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IMPROVING THE CREATIVE ECONOMY THROUGH TRAINING IN MAKING ALOE VERA DISH LIQUID SOAP WITH PARTICIPATORY RURAL APPRAISAL METHOD

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Abstrak

Program pengabdian masyarakat ini dilakukan dengan tujuan meningkatkan keterampilan kepada ibu-ibu Majelis Ta'lim bakormata Bekasi sebagai program pelatihan pembuatan sabun cair cuci piring sebagai upaya peningkatan ekonomi kreatif masyarakat dalam menambah kebutuhan keluarga. Metode dalam pengabdian ini menggunakan Partisipatory Rural Appraisal. Peserta pelatihan kelompok mitra berjumlah 50 orang. Pelaksanaan dilakukan dengan bertahap, dengan metode ceramah, dan praktek langsung, serta pendampingan yang membutuhkan waktu selama 3 bulan. Hasil dari program ini menunjukkan peningkatan yang signifikan antusias peserta dalam pelatihan sebesar 45% berhasil menunjukkan hasil yang sangat baik, kegiatan dilakukan dengan berkelompok, kemudian dapat dijadikan sebagai usaha rumahan, terbukti dengan hasil penjualan sebanyak 500 botol, dengan harga satuan Rp.10.000, perbotolnya. Pelatihan ini juga telah berhasil mendorong diversifikasi ekonomi lokal, meningkatkan kesejahteraan, dan memperkuat potensi ekonomi kreatif pada Majelis Ta'lim Bakormata tersebut. Program ini dapat menjadi model yang diadopsi oleh para majelis-majelis yang lainnya pada masyarakat sekitarnya.

Kata Kunci: *Sabun Cuci Piring; Ekonomi Kreatif; Participatory Rural Appraisal.*

Abstract

This community service program is carried out to improve skills for the women of the Bekasi Ta'lim Bakormata Council as a training program for making liquid dish soap to enhance the community's creative economy in increasing family needs. This method of service uses Participatory Rural Appraisal. The training participants of the partner group amounted to 50 people. The implementation is carried out in stages, with lecture methods, direct practice, and mentoring, which takes 3 months. The results of this program showed a significant increase in the enthusiasm of participants in the training by 45% succeeded in showing excellent results, the activity was carried out in groups, then it could be used as a home business, as evidenced by the sales of 500 bottles, with a unit price of Rp.10,000, per bottle. This training has also succeeded in encouraging local economic diversification, improving welfare, and strengthening the creative economy's potential at the Ta'lim Bakormata Assembly. This program can be a model adopted by other assemblies in the surrounding community.

Keywords: Dish Soap; Creative Economy; Participatory Rural Appraisal.

INTRODUCTION

The creative economy industry has become one of the important pillars in sustainable development, especially in rural areas that have abundant natural and human resource potential (Santika, 2022). The creative economy is an economic concept that focuses on creativity and information (Sulistyo, 2023). The creative economy relies on ideas and knowledge from human resources as the main factor in training the community (Tien et al., 2019). The creative economy includes a variety of activities that rely on individual creativity, skills, and talents to generate added value and innovation, one of which is that training in making dish soap can be a creative economic activity that can increase people's income(Susilowati at, al. 2024).

One of the creative economy sectors that can be developed is the manufacture of environmentally friendly products based on natural ingredients, such as liquid dish soap made from aloe vera (Rahmatulloh et al. et al., 2021). Aloe vera is known to have cleaning and antibacterial properties, so it has the potential to be the basic ingredient of products with high selling value (Pratama et al., 2023). However, although aloe vera thrives in many rural areas, its use is often still limited to personal consumption or sold in raw form with low economic value (Fatimah et al., 2019).

The main problem faced by the community in the Bekasi area is the lack of skills and knowledge to process local ingredients into value-added products. In addition, access to training or mentoring based on local needs is often limited, resulting in the potential of the creative economy not developing optimally (Mizriaty & Yahdi, 2024). On the other hand, top-down training approaches tend to be ineffective because they do not involve the community directly in the planning and decision-making process (Handayani et al., 2023). This is a challenge in creating relevant and sustainable solutions.

