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ASSISTANCE TO BUSINESS ACTORS THROUGH THE CULTIVATION OF GRAPEFRUIT SEEDS TO IMPROVE THE VILLAGE ECONOMY

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Abstrak

Kegiatan pengabdian masyarakat ini bertujuan untuk meningkatkan kapasitas pelaku usaha desa dalam bidang agribisnis melalui transfer pengetahuan dan keterampilan budidaya bibit jeruk Bali yang berkelanjutan dan bernilai ekonomi tinggi. Pendekatan yang digunakan adalah metode Asset-Based Community Development (ABCD) yang berfokus pada potensi dan aset lokal. Langkah kegiatan ini antara lain: potensi lokal, penentuan tujuan dan harapan, perancangan program, penentuan arah dan indikator keberhasilan, serta implementasi dan keberlanjutan. Kegiatan ini melibatkan masyarakat desa dan pemilik PT. Rumawan Pusaka Negeri sebagai mitra. Hasil kegiatan menunjukkan adanya peningkatan pengetahuan dan keterampilan warga dalam teknik penyemaian dan okulasi bibit jeruk Bali, terbentuknya kelompok tani baru "Tani Bibit Lawu", serta munculnya inisiatif warga untuk mengembangkan usaha pembibitan secara mandiri. Kebermanfaatan program ini tidak hanya tercermin dari aspek ekonomi berupa potensi peningkatan pendapatan, tetapi juga dalam aspek sosial, yaitu terbentuknya jejaring kerja sama, semangat gotong royong, dan penguatan identitas desa sebagai pusat bibit hortikultura. Kegiatan ini membuktikan bahwa intervensi berbasis aset lokal yang dilakukan secara partisipatif mampu mendorong transformasi sosial dan ekonomi desa yang berkelanjutan.

***Kata kunci**: Pengabdian Masyarakat, Budidaya Jeruk Bali, Agribisnis Desa, Pendekatan ABCD, Pemberdayaan.*

Abstract

This community service activity aims to increase the capacity of village business actors in the agribusiness sector through the transfer of knowledge and skills in the cultivation of sustainable and high economic value grapefruit seeds. The approach used is the Asset-Based Community Development (ABCD) method, which focuses on local potential and assets. These steps include: local potential, determination of goals and expectations, program design, determination of direction and indicators of success, and implementation and sustainability. This activity involved the village community and the owner of PT. Rumawan Pusaka Negeri as a partner. The results of the activity showed an increase in the knowledge and skills of residents in the seeding and grafting techniques of grapefruit seedlings, the formation of a new farmer group "Tani Bibit Lawu", and the emergence of residents' initiatives to develop a nursery business independently. The usefulness of this program is not only reflected in the economic aspect in the form of potential income increases, but also in the social aspect, namely the formation of a cooperation network, the

spirit of cooperation, and the strengthening of the village's identity as a center for horticultural seeds. This activity proves that participatory local asset-based interventions can encourage sustainable village social and economic transformation.

Keywords: Community Service, Grapefruit Cultivation, Village Agribusiness, ABCD Approach, Empowerment.

INTRODUCTION

Economic growth in rural areas still faces major challenges, especially in the optimal and sustainable utilization of natural resource potential (Ramadani et al., 2022). One of the sectors that has an important role in boosting the village economy is agriculture, especially the horticulture subsector (Kartikaningrum et al., 2022). Indonesia, as an agricultural country, has a diversity of local fruit plants with high economic value, but has not been fully utilized to the fullest (Nenih et al., 2020). One of the superior fruits that has great potential to be developed is the grapefruit, which not only has a high selling value, but is also adaptive to various land conditions in the countryside (Elidar & Purwati, 2021). Data from the Directorate General of Horticulture of the Ministry of Agriculture shows that oranges are one of the most consumed fruit commodities in Indonesia, with demand continuing to increase every year (Badan Pusat Statistik, 2019). Grapefruit, as one of the leading local varieties, has advantages in large fruit size, fresh sweetness, and a longer shelf life than other citrus varieties (Dahiri, 2021).

However, the need for quality grapefruit seeds is still not optimally met, because most farmers still rely on conventional seeds without proper grafting techniques (Bagaskara, 2021). This condition opens up a vast market opportunity for professionally managed nursery businesses (Primilestari & Purnama, 2019). The price of grafted grape orange seeds in the market can reach IDR 25,000 to IDR 50,000 per tree, depending on the quality and age of the plant, which means that this business has a high profit margin compared to ordinary consumption farming businesses (Nenih et al., 2020). Through appropriate technological approaches and targeted cultivation training, village business actors can create new economic sources that are not only sustainable but also able to create jobs and strengthen local food security (Aji et al., 2021).

