Woman Empowerment Waste Management with RUTTELA and Vlog Pulo Kodok in Panggung Village

Yulia Isti Damayanti ^{1*)}, Ananta Rifqi Leo Rinaldi ²⁾, Tika Aprilliani³⁾, Sesya Dias Mumpuni⁴⁾

¹²³Universitas Pancasakti Tegal Jalan Halmahera Km. 1 Kota Tegal

Email: yuliaistid3007@gmail.com*)

Received: 10 August 2021 Revised: 18 August 2021 Accepted: 18 August 2021 Publish: 07 September 2021

Abstract

Benefits for the Community are to obtain the help of thought and energy and science, technology, and art in planning and implementing the development of KKN target villages physically and non-physically. They can be gaining experience in exploring and growing the potential in the community to participate in the progress of village development target KKN actively, benefiting and assisting students in implementing programs and development under the responsibility of the entire UPS TEGAL Alternative KKN team. Pancasakti University obtains feedback on the integration of students with the development process in the community. The curriculum, lecture materials, and science development that the University has can better match the actual demands of growth in the community. Acquire a variety of valuable cases that can provide lecture materials and find various problems for research development—improving, expanding, and accelerating cooperation with other agencies and departments through the collaboration of students who conduct Real Work Lectures (KKN).

Keywords: KKN, social media, recycling waste, teenager, community services

1. Introduction

The total population of Panggung Village until the end of August 2019 was recorded as 30,884 people consisting of a male population of 15,374 people, the number of female population 15,579 people, the number of occupations aged 0-15: 7,710 people, the population aged 16-65: 23,243 people, the number of people aged 65 and above: 1,929 people and the total number of family heads totaled 8006 families (Wilson & Hessen, 2014).

Table 1. By Age Group and Gender

Age Group	Male	Female	Total
0 – 4	1.618	1.738	3.356
5 – 9	832	1.044	1.876
10 - 14	976	1.502	2.478
15 – 19	1.211	1.236	2.447

Total	15.374	15.579	30.953
60 +	864	1.065	1.929
50 – 59	3.163	2.293	5.456
40 – 49	2.676	2.233	4.909
30 – 39	1.602	1.915	3.517
25 – 29	1.197	1.285	2.482
20 – 24	1.235	1.268	2.503

Data source : Panggung Village Monograph Report

Table 2. By Livelihood

No.	Livelihood	Number (of souls)
1	Farmer	34
2	Farmer Labor	458
3	Fisherman	949
4	Businessman	61
5	Labor	2.572
6	Building Labor	2.356
7	Seller	1.227
8	Transportation	678
9	Civil Servant (Police/ Army/ Navy/ Air Force)	1.265
10	Retirees	962
11	Others	13.488
	Total	24.050

Table 3. By Level of Education

Education Level	Number (Soul)
Graduated academy / University	3.012
High School Graduation	6.005
Junior High School Graduate	6.365
Elementary School Graduation	4.732

Not Finished Elementary School	3.469
Elementary School Only	3.691
Not school/ not yet school	323
Total	27.579

Public Health. Health Facilities in Panggung Village: Puskesmas: 1 Fruit, POSYANDU: 18 pieces and Polyclinic: 2 pieces. The majority of religions embraced by the people of Panggung Village are About 27,218 Muslims. The rest are Catholic Christians, Prostestan Christians, Buddhists, and Hindus.

Table 4. Religion of Panggung Village Residents

Religion	Total
Moslem	27.218
Catholic Christians	1.158
Christians Protestan	978
Budha	836
Hindu	763
Total	30.953

The purpose of this KKN (actual student work) is to change the mindset of the village community stage to every activity carried out in order to have extensive knowledge and also able to apply it to daily life, improving innovation and creativity owned by the community stage village, especially in the establishment of economic centers / SME centers, realizing to the community in order to tolerate each other and participate in the form of social participation (Lee & Watkins, 2016). It is closer to the community to adjust to the demands of empowerment, development and community needs, and produce scholars who are active in village development and provide opportunities for each student to learn to overcome various problems that exist in the midst of the community pragmatically by approaching interdisciplinary approaches through the approach of theory and practice (Hibra et al., 2019).

