of resources. In line with new trends in economic development, entrepreneurs must also be able to face competition and innovate, generating economic growth, technological renewal, job creation and improving the welfare of local communities. Local resources should be utilized to encourage business development by facilitating entrepreneurs to access information, knowledge, technology, capital, and human resources needed for the success of their business. More importantly, local authorities must be able to make efforts to simplify administrative processes for new business start-ups.

The local innovation system is a fundamental mechanism for strengthening innovation capacity at the local level. The main actors in this system include local government, industry, research institutions and universities. To strengthen the operation of local innovation systems, local governments need to devel-

op collaboration between industry and universities by providing incentives for the development of joint ventures between local entrepreneurs and universities. The development of the incubator will increase the dissemination of knowledge in the innovation system.

The formation of clusters will be able to stimulate the growth of new businesses and attract new business companies from outside the region, thereby increasing industrial output and creating new job opportunities. Through interaction and various resources in the network, innovation and technological improvement can be increased. In this regard, local governments need to foster a conducive business climate in accordance with local conditions for the development of cluster industries.

HR Development

Labor policy is closely related to economic development strategy and social stability policy. And the success of one policy depends on the success of the other. The elements of interaction influencing the success of labor policies include how well the policy is aligned with the overall economic development strategy, which must also build networks with other economic and social organization services, and how social and economic conditions affect the flexibility of its implementation.

MSMEs and start-up businesses are the drivers of job creation at the local level. The growth of MSMEs and startup businesses has a pending role in the preparation of labor policies in various regions. In order for MSME policies and start-up businesses to run well, local government authorities must involve them in every process of policy formulation and implementation.

The establishment of a local training organization requires coordination between business people, experts, and universities. Input from businesses can help ensure the training content reflects skills that are appropriate to the needs of the labor market. Local authorities can offer incentives to develop skills training, and encourage participation in training. In the era of globalization, the skills required by the market are changing rapidly. The workforce must be flexible and able to adapt to changes. It is therefore very important to accelerate the capacity of workers to learn new skills, and transfer skills to other industries.

Financial Support

The development of Micro, Small and Medium Enterprises (MSMEs) is usually accompanied by capital requirements. MSMEs are growing, due to the increasing number of business opportunities that can be accessed.

Under these conditions, MSMEs are usually unable to develop their business further, due to a lack of financial support. This is where the importance of providing capital institutions plays a role, as well as providing assistance. A number of mechanisms can be implemented in accordance with the diversity of conditions faced by MSMEs related to financial access. Financing for micro-enterprises usually requires the development of microfinance institutions and the availability of credit that is accessible to

them.

Microfinance institutions can take the form of banks or non-banks, including cooperatives. For startup businesses, developing a local network of business angels can solve some of their problems. Credit guarantee institutions including at the local level are also adequate for smaller local markets. The purpose of developing a credit guarantee institution is to ensure the security of MSME financing, help MSMEs overcome collateral limitations, increase the interest of financial institutions in providing credit to MSMEs and support other institutions that have tried to help MSMEs, because so far banks are not conducive to providing credit loans, because the credit they receive disbursement is always based on 5 C's, namely character, capacity, capital, condition of economy, and collateral.

MATERIAL AND METHOD

This community service uses the Asset Based Community Development (ABCD) approach with the Appreciative Inquiry (AI) model. This approach is considered very appropriate to use because it focuses on assets owned by the community as the main basis for developing work programs that have been prepared. This approach pays attention to the “half-filled glass”, where the strengths, capacities, and assets of the community are explored in such a way that they can become a strong foundation for community development programs. This approach aims to foster positive energy and mentality for people to get used to exploring their own potential. As can see in Figure 3.

