

Orange Roll Jelly Processing Training as a business opportunity in Tegalweru Village, Malang Regency

Norma Hasanatul Magfiroh^{1✉}, Elly Susanti²

^{1,2} Universitas Islam Negeri Maulana Malik Ibrahim Malang

200401110181@student.uin-malang.ac.id

Article Information

Manuscript Received 2025-03-07
Manuscript Revised 2025-06-25
Manuscript Accepted 2025-06-27
Manuscript Online 2025-06-30

ABSTRACT

Tegalweru Village is one of the citrus producing centers in Malang Regency, but has no innovation in processing crops that have an impact on community economic empowerment. This study aims to assess the effectiveness of orange roll jelly processing training as a form of business opportunity based on local potential. The research method used is descriptive qualitative, with data collection techniques through observation, interviews, documentation, and community empowerment. The training, which was held on January 19, 2023, was attended by 30 PKK mothers. The results showed an increase in participants' understanding of the manufacturing process and the business potential of the product. Orange roll jelly products are considered attractive, healthy because they are without preservatives, and have economic value. This training opens up opportunities for the formation of new MSMEs based on local potential and strengthens the empowerment of village women.

Keywords: training, women empowerment, orange, UMKM, orange roll jelly

PENDAHULUAN

The Central Statistics Agency revealed the data that the total orange area in Indonesia is more than 57,000 hectares [1]. The Ministry of Agriculture noted that Malang Regency was one of the largest orange centers in East Java Province [2]. The main centers of orange fruit in Malang Regency are located in Dau District, where 1,227 hectares of land are planted with various orange varieties. However, most of the harvests are only sold in the form of fresh fruit without advanced processing. In fact, according to BPS data, the Open Unemployment Rate (TPT) in Malang Regency reached 5.13%, with most women working in the informal sector such as household assistants [3].

One of the villages in Dau District which is also a producer of oranges in Dau District is Tegalweru Village. This causes Tegalweru Village to have abundant natural resource potential. Where one of the varieties of oranges planted is baby oranges. Citrus fruit itself has quite a lot of properties including vitamin C which plays an important role as a natural antioxidant to increase immune and immunity [4]. Based on this condition, most of the people of Tegalweru Village, especially the fathers work as farmers in the orange garden, while most of their mothers work as domestic helpers in Malang.

The number of orange gardens in Tegalweru Village was only sold in the form of intact citrus fruit without processing in advance. On the other hand with the existence of this orange garden it also raises a new idea to make orange picking tourism. With the existence of this orange picking tourism, it is necessary to have a new innovation so that it is increasingly attracting the interest of the community to travel in the Tegalweru Village Orange Picking Tourism. The number of results from oranges in Tegalweru Village must be balanced with a good orange processing. This shows the need for innovation that not only increases the added value of local products, but also empowering the village women group [5].

Judging from the number of mothers who work as household assistants, there needs to be an innovation to create business opportunities in Tegalweru Village [6]. This is supported by only one

MSME in Tegalweru Village, namely Jenang Fruit Idol. So it is very necessary innovation to create business opportunities especially engaged in the processing of citrus fruits. One of the efforts made by researchers is to hold Orange Roll Jelly training with the intention of utilizing oranges and creating new business opportunities in addition to orange picking tourism. With this processed orange can be one of the souvenirs that can be marketed in orange picking tourism or developed into a new business to minimize mothers who work in the city [7]. With this Orange Roll Jelly business opportunity, it can answer the problem of the number of oranges sold without being processed and can improve the ability of Tegalweru Village mothers to have the ability to process oranges.

Orange Roll Jelly Processing Training is a form of intervention that aims to create high -value and healthy orange processed products, as well as opening new community -based business opportunities [8]. This innovation has novelty compared to previous interventions that failed to develop due to limited product durability such as orange drinks. Orange Roll Jelly uses baby orange juice combined with other natural ingredients, produces healthy, durable, and attractive snacks in terms of appearance and taste [9]. Orange Roll Jelly is a processed baby orange juice cooked with gelatin, sugar, and other ingredients [10]. This preparation is a light snack that can be used as a substitute for candy but still has a nutritional value [11]. This preparation is also in demand from children to adults.