Benefits for the Community is to obtain the help of thought and energy, as well as science, technology and art in planning and implementing the development of kkn target villages physically and non-physically (Iqbal et al., 2019). Gaining experience in exploring and growing the potential contained in the community so as to actively participate in the progress of village development target KKN (Aristoteles, 2017). Benefiting and assisting

students in implementing programs and development under the responsibility of the entire the teams (Choi & Lee, 2019). University obtains feedback as the integration of students with the process of village development in the community, so that the curriculum, lecture materials and science development that the University has can better match the real demands of development in the community (Rahmi et al., 2017). Acquire a variety of valuable cases that can be used as an example in providing lecture materials and finding various problems for research development. Improving, expanding and accelerating cooperation with other agencies and departments through the cooperation of students who conduct actual student work (KKN).

2. Method

Table 5. Additional Agenda of KKN Thematic Kampung KB 2019

Day/Date	Activity Name	Implementation Time	Places of Activity
Sunday, 21 July 2019	Village competition KB tegal city level	08.00 – 14.00 WIB	Pendopo Alit RT 08 / RW 10 Panggung Village
Thursday, 25 July 2019	Carnival Meeting	15.00 – 17.00 WIB	Pendopo Panggung Village
Friday, 26 July 2019	SILANI Socialization	08.00 - 09.00 WIB	Pendopo Panggung Village
Sunday, 28 August 2019	POSBINDU Carnival meeting with the committee and the community of Panggung Village	09.00 – 11.00 WIB 13.00 – 14.00 WIB	Pendopo Panggung Village
Thursday, 1 August 2019	Stage village Hygiene Competition	15.00WIB– Selesai	Each Humlet di Panggung Village
	Final Meeting of Carnival Preparations	17.00 – 18.00 WIB	Pendopo Panggung Village
Sunday, 25 April 2019	Carnival	12.00 – 16.00 WIB	Perintis Kemerdekaan Street Panggung Village
Tuesday, 26 April 2019	OJT (On Job Training)	08.00 – 11.00 WIB	Pendopo Alit RW 10
	Assessment of KB Village by Puskesmas	12.00 – 14.00 WIB	"kampong KB" Panggung Village

Thursday, 23 April 2019	POKSILA	09.00 – 11.00 WIB	Posyandu RW 11 Panggung Village
Tuesday, 13 August 2019	Competition LCC PKK Panggung Village	08.00 – 12.00 WIB	Pendopo Panggung Village
Wednesday, 14 August 2019	POSBINDU	09.00 – 11.00 WIB	Pendopo Panggung Village
Friday, 16 August 2019	Malam Wungon on RW 13 RT 06 Panggung Village	19.00 – 22.00 WIB	RW 13 RT 06 Panggung Village
Friday, 23 August 2019	Regular Meetings KESI	08.00 – 12.00 WIB	
	Rehearsal evening reception Indonesian independence day 74th	12.30 – 14.00 WIB	Pendopo Panggung Village
	Karaoke Competition	19.00 – 23.00 WIB	
Saturday, 24 August 2019	evening reception Indonesian independence day 74th	19.00 – 22.00 WIB	Pendopo Panggung Village
Sunday, 25 August 2019	Children's competition RT 05 RW 13	09.00 – 12.00 WIB	RW 13 RT 05 Panggung Village
	Healthy Street Afternoon residents RT 05 RW13	15.00 – 17.00 WIB	
Monday, 25 July 2019	Farewell Ceremony	09.00 – 12.00 WIB	Pendopo Panggung Village

3. Result and Discussion

3.1. Result

Name and theme of Work Program is "Waste Recycling Craft Training with RUTTELA community (Runtah Tegal Lak-Laka) (Paeno et al., 2020). Reasons and objectives With the training activities with the RUTTELA community, it is expected that housewives and teenagers who are tied in one organization namely PKK, KESI and Karang Taruna Panggung village are able to independently develop the creativity of each person, in addition to developing personal creativity with training like this is able to produce

home products that will be a profitable business opportunity with various promotions conducted on social media (Putri & Aini, 2020).