However, in various regions, including villages that have fertile agricultural land, the development of Balinese citrus cultivation is still constrained by the lack of knowledge of farmers in proper seed propagation techniques, limited access to cultivation technology, and a lack of sustainable assistance from academics and related agencies (Rusmini et al., 2023). This leads to low productivity, non-uniform quality of seeds, and a weak bargaining position of farming actors in the market (Arsyad Girsang et al., 2023). In addition, many village business actors do not see seed cultivation as an independent business opportunity that can support the family and community economy (Egim et al., 2022).

Semen Village, which is located in Paron District, Ngawi Regency, East Java Province, is an area that has potential as a fertile area. However, farmers in the village still cannot use the land they have to plant many plants, one of which is grapefruit cultivation. Through entrepreneurship, empowerment and cultivation, which can change attitudes about dependency and foster a work ethic that will lead to increased independence. For this reason, it is necessary to increase the cultivation of grapefruit in the Semen village, to preserve the natural environment and improve the economy of the community as an income source for daily needs.

As a solution to these problems, this service activity offers an intensive mentoring program for local business actors through applicative, cheap, and market-oriented cultivation of grapefruit seeds (Pradnyawathi et al., 2022). This assistance includes training in grafting and vegetative propagation techniques, good nursery management, marketing strategies, and strengthening farming institutions (Fareqi Aolia Furqan, 2017). This intervention is expected to be able to create a new source of sustainable economy and increase the independence of village farmers in the long term (Mustanir, 2019).

The cultivation of grapefruit seeds has several strategic advantages that make it a superior choice in economic development based on local potential (Rizko et al., 2020). The grapefruit plant is known to be adaptive to various types of soil and tropical climates, making it suitable for development in many rural areas in Indonesia (Pariury et al., 2021). In addition, the demand for Grapefruit seeds continues to increase, as public awareness grows about the benefits of this fruit, which is rich in vitamin C, antioxidants, and has the potential to be a raw material for the processed and herbal industries (Filbert et al., 2023). In terms of agribusiness, the activity of grapefruit breeding is classified as having low risk but high profits, because the planting period is relatively short and production costs are efficient (Sudjarwo, 2017).

Another advantage lies in the opportunity for sustainable business with quality seeds produced that can become the main commodity for nursery farmers while meeting the needs of reforestation programs, urban farming, and commercial garden expansion (Sudrajat et al., 2022). By utilizing simple technology such as grafting or grafting, small business actors can significantly increase the selling value of seedlings, without the need for large investments (Idrus et al., 2015). Therefore, the cultivation of grapefruit seeds is not only a technical solution, but also a strategic step in encouraging inclusive and sustainable economic growth in the village (Suparsana et al., 2023).

In contrast to the previous service which tended to focus on the aspect of harvesting or downstreaming horticultural products (Mas'ula et al., 2022), (Sari et al., 2023) This activity emphasizes the development of the upstream sector, namely nurseries, as a strategic starting point to improve the entire agricultural business value chain. A collaborative mentoring-based approach between

academics, farmers, and local stakeholders is an added value that provides a scientific and practical contribution in supporting the village's economic resilience in a real and measurable manner. For this reason, this community service activity aims to increase the capacity of village business actors in the agribusiness sector through the transfer of knowledge and skills in the cultivation of sustainable and high economic value of grapefruit seeds.

MATERIALS AND METHODS

This community service program is carried out using the Asset-Based Community Development method (ABCD) (Harrison et al., 2019). This method emphasizes the importance of excavating, mapping, and developing local assets to achieve sustainable change (Al-Kautsari, 2019). This method was chosen because it offers an empowering perspective, by making local assets the main capital to build community independence and confidence (Forrester et al., 2020). This service activity was carried out in Semen Village, Paron District, Ngawi Regency, which has extraordinary natural and social wealth, including its strategic location at the foot of Mount Lawu, with a fertile soil contour and a microclimate that strongly supports horticultural cultivation such as grapefruit. The assisted subjects are farming communities who have vacant land to plant grapefruit. In addition, the service team also carried out cooperation with PT. Rumawan Pusaka Negeri to assist in the implementation of this service activity.