First, discovery or find. At this stage, brainstorming is carried out with the community, about various things that have been achieved and past experiences of success, as well as various potentials possessed by the community. Second, dream or dream. At this stage, the assisted subjects are invited to explore their hopes and dreams, both for themselves, the organization, and the village community. The participants were invited to think big and think outside the box and imagine the results to be achieved, especially related to the management of MSMEs. Third, design or design. At this stage, partners are invited to start formulating strategies, processes and systems, make decisions and develop innovations that support the realization of the expected big changes, especially related to marketing and management of tofu waste. This is the time for people to think big and think outside the box and imagine the results they want to achieve (dream). Fourth, destiny or implementation. At this stage, MSME business owners are invited together to practice realizing their dreams according to the work program that has been previously set.

This community service activity was carried out in Pomahan Village, Pulung District, Ponorogo Regency. The assisted subjects consisted of various elements, namely entrepreneurs, religious teachers, village officials, children, and youth. Service activities will be carried out in July 2021. MSMEs in Pomahan Village have potential assets that can grow rapidly. These potentials include: First, having a very large area with very adequate natural resources; Second, the number of cottage industries, among others; banana chips industry, peanut sauce industry, wingko tripe industry, tempe godongan industry,

tofu industry. Third; each has very adequate equipment. However, every industry has various weaknesses such as lack of knowledge regarding marketing strategies, monotony of products, and the inappropriate use of industrial waste, especially in SMEs Tofu.

Based on initial observations, the researchers finally decided to conduct marketing strategy training and offer new innovations to tofu SMEs in the context of developing small industries that are competitive and able to process tofu dregs waste in order to improve food quality.

