

"Festival Ubi Gajah" Programs as an Efforts to Improve the Local Economy to Great Sustainable Development Goals 2030 in Gajah Village Ponorogo

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Abstract

The main commodities and culture of Gajah Village are sweet potato and "Festival Gajah-gajahan". However, residents in Gajah Village still cannot process sweet potatoes into economic goods, besides that the population also still has a high school dropout rate. Therefore, the author gave an innovation in the form of "Festival Ubi Gajah" through community empowerment. The purpose of writing this scientific paper is to find out a general description of the community in Gajah Village, so that it is aligned with the "Festival Ubi Gajah" program and knows the mechanism for implementing the "Festival Ubi Gajah" program. The theory used is processed agricultural products and community empowerment. The research method used is qualitative by taking data through interviews, observation, and literary studies. The target of this activity is teenagers in Gajah Village. The results of this activity are expected to be able to help the community in increasing the selling value of sweet potato as agricultural products and reducing the rate of drop out in Gajah Village, Ponorogo.

Keywords: *Empowerment, Sweet Potatoes, Economy*

1. Introduction

Ponorogo is one of the hardest districts in the province of east Java, Indonesia. The region has many cultures and therefore has the potential to serve as a tourist destination. Gajah-gajahan are part of a culture that is still preserved by the ponorogo people, including those in Gajah village, Sambit denunciation, Ponorogo district. The gajah-gajahan are cultures that demonstrate the figure of a Gajah mounted by a small child staged around the village or could also be staged in the field. The "festival Gajah-gajahan" usually occurs in the village of Gajahs to commemorate Indonesia's great reddish day. When the performance of the festival, people will gather in the square to see the performance.

The people of the Gajah village are included in the topology of *Gemeinschaft* where the community has a strong solidarity relationship between one another. The village people have a high sense of cooperation in solving problems or or work done. The Gajah village is an area of great natural potential because of this location in the montains. A large part of an Gajah village's livelihood as farmers. The yam plant is one of many plants that people in the Gajah village grow. Yam harvested by Gajah village farmers is usually sold at a relatively inexpensive price of about seven pounds 7500 rupiah per kilogram. If it is processed first, it has a higher economic value. In terms of education, the number of dropouts in the Gajah village is still high. Many youths prefer to go to the middle school and work outside the city. According to data from the central statistics agency of ponorogo district in 2018, it is noted that some 27% of children aged 15-18 could not continue their education to the upper middle class and would prefer to work out of the city.

Based on the problem, researchers have offered solutions to "Festival Gajah-gajahan". The program, could be one of the introduction facilities of sweet potato processing to its main community of Gajah villages in order to cultivate the bulb crops into more economic products. The socialization of the program is expected for the community to be aware of the importance of crop management to a product that has a higher selling value. In addition, the allocation given is meant to teach the community about good crop processing techniques and thus be a product of competitive quality. When the program is going smoothly, it is expected that people can raise their economies. This level of economic growth will directly affect the fulfillment of society's needs in education. So the ultimate output of this program is to minimize the number of school dropouts that happens. But getting empowered through the "festival Ubi Gajah" requires careful planning and strategy in order to become a sustainable program.