This method consists of five stages, namely, the Discovery, Dream, Design, Define, and Destiny stages (García, 2020). All of these stages are carried out by the service team. The description of the step is explained in the first stage, namely, discovery. The initial stage of service is focused on identifying and mapping the potential possessed by village communities, both in the form of individual assets (such as experienced farmers, agribusiness actors), social assets (farmer groups, cooperatives), and physical assets (agricultural land, water sources, existing orange groves). This process is carried out through field observations, participatory interviews, and focus group discussions (FGDs) to explore local knowledge and community wisdom relevant to grapefruit cultivation.

The second stage is the dream. After the assets are identified, it is followed by the facilitation of community dialogue follows to formulate collective ideals to be achieved through this activity. The community is invited to develop a joint vision on how the Balinese orange nursery business can become a sustainable source of livelihood and have a real economic impact on the village. This process encourages the spirit of ownership and active participation of all elements of society.

The third stage is design (Asset-Based Program Design). This stage focuses on the preparation of a concrete and applicable action program, adapted to the assets that have been found before. The joint community service team designed a

series of training activities, technical assistance in seed cultivation, business management, and marketing strategies for seedlings. The program is designed flexibly and adaptively to be able to respond to the real needs of the community, as well as maximize the local potential that is available.

Define and destiny (implementation and strengthening sustainability). In the final stage, the mentoring program is carried out collaboratively, including the provision of technical training (grafting, seedling care, pest control), the provision of planting media and simple tools, and the formation of a nursery business group. In addition, periodic monitoring and strengthening of local institutions are carried out so that activities can continue to run independently after the program is completed. A focus on sustainability and replication is an important aspect in this phase, so the impact of the service is not only short-term.

RESULTS AND DISCUSSION

Community service activities carried out in Semen Village, Paron District, Ngawi Regency, have shown very positive results through the Asset-Based Community Development (ABCD) approach, which focuses on excavating and strengthening local assets. In the initial stage, namely discovery, the service team conducted direct observation and focused group discussions to map the potential possessed by the village community. As a result, it was found that Semen Village has natural resources that are very supportive for the cultivation of Balinese oranges, including fertile volcanic soil thanks to its proximity to the slopes of Mount Lawu, the availability of irrigation water, and relatively stable weather throughout the year. In addition, the village community also has social capital in the form of active farmer groups, cooperative networks, and several senior farmers who have basic experience in growing horticultural crops. This mapping is an important foundation in designing activities that suit the needs and capacity of the local community.

The main challenge faced is the low consistency of the community, both in Semen Village, in caring for plants. This lack of care causes plants not to grow optimally, which has an impact on the decline in crop quality. As a result, local products are difficult to compete with imported fruits, even though in fact, the soil in Indonesia has a geographical advantage. This is a big challenge in the development of grapefruit in the village. Grapefruit seed empowerment program because oranges are one of the plants that originate from Indonesia, such as grapefruit (*Citrus maxima*). Grapefruit is a plant that contains a lot of nutrients. The strength of this program lies in the background of some residents of Semen Village who work as fruit traders. This provides a great opportunity to support the development of businesses and MSMEs in the community through the results of grapefruit cultivation.

Furthermore, at the dream stage, the service team conducted a Focus Group Discussion (FGD) with the owner of PT. Rumawan Pusaka Negeri and several community leaders. From the results of the FGD, several targets were obtained, namely, the grapefruit seed empowerment program is to create food independence for the community. That way, their food needs can be met from their production, not from purchases. Orange seeds used for siamese orange farming must be disease-free seeds in ideal conditions, ready for planting. This program is also expected to be a means of education for the community to be able to produce food independently. Another benefit is that they can be more confident in the quality and health of the food consumed because it comes from their crops.

The target of this activity can also be sold in the surrounding market. Thus, the people of Semen Village have the potential to become a center for fruit production. One of the superior values of this program is the focus on fruit production that is free from chemical fertilizers and other chemicals, to produce food that is safe and healthy for consumption. The next activity is to gather the community to compile a common vision and hope for the development of the village as a superior and competitive center for the grapefruit nursery. In an open discussion session attended by community leaders, village youth, housewives, and farmer groups, the community expressed great enthusiasm to make the potential of Balinese citrus cultivation a new source of sustainable income. They also hope that there will be technical assistance that is not only oriented to crop yields, but also to the seeding process, which can be a business opportunity in itself. This joint agreement then gave birth to the vision of "Semen Village as a center for superior grapefruit seeds based on local potential and community collaboration", and formed a village working group called Tani Bibit Lawu which became the driving force for this activity.