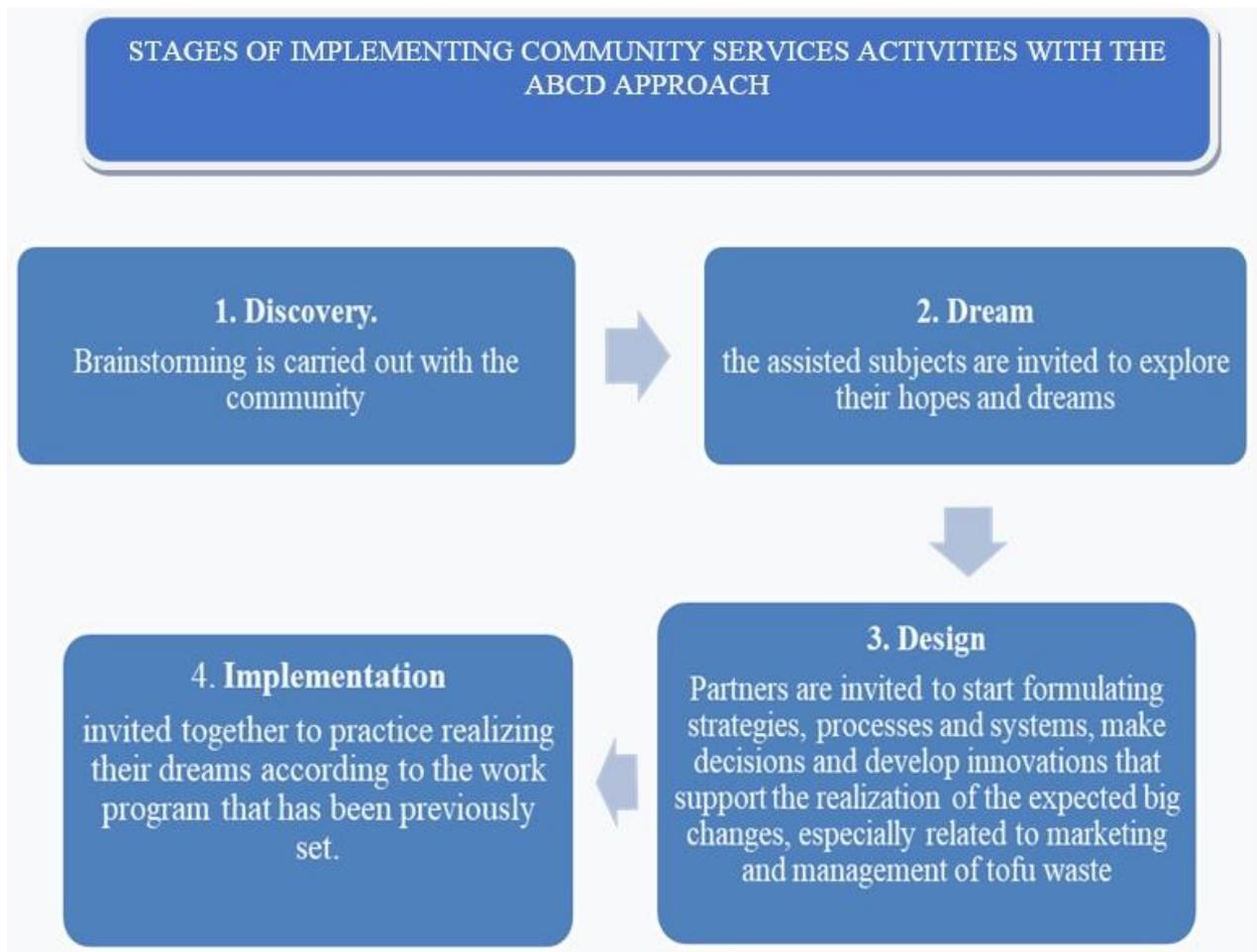


Figure 3.
Stage of Implementing Community Services Activities with The ABCD Approach.

Mentoring Techniques.

The methods and tools used to collect community empowerment assets through the Asset Based Community Driven Development (ABCD) method include:

a. Appreciative Inquiry

Appreciative Inquiry (AI) is a positive way to make organizational change based on the simple opinion and view that every organization has something that can work well, something that makes the organization live, effective and successful, and connects the organization with the community and its stakeholders. with a good relationship.

b. Community Mapping

Approaches or ways to expand access to local knowledge. The community map is a community-based visualization of knowledge and perceptions that encourages the exchange of information and includes for all communities to participate in processes that affect their environment and lives.

c. Mapping Associations and Institutions

Association is a relationship that underlies the formation of social institutions that occur and are formed because they meet several factors including: 1) awareness of the same conditions, 2) social linkages, 3) orientation to predetermined goals.

d. Mapping of Individual Assets (Individual Mentory Skill)

The methods or tools used to map individual assets include questionnaires, interviews and focus group discussions. The benefits of mapping individual assets include: 1) helping to build a foundation for empowering the community and having high solidarity in the community, 2) helping to build good relationships with the community, 3) helping the community to explore their own skills and talents.

e. Financial Circulation (Leacky Bucket)

Economic turnover in the form of money, cash, goods and services is an inseparable part of society in their daily lives. How far the level of their local economic development can be seen from how much economic power enters and leaves. To find and develop assets owned in the economy of the community or local residents requires a careful analysis and understanding.

f. Priority Scale (Low hanging fruit)

After the community knows the potential, strengths and opportunities they have by finding good information, mapping assets, tracing areas, mapping groups or institutions meaning they have built the big dreams they hope for, the next step is how they can do all those dreams. t, due to limited expertise, space and time it is impossible if all their dreams can be realized.

Implementation of Assistance for Educational Activities

1. Inculturation (Program Introduction)

The inculturation stage is carried out a week before community service activities are carried out. This service activity begins with an application for permission to the parties who will be involved in the service activity. First, we are in touch with the Head of Pomahan Village and the owner of the Tahu MSME regarding the application for permission to do service in Pomahan village. After being given permission to serve in Pomahan, it was continued with virtual guidance and confirmation to the Field Supervisor.

The purpose of this inculturation stage is so that the village, especially the community, knows the purpose of the arrival of KPM students who will carry out service activities. So that there is trust from the community towards students who will carry out service activities. Then the KPM students can unite and mingle with the community in Pomahan village, and get facilitation from various community groups who will become student partners in carrying out this service activity.

2. Discovery (Revealing Program Information)

The discovery stage is carried out after the inculturation stage. At this stage, the activities were carried out using the interview method. This interview activity was carried out by KPM students with MSME owners. The purpose of this stage is for KPM students to know information related to assets and problems that exist in various MSMEs.