As a solution, this community service uses the Participatory Rural Appraisal method, which places the community as the main actor in identifying needs, designing solutions, and carrying out activities (Nurhayati et al., 2021). Through training on making aloe vera-based liquid dish soap, this activity not only provides technical skills but also encourages local economic empowerment and community capacity strengthening (Kurniawan, 2022). Participatory Rural Appraisal as a participatory approach has proven to be effective in building a sense of ownership and program sustainability (Andri et al., 2021). By utilizing aloe vera that is easy to grow at home, it can be used as an alternative for housewives to be creative and more empowered.

The use of aloe vera gel can be useful as dish soap which is one of the health soap products needed by housewives (Haryanti et al., 2022), Rakhmawati et al., 2021). The advantages of liquid aloe vera dish soap are gentle on the hand, mat in the hand, and eliminate itching (Darmawati, 2024). To soften, aloe vera plant extract

has been successfully used as a gel agent for the use of liquid dish soap (Khairunnisa & Ringo, 2024; Nasution et al., 2022), (Ramadhia & Ichsan, 2018). Texapone as a chemical that functions to remove fat and dirt, as well as produce foam. Texapone is also known as Sodium Lauryl Sulphate (SLS) (Adolph, 2016; Marhaeni, 2020). Glycerin compounds are used as softeners in the hands (Kurniawan et al., 2022; Setiowati et al., 2022) as well as fragrances, dyes, and water.

However, there is a service gap that needs to be overcome. Most creative economy development programs in rural areas focus on providing material assistance or short-term training without paying attention to the sustainability and sustainability of the economic impact on the community (Sutanti et al., 2022). Previous service rarely combined a participatory rural appraisal-based approach with local resource-based product innovations such as aloe vera (Idawati et al., 2023). In addition, although aloe vera is widely known as a natural ingredient, its use as a basic ingredient for liquid soap for domestic needs is still minimally applied systematically (Ristiani et al., 2023).

The novelty of this service lies in the combination of the Participatory Rural Appraisal approach with training based on environmentally friendly product innovation that optimizes local resources. Thus, the program not only focuses on the technical aspects of production but also on strengthening the socio-economic capacity of the community through their active involvement in every stage of the activity.

The main purpose of this service is to improve community skills in utilizing aloe vera as a basic ingredient for liquid soap with high economic value, as well as to create an empowerment model based on active participation and sustainability. With sharp and data-based analysis, it is hoped that this program can become a prototype for developing the creative economy in other rural areas and contribute to strengthening the competitive local economy.

MATERIALS AND METHODS

Community empowerment training was carried out at the Ta'lim Bakormata Assembly located in the Medan Satria housing environment which has several community groups in the form of housing. The Ta'lim assembly group in the Bekasi region has a vision, of realizing righteous deeds, and upholding the faith, and one of the missions quoted is, prioritizing unity, the unity of Muslims. The following is a picture of the partner's location at the Nurul Firdaus Mosque, Bekasi City, illustrated in Figure 1.

Figure 1. Location of Service

The equipment needed for the processing of the production of liquid dish soap can be provided according to the number of groups, in the implementation of the activity there are 10 groups we provide tools and materials. The tools needed are a basin, stirrer, measuring spoon, scale, sticker, bottle, strainer, wooden spatula, Blender for smoothing aloe vera gel, Strainer, Packaging bottle, Labeling, and measuring cup which will be described in Table 1.

Table 1. Formulation Aloe Vera Dishwashing Liquid Soap

Material	Weight (Grams)
Aloe Vera Gel	30
Olive Oil	10
Texapone	60
Garam (NaCl)	25
EDTA	1
Sodium Lauril Sulfat (SLS)	10
Gudasa	50 ml
Foaming agents (NaOH)	10
Green coloring	3,75
Perfume	50 ml

In short, the community service training program is carried out in stages, namely the first stage of training to plant aloe vera seedlings. The second stage of the presentation training was the processing of aloe vera gel liquid soap. The third stage is the presentation of packaging (labeling) material. The fourth stage is marketing strategy training. The fifth stage is product launching. The sixth stage is internal and external monetary. The seventh stage is product sales assistance and has sold 500 bottles in the market, the price of a bottle is Rp. 10,000.

The training participants of the partner group amounted to 50 people, grouped from groups 1 (one) to 10 (ten). We make a matrix to provide an evaluation as an assessment at the end as an evaluation or *post-test* by using a questionnaire to determine the ability of participants to participate in activities. The implementation

is carried out in stages, with lecture methods, and direct practice, as well as assistance in planting aloe vera plants, during the process of aloe vera plants the service team waits for the results it takes 3 months until the plants are harvested. Continuing community service activities, at the practical stage, a demonstration was carried out guided by the head of the community service team, namely Mrs. Made Darmawati, with a team and assisted by students majoring in Biology Nabila.