The purpose of this activity is to document the training activities of making waste recycling crafts with RUTELA. Promoting training activities for the manufacture of waste recycling crafts with RUTELA to internet users both teenagers and adults. Disseminating training activities for waste recycling crafts with RUTELA through various social media. Speaker Amril Nurman community activist RUTTELA, Mba dian and Mas Iwan (RUTTELA Member). Implementation Time Monday, August 19, 2019 at 09.00 WIB. Target activities of PKK, KESI and Karang Taruna Mothers. Narration Activities As for the series of activities of waste recycling craft training activities with the RUTTELA community is as follows filling the list of participants present RUTTELA training, singing the song Indonesia raya and August 17, speeches - speeches from the chairman of the committee, the second speech by mr. Heru Sukoco, SH. MSi as the Head of Panggung Village, the core event of motivation and implementation of handicrafts, training in making flower vases from used newspapers, training in making flowers using plastic and handicrafts of vases and flowers.

Resulting from this activity is a documentation of the event both photos and videos that are then disseminated through social media, namely instagram and youtube. The social media used by KKN Panggung village as follows Instagram: kkn_kkb_ups_2019, Youtube: kknkkbups2019 and Email: kknkkbups2019@gmail.com.



Figure 1. Waste Recycling Craft Training with RUTTELA led by The Head of Panggung
Village Mr. Heru Sukoco



Figure 2. Series of waste recycling processing process by the woman of Panggung Village

Name and theme of second programme is "Vlog Explore Pantai Tegal, Pulo Kodok Wisatane Wong Tegal" (David et al., 2017). The reason and purpose of this activity is to publish the frog pulo to internet users and the community of panggung village. Documenting the vlog process on Pulo Kodok and the profile of the stage village. Disseminate the results of the beach vlog pulo frog to various social media such as youtube and instagram (Iqbal et al., 2019). Promoting beach tourism Pulo Kodok in the village stage to the wider community in addition to tegal residents (Liu et al., 2019).

With the reason of the vlog activity "explore Tegal Coast, Pulo Frog Wisatane Wong Tegal" can help for the community of Panggung village and its surroundings to facilitate in promoting the wealth and various natural resources and cultivation in the village of Panggung by publishing to various social media such as Youtube and Instagram. Because with the publication through various social media applications. Mr. Kasiran speaker from POKDARWIS. The implementation time of the process was recorded on August 1-17,

2019 and bannner submission on August 27, 2019. Target activities of the village community stage and community outside the Village Stage.

Narration Activities As for this series of vlog activities are as follows. This vlog activity was held for 17 days in Pulo Kodok and Panggung village. It is carried out gradually in a few days from the start of the village profile, the eyes of the community in Pulo Kodok, the cultivation of vaname shrimp, and beach tourism Pulo Kodok. Vlog on the first day of Sunday, August 4, 2019 about the profile of Panggung village. Vlog day two on Tuesday, August 6, 2019 about the livelihoods of the people Pulo Kodok. Vlog day three on Thursday, August 8, 2019 about the culinary there Pulo Kodok and its surroundings. Vlog day four on Sunday, August 11, 2019 about the tour in Pulo Kodok. Video editing process on Monday, August 12, 2019 vlog "explore Tegal Coast, Pulo Frog Wisatane Wong Tegal". Installation of Banner from kkn alternative on Tuesday, August 27, 2019 Panggung Village to POKDARWIS.

The externality resulting from this activity is the documentation of the event both photos and videos that are then disseminated through social media, namely instagram and youtube. The social media used by KKN Panggung village as follows Instagram: kkn_kkb_ups_2019, Youtube: kknkkbups2019 and Email: kknkkbups2019@gmail.com.



Figure 3. Activities of Panggung villagers documented in Vlog Pulo Kodok



Figure 4. Activities of tourists in Pulo Kodok Panggung Village Tegal City



Figure 5. Installation of banner activities Explore Tegal Coast in Pulo Kodok

3.2. Discussions

KKN Thematic Kampung KB 2019 is a series of real activities that have been carried out by students. Based on the results of discussion and evaluation of the implementation of kkn program that has been done we can conclude as follows: Natural resources in the village stage is good enough in its management by the surrounding community. Human resources are adequate and can be said to be a village with an independent community in responsibility for the management of local wisdom in the village stage and also a fairly high level of education. Panggung village has quite a lot of potential that is quite interesting and has opportunities such as Pulo Kodok and Batamsari beach to be an attraction for the community of the village stage and outside the community.