3. Dream (Dream of the Future)

Dreaming of the future or the process of developing a desire or vision is a tremendous positive force in pushing a change for the better. This stage encourages the community in Pomahan Village to create a positive picture of what they want or aspire to. At this stage it also provides positive energy in exploring dreams or dreams together that have not been realized.

4. Design (Knowing Assets and Identifying Program Opportunities)

At this stage, KPM students formulate a work program from the results at the Discovery stage which results in a mapping of assets that will be carried out in Pomahan village. After knowing the assets owned by the village, KPM students were interested in entering the Tofu SMEs because they felt that the Tofu SMEs contained assets that could be developed rapidly. Looking at the Tofu SMEs, the marketing is still limited and has not been able to utilize the tofu dregs waste properly. So that the servants decided to take a marketing strategy training work program, product redesign, and offer new innovations in the context of utilizing tofu dregs industrial waste.

5. Define (Supporting Work Program Implementation)

At this stage the servant realizes a work program that will be carried out starting from following the production process, observing the production process and providing direction regarding broad marketing strategies and through digital marketing. In addition, the service also added the address of the tofu UMKM production to Goggle Maps so that it could be reached by people who did not know the

address of the Tofu UMKM. At this stage, the service also offers a new innovation in the form of Nugget from tofu dregs, seeing that these tofu SMEs have not been able to utilize their waste. The service provides guidance starting from how to choose the right tofu dregs to be used as the basic ingredient for nuggets, the process of making nuggets and the marketing process of nuggets.

6. Reflection

At this stage, the servant evaluates the work program carried out at the Tofu SMEs. The purpose of this stage is to find out to what extent KPM student activities can affect Tofu SMEs and how the local community responds, find out whether the owners of Tofu SMEs have increased in terms of marketing, and whether new innovations offered by the service can increase the income opportunities of the surrounding community and are able to improve food quality in Pomahan Village. In the services, targets are the perpetrators of tofu SMEs and also the surrounding youth.

RESULT AND DISCUSSION

The initial step taken by the servant was to make observations in Pomahan Village, Pulung sub-district, Ponorogo Regency, by looking at the real economic conditions of the Pomahan Village community through Tofu SMEs. From the data obtained and with various considerations, the servant decides the main asset to be taken is MSME Tofu. The servant decided to provide assistance to the marketing strategy and management of tofu dregs industrial waste on the grounds of a lack of knowledge related to marketing strategies and the lack of precise management of tofu industrial waste. Service activities consist of assessment, core training activities and post-training evaluation. This chapter will describe the effectiveness of marketing and management of tofu dregs as an increase in income in Pomahan Village, Pulung District, Ponorogo Regency.

Field assessments are carried out in the first week of KPM activities. From the results of the assessment, we obtain an overview and information regarding who is involved in marketing strategy training and the management of new innovations from tofu dregs, implementation locations, strategies and descriptions of what activities will be carried out. Next, visit the location of MSMEs by submitting a request for permission to participate in the production process. After two visits, the servant observed some of the problems faced from starting production to marketing to the market. The third visit of the devotees participated in marketing tofu, namely at the Sugihan market which was located at Sugihan Village, close to Pomahan Village where the service was held. The visits to the four servants provide assistance related to product marketing, the servants participate in the marketing process, after knowing how extensive the marketing is. The visit to six servants provided assistance in the process of making Nugget innovations, starting from the selection of tofu dregs, introducing the composition of nuggets such as carrots, purslane, and Moringa leaves. In addition, it also provides knowledge about the nutritional content, vitamins, and minerals contained in each Nugget composition to MSME owners

and some teenagers in the Dukuh Krajan area, Pomahan Village. On the seventh visit, the servant found Nugget marketing links in frozen food stores and also tried to market them through social media. Evaluation of activities is carried out for the extent to which the activities are successful, in terms of: 1) the enthusiasm of the owners of SMEs Tofu; 2) the achievement of training objectives and the achievement of the target of mentoring materials and innovations offered; 3) partner's ability to capture material; and 4) evaluation of the implementation of activities to determine participants' satisfaction with the entire series of training activities through evaluation and observation sheets.