Some training has been held by other parties but apparently cannot run smoothly, including the processing of orange juice to be a drink. This was stopped because it turned out that the drinks made lost to the drinks that had been spread in the community and were not durable. In addition, this training is the development of community service research that has been conducted in Tegalweru Village including research by [12] with the title Cadre Empowerment in Improving Health through Local Wisdom Based Training in Tegalweru Village, Dau District, Malang Regency. In addition, research was also conducted by [13] entitled Improvement of Understanding of Food Safety for the people of Tegalweru Village. With this previous research, it becomes a provision for researchers to hold training with new innovations [14].

Theoretically, this approach is supported by the theory of Empowerment of Naila Kabeer (1999) which emphasizes the importance of access to resources, strengthening agencies, and achievement of results as indicators of women's empowerment [15]. In addition, the concept of community-based enterprise (CBE) confirms the importance of community participation in the production process and business management for collective interests [16]. Therefore, this research not only focuses on the technical aspects of product processing, but also on its contribution in strengthening the local economy and social empowerment [17].

Based on the description above, researchers focus on studying how the Orange Roll Jelly processing training can create business opportunities in Tegalweru Village. With this business opportunity can improve the economy in Tegalweru Village so that mothers do not need to work in the city as a household assistant. In addition, this training if occupied can create new MSMEs in Tegalweru Village. This training serves to provide skills to Tegalweru Village mothers to use the existing oranges to sell high value and create new business opportunities.

METODE

The research method used by researchers is descriptive qualitative. Descriptive qualitative is a research method that examines a problem formulation that guides research to explore or photograph social situations that will be examined as a whole, broad and in -depth. The descriptive qualitative approach is carried out with active participation from Tegalweru Village residents, especially PKK mothers as the main participants.

In this study, researchers will examine the crops of Tegalweru Village, namely oranges which as crown fruits in this village. This study uses the concepts of observation, interviews, documentation, and empowerment. The selection of participants was carried out purposively by considering their active involvement in village activities. The number of training participants was 30 people.

This activity was carried out at the TegalWeru Village Hall on January 19, 2023, with data analysis carried out thematically based on interview transcripts and field observations. The research process begins with direct observation in one of the orange gardens owned by local residents, which was carried out due to the abundance of orange plantations in Tegalweru Village, providing contextual understanding of the potential of natural resources (Figure 1). Furthermore, face -to -face interviews were carried out with the Head of Tegalweru Village Head, which resulted in positive conclusions and good responses to the initiative of this study. For the purposes of validation and evidence (Figure 2), documentation in the form of photographs of orange gardens and citrus fruits is taken extensively (Figure 3). The peak of the activity is an empowerment program in the form of Orange Roll Jelly processing training, which is designed by researchers as one of the work programs in the village, especially for residents of Tegalweru Village, and held at the Village Hall to utilize the results of local citrus fruit (Figure 4).



Figure 1. Team of the Servant is making observations



Figure 1. The Community Service Team and the Residents Interviewed



Figure 3. Documentation of Orange Garden Products



Figure 3. Empowerment activities in the form of Orange Roll Jelly Processing Training

RESULTS AND DISCUSSION

Tegalweru Village is one of the villages in Dau District, Malang Regency. As for the village the researcher found many interesting facts based on the location of the region and the condition of the population (Kesuma et al., 2020). Tegalweru Village has great potential in the development of processed orange products, but until now it has not been utilized optimally. Based on observations and interviews, it was found that most women in the village work outside the village as informal workers due to limited local business opportunities. Meanwhile, oranges produced are abundant but have not been processed into high-value products.

Orange processing training is based on KKM students observing the surrounding environment, which is an observation of land around the village. In addition, students also conduct interviews with several people. From the results of observations, it is concluded that the land in Tegalweru Village is dominated by orange plantations. The orange plantation is also used as a business opportunity in the field of tourism. The dominance of orange plantations has an impact on the surrounding community. The community is dominated by a livelihood as an orange farmer. The orange farmer is dominated by the male community, while according to the results of the interview of the Tegalweru Village community, especially the dominant mothers with household assistants. So that the woman's age must go down to the city to seek loss.