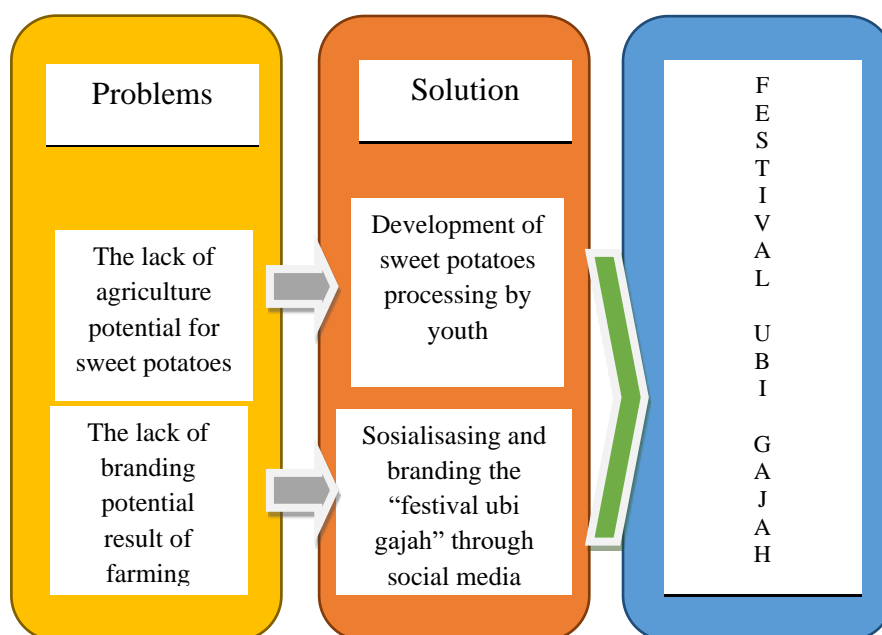
2. Material and Methods

The method used in this study is of literature. The descriptive data are presented with scientific sources and thus indicates a scientific study that underlines the idea. As for the results of the studies can be developed and applied further. The object of the writing is the application of the concept of the "festival Gajah-gajahan" designed as a form of development of local potential based on people's empowerment to reduce the school dropout rate in the Gajah village. Most villagers of the Gajah's livelihood as farmers where the sweet potato plant is one of the local commodity plants that have not been developed. Then, in terms of education, the number of dropouts in the Gajah village is still high. Many youths prefer to go to the middle school and work outside the city. Hence, innovation must be needed to increase the economic value of yam so that it can lower the dropout rate of this village. The information gathered is the information about the harvesting of sweet potatoes and the festival of Gajah-gajahan that has been held in the Gajah village. This information comes from interviews, various literature in scientific journals, the Internet, and relevant books in subject matter. Following the data collection, the presentation is then explained in a way to address the issue, so the presentation is divided into two concepts and implementation of the "festival Ubi Gajah" in the Gajah village area based on the cultural educational and social interests and contributions of the local population and a stategative pace that can be made in support of implementation and the "festival Ubi Gajah".

3. Result and Discussion

3.1 The Concept of "Festival Ubi Gajah"

Gajah village is a village where the culture is alive and well, a festival of Gajah. The Gajah-gajahan have an attraction to the local community. The condition of a village located in the mountains creates a good opportunity for agriculture. According to the data for the ponorogo district agriculture service in 2017, the largest crop is made of wood with a production number of 5,352,081 quintal, and 491,584 in sambit state. The enormous sweet potato crop produced, giving the village high potential for producing productive sweet potatoes and high selling value. One way of utilizing the potential for agriculture is by means of integrating the prevailing culture with a festival of Gajah-gajahan. The festival of Gajah-gajahan as a form of the programme on public empowerment is an effort to increase the economic value of agriculture in the Gajah village. This program is a program meant for young man who lives in the Gajah village. This is intended to reduce the number of dropouts that is still going on among the young people in the Gajah village. Here is the grand design of the concept of the Gajah yam festival.



The “festival Ubi Gajah” is a programme of agriculture empowerment integrated into a culture that's still conserved by society. The young man in the Gajah village was given a form of training to create skill in yams as a potential product of agriculture. It was commonly sold to middlemen at relatively cheap prices. The lack of resources and infrastructure to develop these crops has been a problem. This training will make sweet potatoes worth more. The young villagers will be impressed with the knowledge of processing and cultivating their own businesses. As for the implement of the “festival Ubi Gajah” system is viewed from planning, organizing, actuating, and controlling is as follows:

Planning is the first stage to implement the “festival ubi gajah” program. Planning begins with the 6M (man, money, method, machine, materials, and market) resources. At this stage, the organiser must find out information about the number of tube-based farmers, the potential number of people to be targeted for empowerment that must be adapted to the amount of budget available funds. Additionally, use of tools and machinery are also essential in supporting production. Once that information is obtained, there needs to be a survey and observation about a potential market share that will be targeted for marketing.

The next stage in need is **organizing**. At this stage the organization needs to be done for the continuity of the “festival ubi gajah” program. Organizing is done to organize the “festival ubi gajah” program in order to proceed in accordance with the planning stage. At this stage, organizers have to gather a community that can be made a leader in the community and have the influence to give instructions to others. The purpose of this molding is to ensure that execution is well controlled.

The next step is **actuating**. At this stage, social services are held during a festival of Gajah-gajahan. In addition, the program not only goes on the socialization stage when it festivities, but has continuity and real action processing. Next is the **controlling** stage. It is important to do this in order to have continuity from the “festival ubi gajah” program. Control can be done by stakeholders and religious figures and human societies in which people in the Gajah village have been established in the organizing stage. Control has the role of driver, handler and controller during processing.

3.2 Strategic Step to Implementation and to Sustainable of the “Festival Ubi Gajah

Implementation of the "Festival Ubi Gajah" program needs to be done as best possible in order to help boost people's economy and reduce the Gajah village's dropout rate. A step to implementation can work well, by keeping the number of crops going up. With a bountiful harvest, production that can be prepared will increase too. When production is produced abundantly, the need for manpower increases, which will provide jobs for the community. Adequate employment opportunities will greatly help the public in their search for employment. The empowerment done to bring about the “festival ubi gajah” program is to educate the public about sweet potato processing. Educationation requires expert cooperation in food processing. With the administration of education, it can increase public knowledge about the manufacturing of sweet potatoes that have been produced. Cooperation must be made in the support of people and stakeholders in the Gajah village.

The continuity of the “Festival Ubi Gajah” program is important because it helps the economy of Gajah village. We need to form a team to keep this program's continuity. Tim may consist of stakeholders, public figures, and those in themselves. The team will help the people control the “Festival Ubi Gajah” program.

6. Conclusion

The implementation of “Festival Ubi Gajah” requires support of stakeholders and people in the Gajah village. The “festival ubi gajah” gives people an opportunity to boost their economy. In addition, the program could educate about the sweet potato processing that would help improve public knowledge.

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