Activity Results

The implementation of the service starts from the receipt of the service permit for the Pomahan Village community. Understanding of marketing strategies and waste management is still lacking because there is no organization that accommodates and monitors MSMEs. The existence of MSMEs is an important part in the context of growing the economy. The development of MSMEs from time to time should experience an increase which can reduce unemployment and be able to be competitive. In responding to this, it must be supported by the existence of multi-skilled Human Resources (HR) by MSME actors, the goal is that MSMEs are able to compete with other similar industries. Improving the quality of Human Resources (HR) can be done through tiered and continuous coaching and mentoring programs (Sousa, Sampaio, and Rodrigues, 2005; Sousa & Rodrigues, 2006; Peynan, 2008). There are several problems that result in the weak competitiveness of MSMEs in Pomahan Village, namely marketing, capital, product innovation, labor, and the absence of special institutions or organizations from the village that accommodate and monitor MSMEs. This is evidenced by the assessment of the competitiveness index according to the WEF which is determined based on three things, namely; basic requirements, supporting efficiency, innovation and sophistication factors. To have competitiveness, we need to produce something that has certain characteristics, both in terms of type, shape, and quality. The more advanced the country's economy is due to the innovation economy in determining its development strategy. Thus we know how important innovation is in developing a business.

Tofu SMEs located in Pomahan Village have basic problems, namely limited marketing and not being able to properly utilize industrial waste. If every day the owner of this tofu industry is able to produce 60 kg of soybeans, then we can imagine how much waste is generated. Usually the waste from the tofu dregs industry is only used for animal feed itself, the rest is wasted. The remaining tofu waste that is wasted causes air and soil pollution. This can happen because if the tofu dregs accumulate, it will decay and cause an unpleasant odor, of course this is very disturbing.

Based on the results of visits by servants to industrial sites, it was found that there were several basic reasons why MSME owners were still running their business even though there was no increase in income, including; the effort made has decreased, there is no substitute work when it stops producing

tofu. The obstacles faced are the lack of time in helping the marketing process and the limited interaction with teenagers because they are still in the pandemic periode.

Seeing the problems above, apart from providing assistance in improving marketing strategies, the service also offers a new innovation that is expected to be a solution in dealing with problems regarding tofu waste as a business idea or by-product that can be an alternative to new jobs to increase income. This refers to the theory of Josep Aolis Schumpeter (in Jhingan, 2004) which states that "development is a spontaneous and discontinuous change in a circular flow and arises above trade and industrial life. The main element of development lies in trying to do new combinations in which there are various possibilities that exist where this new combination appears in the form of innovation. From Schumpeter's view, the devotees think that an innovation is very important and is a new technology that can increase production creativity so as to increase income. Visit to industri tofu and observation of tofu waste separation as can see in Figure 4. and Figure 5.

The innovation in question is "Tofu Dregs Nuggets" which is made from tofu dregs that are no longer used. This innovation contains several nutrients, vitamins and minerals because it is made with a composition of chicken eggs, Moringa leaves, carrots and purslane. In addition, tofu pulp itself contains 393 (cal) energy, 17.4 (g) protein, 19 (g) calcium, 29 (g) phosphorus, 4 (g) iron. The ingredients above may still be unfamiliar to ordinary people, because they see that Moringa leaves are usually only used for bathing corpses, not for food. While purslane ordinary people know it only as an ornamental plant or flowers. So here the researcher will describe one by one the content of several compositions of Tofu Dregs Nugget.