The process of activities using the Participatory Rural Appraisal (PRA) method according to theory (Othman et.al., 2024). The stages of implementing activities are carried out using the PRA method to increase the creative economy in increasing the family economy (Purwani et al., 2024). The following is the Participatory Rural Appraisal technique and its implementation: (1) Partner Participants; the implementation of the activities carried out, the mapping of participants is carried out with a total of 50 people with group work to make it easier to monitor the results of their performance. (2) Transect or assistance for each group to monitor the seriousness of the performance of partner participants, observing the performance of the group to the extent of its seriousness. (3) The PRA technique provides an overview of the changes in participants in carrying out activities, observing the progress of the success of the soap production they make in groups, whether there are changes or not. It has reached where it is going. (4) Identify partners who can focus on continuing their business in soap production, not just up to training after it stops. So our team always monitors the improvement. In addition, it also monitors the sales results of products that have been marketed. The purpose of the matrix on the sales volume of dishwashing liquid soap products is to increase the creative economy.

RESULTS AND DISCUSSION

The implementation of the activity was carried out on Saturday, August 4, 2024, at the Nurul Firdaus Mosque, Bekasi City, the participants were from the group of women of the Bakormata Ta'lim Council with a rundown of the event described in Table 2. The training participants who attended the activity were 50 people, from the group of women of the Bekasi Bakormata Ta'lim Council. The activity was carried out in stages from planting to marketing the product, with assistance from the team leader, and together with the community service team from FKIP Uhamka lecturer who was chaired by Mrs. Dr. D. Made Darmawati, S.Pd., M.M. who provided an exposure to the training on making liquid soap. The following is a picture of the partner in the training process for making liquid aloe vera dishwashing soap explained in figure 2.

Table 2. Arrangement of Training Events for Making Aloe Vera Liquid Soap

No	Time (WIB)	Activities
1	07.00-08.00	Data preparation, absence of participants Preparation of achievements, facilities and infrastructure, presentation materials, LCD Serving participant registration
2	08.00-09-00	The burial begins with recitation Opening from the Chairman of the Ta'lim Bakormata Council Filling out and collecting questionnaires before training
3	09.00-11.00	Training on making aloe vera dishwashing liquid soap
4	11.00-12.00	Filling out questionnaires after training, and closing of training

Figure 2. The Process of Making Aloe Vera Liquid Soap

Liquid soap consists of a base and an active substance. The manufacture of liquid soap begins by peeling the aloe vera that the gel is taken, after that the aloe vera gel is in Juice, then filtered in Figure 3, and then mixed with other chemicals such as texapon, salt, dyes, and fragrances, the mixture is stirred at a temperature of 60 C–70 C so that the soap reaction can run properly. If stirring is carried out above this temperature it can cause the preparation to become foamy and overflow, and if it is below this temperature it will cause the preparation to become inhomogeneous.

Figure 3. Aloe Vera Gel Filtration Process

The liquid soap has been processed, and it is ready to be packaged, the next stage of the activity is to market the liquid soap products processed by partners, then packaging, as the final goal of the product is to be marketed, as well as training participants in marketing the processed products of the Ta'Lim Bakormata assembly group, the following products are ready to be marketed explained in figure 4.

Figure 4. Dish Soap Products

Evaluation Results of Aloe Vera Liquid Soap

The community service team evaluates community empowerment activities in the management of aloe vera dish soap, after carrying out activities step by step as an indicator of measuring the understanding of the participants involved, to the processing of aloe vera dish soap, followed by monitoring the process of activities per group, the community service team will evaluate obstacles and find solutions to problems until the Ta'Lim Bakormata assembly group of the women's group can independently produce products and Able to market it, at the end of the activity an evaluation is carried out as an indicator of the success of the process of implementing the activity.

Results of *the Pretest* Training on Making Liquid Soap for Washing Dishes with Aloe Vera

Before the training was carried out, the team first distributed a questionnaire in the form of *a pretest,* intending to find out the extent of the seriousness of the partners in the training, participants showed that the majority of participants, namely 86%, had a poor understanding before participating in the training, while the other 10% showed poor results. Only a small fraction of the participants, 2% each, as depicted in figure 5. This data reflects the making of natural liquid soaps before the training begins, thus emphasizing the importance of this training in improving their skills and understanding in the field.