At the design stage, the community service team designs training and technical assistance activities based on the assets that have been identified. The training material includes graft and vegetative propagation techniques of grapefruits, management of planting and seeding media, organic plant pest control, and marketing strategies for seedling products. The training was carried out in three intensive sessions over three weeks and was attended by 40 participants, consisting of active farmers, village youth, and housewives. To support the implementation of the activity, the team also provided simple grafting tools, polybags, planting media, and superior Grapefruit broodstock. Grapefruit seeds are prepared by a service team provided by partners, namely PT. Rumawan Pusaka Negeri. So that the assisted participants do not need to buy and spend funds to get grapefruit seeds as the main capital as for Figure 1.

Figure 1. Preparation of Grapefruit Seeds for Assisted Participants

The results of this training are quite significant because participants not only understand the theory but also directly practice the skills acquired, and even some groups immediately start producing seedlings independently in their respective yards. The training activity for planting grapefruit seeds is presented in Figure 2.

Figure 2. Grapefruit Planting Training Activities

To facilitate access to information about farming activities, the village community will be facilitated with WhatsApp groups or other communication groups, so that they can share information and get guidance related to the cultivation process. An additional contribution is the support from partners by

providing superior and high-quality grapefruit seeds so that this activity can run and benefit farmers.

Furthermore, the definition stage shows the real impact of this service process. The community began to apply the nursery technique independently and succeeded in producing more than 1,200 grapefruit seedlings in three months after the training. A total of two business groups have even succeeded in selling seeds to the local market at an average selling price of IDR 25,000 per seed, and are exploring distribution cooperation with collectors from the Madiun and Magetan areas. This success not only increases people's income, but also encourages the formation of new family-based business groups and village youth. Some residents have even started to initiate the expansion of collective nursery gardens to meet the increasing market demand. The social impact of this activity was also felt, marked by the emergence of a spirit of collaboration between residents and the formation of an active farming learning community. Testimonials from the community show that this activity makes a real difference. One of the farmers participating in the program, Mr. Suyitno, said that:

> "I used to only know how to grow ordinary oranges for consumption, but now I can graft and sell the seeds. My income is more stable because these seeds sell quickly. This is a new venture for our family."

Meanwhile, Mrs. Lastri, the chairperson of the Farmers Group Bibit Lawu, said:

> "This training opened our insights. It turns out that with a simple tool, we can make our superior seeds. Now my group and I have a small nursery garden that continues to grow."

These testimonies corroborate that this community service not only succeeded in transferring technical skills but also fostered optimism, independence, and a new identity of the village community as competitive agribusiness actors.

The last step is destiny, which is to follow up on the programs that have been implemented. This step is in the form of developing MSMEs, which is to ensure that planting is carried out correctly. One of them is to plant in an open area that gets direct sunlight, because fruit plants need sunlight to grow optimally. Monitoring and evaluation of the program is carried out through counseling involving village communities. Monitoring the growth and development of grapefruit is explained in Figure 3.

Figure 3. Monitoring and Evaluation of Grapefruit Growth Results

In addition, the company owner will routinely provide education and assistance, which is carried out every day, one of which is when gathering at the mosque. The company owner plays the role of a companion as well as a supplier in the process of planting grapefruit seedlings, thus supporting the smooth running of this program. After the planting assistance process is completed, the program continues with education and assistance in terms of marketing or MSME development.

This is important because although rural communities tend to be reliable in planting and harvesting, they are often still weak in terms of sales or distribution. In the business world, success depends heavily on two main aspects, namely production and marketing, each of which has an equally important role. Overall, this service activity succeeded in strengthening the capacity of village business actors in agribusiness, creating new economic value, and laying the foundation for the sustainability of village development based on local potential.

The results of community service activities in Semen Village show that the Asset-Based Community Development (ABCD) approach can strengthen the capacity of village business actors in the field of agribusiness of grapefruit nurseries. This program has successfully stimulated active community involvement, from asset identification to the application of cultivation techniques. This is by the view (Forrester et al., 2020) which states that community empowerment will only be effective if the process places residents as the main actors of development, not just beneficiaries. In this context of service, the involvement of the citizens in formulating a shared vision, technical training, and seed production shows that they are not only absorbing new knowledge, but also able to internalize it as part of a sustainable independent business activity (Sawitri et al., 2022). This means that the ABCD approach encourages the transformation of

community capacity from being passive to more proactive and adaptive to village economic opportunities (Nurdiyanah et al., 2016).