First, chicken eggs, chicken eggs may be familiar and become a daily side dish. Chicken eggs are very high in animal protein. Eggs contain riboflavin (B2) which is useful for maintaining growth and development, antioxidant nutrients, nourishing the nervous system, healthy eyesight, helping the development of red blood cells, energy metabolism. Contains Vitamin D which is useful for maintaining bones and teeth, maintaining the immune system, and being able to maintain muscle function. Vitamin E which has antioxidant properties as a guardian of heart health, prevents certain cancers, maintains healthy vision due to age. Vitamin B5 which can prevent muscle cramps and numbness. Vitamin B12 is useful for the formation of red blood cells and can convert food into energy. Vitamin A which is useful for skin health, eye health and preventing hair loss. Iron is an important mineral that produces hemoglobin, helps muscles use and store oxygen. Iodine regulates the rate of metabolism. Folate helps produce and maintain new cells.

Both carrots, carrots contain beta carotene in sufficient quantities. This function of beta carotene has a very extraordinary function against free radicals that often cause dangerous diseases such as cancer. In addition, beta carotene is also very useful for reducing the risk of prostate cancer in men. In addition to beta carotene, carrots contain high vitamin A so it is very beneficial for eye health.



Figure 4.
Visit to Industri Tofu.



Figure 5.
Observation of Tofu Waste Separation.

The three Moringa leaves, Moringa leaves with Latin Moringa Oleifera are plants that can be consumed as vegetables and drinks. Moringa Oleifera is rich in beta carotene, vitamin C, vitamin E polyphenols and is a very good source of natural antioxidants for the body. Currently, Moringa Oleifera enhances various biological functions such as anti-inflammatory, anticancer, hepatoprotective, and neuroprotective, and neuroprotective functions. In addition, many studies have revealed its therapeutic value including anti-diabetic, anti-rheumatism, arthritis, anti-atherosclerosis, anti-infertility, pain relief, anti-depressant, diuretic and thyroid regulation. Moringa Oleifera Extract also contains tannins, saponins, flavonoids, terpenoids, and glycosides, each of which has specific medicinal properties. Some of these compounds have been shown to be effective as antioxidants, antimicrobials and anti-carcinogenic agents.

The fourth purslane, one of the plants that is considered a weed for the community is the purslane plant with the Latin name *Portulaca Oleracea*. This plant is underutilized even some people make purslane plants as food for crickets. Though purslane plants have good nutritional content for growth and brain development for body health. The ingredients include: Omega 3, α -linolenic acid, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Omega 3 functions as an immune system, increases intelligence and acts as an antioxidant that can prevent the growth of cancer cells. In addition to omega 3, there are other nutritional content, namely protein around 2-2.5%, linoleic acid which can lower blood cholesterol, and vitamins A, B, and C (Raharjo, 2011:25).

Nugget is a fast food that is usually made from minced or ground meat and mixed with a little flour and then covered with breadcrumbs. Usually these nuggets are very popular with children because of their savory and delicious taste. Here, the researchers made a new innovation in the context of utilizing tofu waste industrial waste management as nuggets, but the ingredients were not minced chicken meat, but tofu dregs. For the mixture of carrots, Moringa leaves, and purslane. The steps for making tofu dregs nuggets are as follows:

1. Picking and selecting tofu dregs that are really clean. Then squeeze a clean filter cloth until the water is reduced.
2. Steam the tofu dregs for about 15 minutes. While waiting for the steamed tofu dregs, clean the carrots and grind them finely, clean and finely chop the moringa leaves and purslane leaves.
3. Prepare ground spices such as garlic, salt and a little pepper.
4. After the tofu dregs are steamed for about 15 minutes, remove and mix in a container all the ingredients, namely spices, chopped Moringa leaves, chopped purslane leaves, chopped carrots and chicken eggs. (1 kg of tofu dregs using 3 beaten chicken eggs).
5. Heat the pan for steaming.
6. Mix all the ingredients, after all the ingredients are mixed then put the nugget mixture in a greased baking dish.
7. If the water in the pot is boiling then add the baking sheet and steam for 30 minutes.

8. After 30 minutes the dough is removed from the pan and when it is cold it is molded.
9. Coat the nuggets with the beaten egg and then again with the breadcrumbs.
10. Fry the nuggets until golden brown.

The steps for making tofu dregs nuggets as can see in Figure 6., Figure 7., and Figure 8.