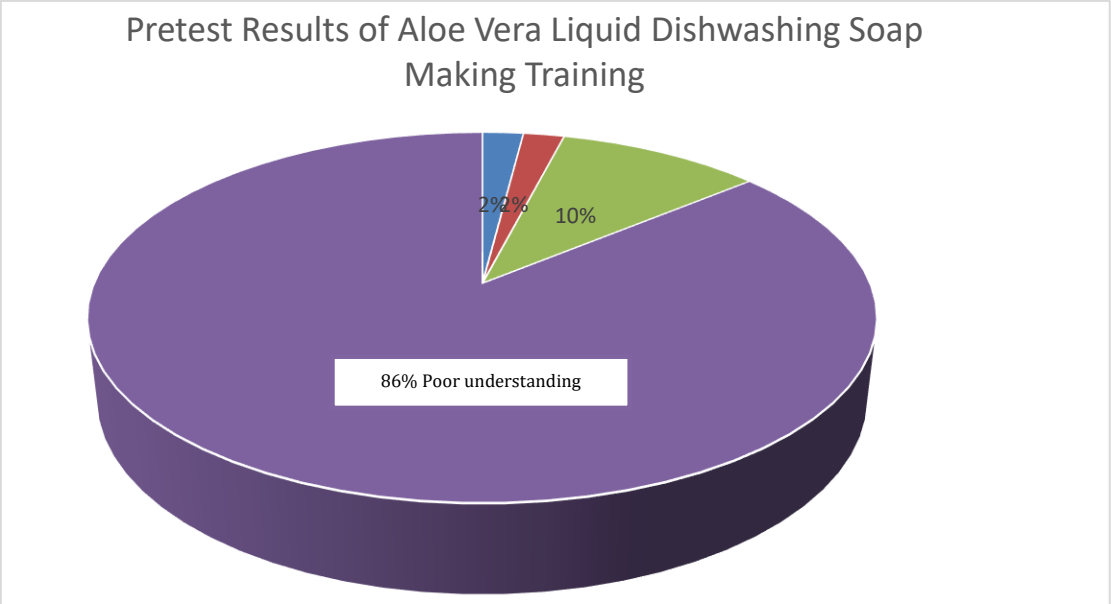

Figure 5. Pre-test Analysis Results

At the end of the training, the team distributed questionnaires in the form of *Postest* training to make participants in making liquid soap from aloe vera gel extract, the following analysis results are explained in figure 6.