In addition to being a process of community service in real terms, KKN programs must also be appreciated as a form of concern to the community for students themselves where the process is carried out by handing over in the middle of the community. Therefore, here We KKN team alternative Panggung Village should try as much and as optimally as possible to be able to apply and channel the knowledge that has been obtained from the bench. So that the implementation of this alternative KKN can be useful and have its own impression for students and the community of Panggung Village.

This alternative KKN activity can be useful for many communities, especially the stage village of Tegal Timur District, Tegal City. And every work program that our KKN team is able to benefit and sustainable so as to increase creativity and innovation in the community Panggung Village. And also we kkn team Alternative Panggung Village is able to be a young generation that can play an active role in the community.

4. Conclusion

The implementation of actual student work (KKN) is one of the manifestations of the value of Tri Dharma Higher Education, namely community service. Therefore, the implementation of KKN should emphasize more on activities that can directly help the target area community of KKN activities. The results of the implementation of KKN program in the village stage Tegal Timur District Tegal city which was held from July 21, 2019 to September 05, 2019 went very well.

Acknowledgement

We would like to express our gratitude to the Panggung villagers who have tried hard to progress, Mr. Heru Sukoco, S.H, M. Si as the Head of Panggung Village and LPPM of Universitas Pancasakti Tegal as the organizer of KKN Tematik 2019 Kampung KB.

Reference

- Aristoteles, D. H. P. (2017). Pengembangan Sistem Pelaporan Kegiatan KKN. *Jurnal Komputasi*, 5(1).
- Choi, W., & Lee, Y. (2019). Effects of fashion vlogger attributes on product attitude and content sharing. *Fashion and Textiles*, *6*(1). https://doi.org/10.1186/s40691-018-0161-1
- David, E. R. (Eribka), Sondakh, M. (Mariam), & Harilama, S. (Stefi). (2017). Pengaruh Konten Vlog Dalam Youtube Terhadap Pembentukan Sikap Mahasiswa Ilmu

- Komunikasi Fakultas Ilmu Sosial Dan Politik Universitas Sam Ratulangi. *Acta Diurna*, *6*(1).
- Hibra, B. Al, Hakim, L., & Sudarwanto, T. (2019). Development of Vlog Learning Media (Video Tutorial) on Student Materials. Tax at SMK PGRI 1 Jombang. *International Journal of Educational Research Review*. https://doi.org/10.24331/ijere.573945
- Iqbal, M., Latifah, S., & Irwandi. (2019). Pengembangan Video Blog (Vlog) Channel Youtube Dengan Pendekatan Stem Sebagai Media Alternatif Pembelajaran Daring Channel Youtube Video Blog (Vlog) Development With Stem Approach As an Alternative Learning Media. *Jurnal Kelitbangan*, 7(2).
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12). https://doi.org/10.1016/j.jbusres.2016.04.171
- Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. *Asia Pacific Journal of Marketing and Logistics*, *31*(2). https://doi.org/10.1108/APJML-01-2018-0021
- Paeno, P., Kasmad, K., Sunarsi, D., Maddinsyah, A., & Supiyan, D. (2020). PEMANFAATAN SAMPAH PLASTIK UNTUK KERAJINAN RUMAH TANGGA TAMAN BELAJAR KREATIF MEKAR SARI. *BAKTIMAS: Jurnal Pengabdian Pada Masyarakat*, 2(1). https://doi.org/10.32672/btm.v2i1.2104
- Putri, D. E., & Aini, W. (2020). Community Empowerment Through PKW Handicraft Recycling of Waste Becomes A Souvenir in Kampung KB Bangau Putih. *SPEKTRUM: Jurnal Pendidikan Luar Sekolah (PLS)*, 8(4). https://doi.org/10.24036/spektrumpls.v8i4.110085
- Rahmi, Y., Sekarasih, L., & Sjabadhyni, B. (2017). The Influence of Beauty Vlog on Perceived Source Credibility and Purchase Intention. *Makara Human Behavior Studies in Asia*, 21(1). https://doi.org/10.7454/mssh.v21i1.3496
- Wilson, D. S., & Hessen, D. O. (2014). Blueprint for the Global Village. *Cliodynamics: The Journal of Quantitative History and Cultural Evolution*, 5(1). https://doi.org/10.21237/c7clio5125318