Based on observations and the results of the interview the researcher found several problems that could be raised to continue the research. The problem is also used as a basis for the follow-up that will be carried out by the researcher. Based on observations and interviews, it can be concluded that there are no processed products derived from orange raw materials, and the unavailability of souvenirs for visitors who

come to local tourism. This is the basis for researchers to conduct training in processing oranges into processed raising, so that it can become an opportunity for employment for the village community specifically for mothers. Thus creating new MSMEs that can generate village branding and become intermediaries in improving the economy of the Tegalweru Village community.

Orange Roll Jelly training is carried out as a solution to the problem. Training activities include an explanation of the benefits of orange nutrition, product manufacturing demonstrations, and marketing discussions. This product is made from baby orange juice, gelatin, and sugar, without preservatives or artificial sweeteners. Its advantages lies in the storage endurance, practicality of the production process, and acceptance of taste by the community.

This processed orange training was carried out on January 19, 2023 which took place at the Tegalweru Village Hall which was attended by the village head, and PKK mothers, as the object of this training, were so enthusiastic about the attendees and received a good response from the audience because there was only an innovation that had to be developed in this village, the orange roll jelly that was of course from the orange juice. It looks interesting to look at, and delicious when hungrily (Izzalqurny et al., 2022)

Based on the results of the Orange Roll Jelly processing training made from oranges from the harvest of the Tegalweru Village community, the researcher concluded that the community especially the mothers of the PKK group, looked very enthusiastic, in participating in a series of training held at the Tegalweru Village Hall. PKK mothers gave a positive response to products in the form of Orange Roll Jelly which are processed from healthy oranges, because they are made from natural and free from artificial sweeteners. Based on observations in the field, researchers concluded that there is an explanation of material that is interesting and easily understood by PKK group mothers. In addition, there are also several questions raised about the stages in the process of making processed orange roll jelly. The training conducted by Regional KKM students of UIN Maulana Malik Ibrahim Malanga also proceeded directly in the manufacture of processed oranges.

As many as 87% of participants said they were able to understand the manufacturing process, and 73% stated that they were interested in reproducing independently. In addition, participants are also interested in making this product a typical souvenir of Tegalweru Village. This shows that training not only improves technical skills, but also arouses entrepreneurial motivation and local identity.

The high time of internals from PKK group mothers in participating in a series of Orange Roll Jelly processing training activities provides a great opportunity in bringing up business opportunities made from healthy oranges because it is free from preservatives and artificial sweeteners. Innovations produced by Regional KKM students UIN Maulana Malik Ibrahim Malang group 12 in the form of healthy and nutritious snacks become a good prospect in the future. In addition, in terms of the economic orange roll jelly can also provide benefits in marketing because it only requires a little material in its manufacture, so it does not require a lot of capital spent. With this preparation can be an option for the people of Tegalweru Village, who want to develop the potential that exists in this village becomes a profitable business opportunity.

This training is the result of observations made by researchers based on internal potential contained in Tegalweru Village, Kec. Dau. In addition, it can be the beginning for the opening of business opportunities for the local community. Processed orange products in the form of orange roll jelly can also be a typical eye souvenir from Tegalweru Village, Dau District.

From the point of view of the Kabeer theory, this training provides access to women to resources (knowledge and local materials), strengthen agencies in making economic decisions, and creating achievements in the form of business opportunities. This approach also reflects the principle of community-based enterprise which is oriented towards empowerment and sustainability of community socio-economic.

The difference in research results conducted by researchers with previous research is in the form of different objects. This study focuses on how to process orange juice into processed healthy and nutritious snacks based on the principle of empowering women's community. The efforts that need to be taken by researchers in responding to the results of the study are ensuring that the preparations can be created and applied by the people of Tegalweru Village, Dau District through the village apparatus.

CONCLUSION

Orange Roll Jelly Processing Training in Tegalweru Village has proven effective in increasing the capacity of PKK mothers in utilizing local potential to become economic value products. This innovation opens up opportunities for the formation of new MSMEs based on community, while strengthening women's empowerment through access to economic skills and decision making. This study recommends further development in the form of business assistance, product diversification, and village policy support.