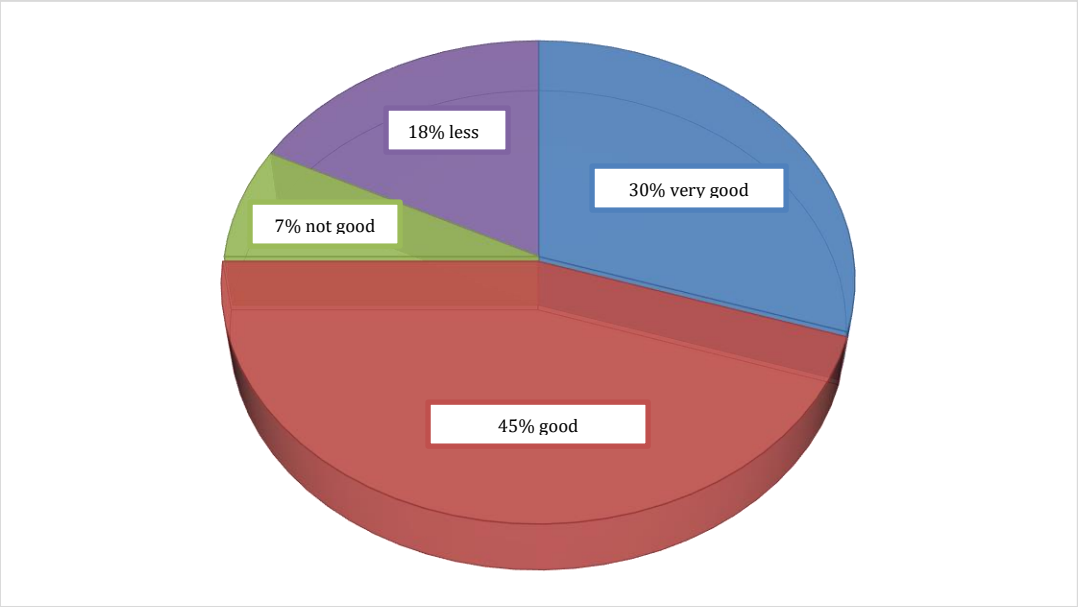

Figure 6. Post-test Analysis Results

After analyzing the results of the *posttest*, data results were obtained that showed that as many as 18% of participants still had a fairly good understanding, while 7% showed that it was not good. Participants showed enthusiasm in the training by 45%, managed to show excellent results, and as many as 30% of participants even achieved the very good category. These results showed that the training was very effective, although there were still some participants who needed further understanding to improve their skills in making natural liquid soap from aloe vera extract.

Figure 7. Closing Activities of Service Activities

The following is a picture of the participants of the training partner in making liquid dish soap attended by the mothers of the ta'lim assembly in Figure 8. They were very enthusiastic about participating in the training activity. All mothers feel

the usefulness of the knowledge provided and can increase their creativity by processing materials that are easy to grow at home.

Figure 8. Joint Closing of Assisted Participants

Aloe vera is known as a natural ingredient with various benefits, including as a key ingredient in hygiene products due to its antimicrobial and environmentally friendly properties (Handayani et al., 2022). In the context of the creative economy, the use of local materials such as aloe vera provides added value by creating innovative products with high economic value (Santhi et al., 2020). Skills-based training has a significant impact on increasing the capacity of individuals and community groups (Eka, 2021). Service by Hardi et al., (2023) on empowerment through micro business training shows that the skills provided to the community can increase income while empowering them to be more economically independent. The Participatory Rural Appraisal (PRA) method used in this program supports a participatory approach, where the community is actively involved in problem identification, planning, and solution implementation (Nurhaida et al., 2023). This approach has been proven to increase the effectiveness of service programs because the community has a sense of ownership over the results of the program (Astari & Efelina, 2021).

In addition, the development of aloe vera-based liquid soap products is also in line with the theory of innovation in the creative economy put forward by (Dabutar et al., 2023). Dabutar emphasized the importance of local creativity as the main driver in creating new economic opportunities. In the context of this training, the creativity of the community in utilizing environmental resources not only creates economic value but also supports environmental sustainability (Nohe & Damayanti, 2022). A similar program conducted by Puspita et al., (2021) regarding training in making herbal products based on local ingredients shows success in increasing community knowledge, skills, and income. This confirms that capacity

building through local material-based training is an effective strategy to build a creative economy at the community level.

Thus, training in making liquid dish soap from aloe vera through the PRA method is not only theoretically relevant but also supports best practices in community service. This program is able to create a sustainable impact through empowerment, skill improvement, and strengthening the local economy based on regional potential.

CONCLUSIONS AND SUGGESTIONS

The development of the Community Service Program aims to increase creativity to increase the family economy to start small and medium businesses, starting with the process of activities starting from; (a) planting aloe vera plants in the yard of the house using plant media pots. (b). The training stage of making soap with aloe vera gel extract, (c) the stage of packaging material for *packaging* the product. (d) Marketing strategy stage, (e). The launching stage of the product is ready to be exhibited in the bazaar. (f) evaluation stage; It began by conducting *a pretest* to show that the majority of participants, namely 86%, had a poor understanding before participating in the training. At the end of the training, *posttests* were carried out with data results that showed that as many as 45%, managed to show very good results. These results show that this training is very effective in improving the creative economy. (g) the closing stage of training activities by handing over souvenirs to partners. (h) Monitoring stage from within UHAMKA and external to the Ministry of Research, Technology and Higher Education. Furthermore, the service team is still continuing for the product sales process. Reports from partners in the field of entrepreneurship of soap products have sold as many as 500 bottles. This activity is still continuing to improve the creative economy.

Suggestions for further service can increase creativity with technology in improving the creative economy, in the development of creative works, which can provide positive nuances in the surrounding community, which in increasing the economic needs of the family. In the future, it is hoped that the productivity of liquid soap production will be further increased in product sales, can be motivated and can develop products made by Indonesian sons that are more useful in society and successful.

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