This activity also shows that the ABCD approach can create a contextual, local, potential-based development model. Compatible with theory (García, 2020), The success of community development lies in how the community's internal potential, such as natural resources, social networks, and local wisdom, is systematically processed and empowered. In this case, fertile soil due to the volcanic deposits of Mount Lawu, the availability of water throughout the year, and the enthusiasm of farmer groups are the initial capital that is organized in a participatory manner. This is in line with the results of the service carried out by the Bande et al., (2020) which shows that asset mapping and the active involvement of local communities in organic farming management can increase income and sustainability of farming. In Cement Village, social capital is also an important lever, as seen from the initiative to form a farmer group "Tani Bibit Lawu" which voluntarily develops a rotation system for seed production collectively.

Compared to similar practices, for example, in the orange seed cluster development program Jeffry et al., (2017) It was found that success was also highly determined by the sustainability of training and access to market networks. Similar things are now starting to be grown in Semen Village through entrepreneurship training, strengthening networks between farmers, and opening market access in the Madiun and Magetan areas. However, what is peculiar of this service is the advantage of the unique local geographical and socio-cultural context, so that it not only focuses on technical aspects, but also strengthens the identity of the village as a potential horticultural area. By utilizing an asset-based approach and group strengthening, this activity not only produces seed products with economic value, but also encourages the creation of a social entrepreneurship model rooted in local wisdom (Supristiwendi et al., 2018).

In addition, the training approach applied also strengthens the effectiveness of the program. The training model that is practical and based on hands-on experience is very much in line with the andragogy approach, which according to Loeng, (2018), emphasizing that adult learning will be more effective if it is linked to their practical needs and life experiences. Participatory and easy-to-understand grafting, seeding, and marketing training has been shown to drive high participation rates and quick results (Othman et al., 2024). Some participants have even started to produce quality seeds independently and sell them, which means that there is a successful and sustainable transfer of knowledge. Therefore, the success of this program should not only be seen from a short-term economic perspective, but also as the beginning of a more independent and locally-oriented production culture and cultural change.

The success of this service activity also emphasizes the importance of integrating scientific and social approaches in building a sustainable village agribusiness model (Asih, 2022). By combining horticultural crop cultivation and a participatory empowerment approach, the program not only targets physical production, but also forms an entrepreneurial mindset and collaborative culture among the village community (Purwani et al., 2024). This transformation cannot be achieved with a top-down approach alone, but requires a holistic approach that sees the community as equal partners in the development process (Prasetyo, 2023). In the long term, success like this can be a model of replication for other villages that have similar potential but have not been optimally worked on (Yudianto & Nurpratam, 2023). Moreover, if supported by village policies that favor local agribusiness, strengthening networks with research institutions, and post-harvest assistance, then the development of seed centers like in Semen Village has great potential to become a locomotive for independent, competitive, and sustainable village-based economic growth.

CONCLUSIONS AND SUGGESTIONS

The community service activity carried out in Cement Village, Paron District, Ngawi Regency, this program succeeded in elevating local assets into a new strength in the village economy, encouraging the creation of independent farmer groups, and expanding community access to previously untapped agribusiness business opportunities. In addition, the transformation of community behavior from just consumptive farmers to productive agribusiness actors marks the success of this intervention in building village economic independence based on local potential. These successes show that appropriate, participatory, and locally-context-based mentoring can produce real and sustainable social and economic impacts.

In order for the positive impact of this activity to be maintained and developed, it is recommended that there be further assistance from universities, the agriculture office, and related partner institutions, especially in terms of institutional strengthening of farmer groups, collective management of seed businesses, and the development of market access and product branding. In addition, advanced technical training on seed certification, micro business management, and the use of digital technology for marketing is also very important to expand the reach of the business and increase competitiveness. The village government is also expected to include the development of these Balinese lime seeds in the priority program of the Village Medium-Term Development Plan to receive regulatory and budget support. With a planned sustainability strategy, Semen Village has the potential to become a model for the development of village agribusiness that is independent, innovation-based, and highly competitive in the slopes of Mount Lawu.

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