The limitation of this study lies in the scope of participants who are limited and the absence of a long-term impact evaluation. Further research needs to be done to measure the sustainability of the business and its contribution to the welfare of the household.

REFERENCES

- [1] Bandung, D. I. K. (2022). *Inovasi Bisnis Era New Normal Melalui Kampung Virtual Sepatu Universitas Islam Bandung*, Bandung, Indonesia. 18(1), 121–136.
- [2] Cahyani, D., M, S. T., & Yulindahwati, A. (2022). *Pemberdayaan Kader Dalam Meningkatkan Kesehatan Melalui Pelatihan Berbasis Kearifan Lokal Di Desa Tegalweru Kecamatan Dau Kabupaten Malang*. 2(03), 81–85.
- [3] District, D., & Regency, M. (2022). *Pelatihan Pengolahan Hasil Tanaman Jeruk Menjadi Produk Bernilai Ekonomis Di Desa Selorejo Kecamatan Dau Kabupaten Malang*. 6(2), 281–288. <https://doi.org/10.30595/jppm.V6i2.8765>
- [4] E. Y. Widodo and F. Indriani, (2010). "Pengembangan UMKM Berbasis Potensi Lokal dan Peran Gender di Desa Wisata," J. Ekon. Pembang. Indones., vol. 18, no. 2, pp. 145–158.
- [5] Giacco, F., & Brownlee, M. (2014). *The Online Version Of This Article, Along With Updated Information And Services, Is Located On The World Wide Web At: 1058–1070*. <https://doi.org/10.1161/Circresaha.110.223545>
- [6] H. R. Idris, S. S. Mustapha, and R. S. Abdullah. (2018). "Empowering Women through Community-Based Skill Training: A Malaysian Experience," Asian Social Science, vol. 14, no. 11, pp. 115–123.
- [7] Izzalqurny, T. R., Ilmia, A., Mufidah, A., Malang, U. N., Ekonomi, P., Malang, U. N., Niaga, P. T., & Malang, U. N. (2022). *Pemanfaatan Dan Pengolahan Potensi Buah Jeruk Untuk Pengembangan Produk Umkm Desa Gunting Kecamatan Sukorejo*. 67–77.
- [8] Kabeer, N. (1999). Resources, agency, achievements: Reflections on the measurement of women's empowerment. *Development and Change*, 30(3), 435–464.
- [9] Kesuma, R. F., Rahmadianto, S. A., & Yuniati, Y. (2020). *Peningkatan Pemahaman Mengenai Keamanan Pangan Bagi Masyarakat Desa Tegalweru*. 5, 18–21.
- [10] Konjak, G. (N.D.). *Journal Of Nutrition And Culinary* (Jnc), Vol 1 No. 2. 1(2), 11–19.
- [11] Martadona, I., Mutia, Y. D., Diyanti, A. R., & Tamansiswa, U. (2022). *Pemanfaatan Limbah Bawang Merah (Allium Ascalonicum L) Melalui Penguatan Kapasitas Petani (Capacity Building) Di Kelompok Tani Taruna Sakti Kecamatan Lembah Gumanti*. 2(2), 9–13.
- [12] Maryam, A. (2021). *Jelly Candy Formulation Using Siam Orange Jelly Powder*. 3(2), 57–62. <https://doi.org/10.37195/jac.V3i2.132>
- [13] Peredo, A. M., & Chrisman, J. J. (2006). Toward a theory of community-based enterprise. *Academy of Management Review*, 31(2), 309–328.
- [14] S. Yunita. (2019) "Community Empowerment through Participatory Training Approach in Rural Entrepreneurship," Int. J. Community Dev., vol. 3, no. 2, pp. 88–95.
- [15] Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta
- [16] Soedirga, L. C. (2022). *Physicochemical Properties Of Jelly Candy Made With Pectin From Red Dragon Fruit Peel In Combination With Carrageenan*. 37(1), 1–14.
- [17] Tata, J., Listyawati, R. N., Meidiana, C., Jurusan, A., Wilayah, P., & Kota, D. (2013). *Pemanfaatan Limbah Kotoran Ternak Sebagai Energi Alternatif Skala Rumah Tangga Di Desa Tegalweru. Jurnal Tata Kota Dan Daerah*, 5(2), 77.