Figure 6.
Accompaniment Nuggets Tofu Dregs.



Figure 7.
Accompaniment Nuggets Tofu Dregs.



Figure 8.
The Final Result Nuggets Tofu Dregs.

During the manufacturing process, the tofu dregs business owner and also some teenagers who live in Pomahan Village. After the frying process is complete, the product is packaged and labeled so that the nuggets look more attractive and are worthy of being traded. Because considering the redesign greatly affects consumer interest in buying. Do not forget that the service label also adds the composition of the nuggets and their contents so that the public knows the benefits of these nugget ingredients. Redesign product as can see in Figure 9.



Figure 9.
Redesign Product.

The next step is to find a network or marketing link through online media, namely WA with an Open Order system first because considering that nuggets are without preservatives, of course, if they are not put in the freezer, they will not last long. If put in the freezer nuggets can last up to 5-6 days. The next marketing consignment is to a frozen food shop located in the Pulung area of the sub-district. With this innovation economic effort, it is hoped that it will be able to create business opportunities as an increase in the income of SMEs owners tofu and young people in Pomahan Village.

The results of the implementation of service activities in general can be seen based on the assessment of the following components:

1. The success of the target number of mentoring participants

The target number of mentoring participants is 8 people, consisting of 3 owners of tofu SMEs and 5 teenagers in Pomahan Village. Thus the success target of the number of participants is considered very good, because 100% of the invited participants can participate in the training.

2. Achievement of training objectives

The purpose of the training is to provide direction related to marketing strategies, industrial waste management as an innovative food as well as a by-product. The directions conveyed were how to market through open orders, use of tofu paste, manufacture of tofu dregs nuggets, marketing of tofu dregs nuggets with a consignment system to frozen food stores. Here the devotees begin to observe that the tofu dregs which are usually discarded this time, the good and clean tofu dregs are used for processing nuggets and for the rest which is considered unsanitary, it is used for animal feed.

3. The ability of participants in mastering the material

The implementation time is flexible so that it can adjust to the busyness and availability of MSME owners. Servants make visits and assistance during the production process 3 times, during waste management 2 times mentoring and plus 1 time when assisting the marketing process. The obstacles faced are the lack of time in helping the marketing process and the limited interaction with teenagers because they are still in the pandemic periode.

The evaluation was carried out 3 times where each evaluation was carried out after 3 stages, namely observation visits, mentoring visits and finally after the marketing process. The first evaluation was carried out during the first visit by discussing what problems were faced by MSME owners and the youth of Pomahan Village. So that the service provides solutions to MSME owners. The evaluation activity received a positive response from the owners of MSMEs, where they were very enthusiastic about participating in the assistance provided by the servants. The second evaluation was carried out after the process of managing tofu waste into nuggets. Here the servant makes observations based on the level of understanding of the participants. The benchmark used by the service is whether or not the participants can practice again how to make Tofu Dregs Nugget from the beginning of manufacture to product packaging. Of all the participants, it turned out that they had the desire to continue the production of the nuggets themselves. The reason is that they want to have by-products other than tofu and for

teenagers they also have an interest because during a pandemic like this school from home so that instead of them being unemployed they need side jobs to earn their own income.

CONCLUSION AND RECOMMENDATION

Based on the description of the discussion, several conclusions can be obtained, including: KPM activities can increase the knowledge of MSME owners in terms of marketing strategies and also how to utilize tofu dregs waste, while also providing product innovations that are able to open new jobs so that they can increase income, Increasing service participants through mentoring and helping find marketing links, To improve the understanding of service participants, direct practice was carried out between MSME owners and youth in Pomahan Village, The implementation of the activity was deemed successful because the participants got a marketing link and were also able to manage tofu dregs waste as an increase in income.

After doing this research, the author hopes that there will be a change that is very useful, especially in the field of tofu waste management. The author realizes that in this article it is still far from perfect, in the future the author will be more focused and detailed in explaining the problems above with more sources which of course can be accounted for.

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