

Peningkatan Nilai Tambah Limbah Jelantah Rumah Tangga Melalui Inovasi Sabun dan Lilin Aroma Terapi Ramah Lingkungan hingga Pemasaran Produk Berbasis *Visual Engagement*

(Upcycling of Household Used Cooking Oil into Value-Added Products: A Case Study on Eco-Friendly Innovations and Visual-based Marketing)

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ABSTRAK

Transformasi lahan pertanian menjadi kawasan pemukiman memaksa komunitas petani untuk beralih ke sektor ekonomi alternatif. Program pengabdian masyarakat ini bertujuan memberdayakan masyarakat mantan petani, terutama para perempuan, melalui pelatihan pembuatan produk berbasis minyak jelantah serta strategi pemasaran kreatif berbasis visual. Pelatihan melibatkan 25 peserta dari Desa Triyagan, Kec. Mojolaban, Kab. Sukoharjo, dengan latar belakang pendidikan beragam. Program ini dilaksanakan dalam tiga tahap, yaitu persiapan, pelaksanaan, dan evaluasi. Tahap pelaksanaan terbagi menjadi dua sesi. Pada sesi pertama, peserta dilatih untuk membersihkan minyak jelantah dengan karbon aktif dan zeolit, dilanjutkan dengan pembuatan sabun dan lilin aroma terapi dengan metode sederhana dan hemat biaya. Peserta kemudian dilatih membuat media pemasaran kreatif dengan platform Canva dan TikTok pada sesi kedua. Mereka juga dilatih untuk merancang merek, mendesain kemasan, dan menentukan nilai jual. Hasil evaluasi menunjukkan peningkatan pengetahuan peserta dari ~60% menjadi lebih dari 90% terkait minyak jelantah dan pemanfaatannya. Namun demikian, pengetahuan peserta terkait strategi pemasaran hanya meningkat 10%. Para peserta perlu membiasakan diri menggunakan platform digital sebagai media promosi. Melalui program ini, pendekatan berbasis komunitas yang memadukan inovasi, teknologi, dan pemberdayaan dapat membantu komunitas mantan petani beradaptasi terhadap perubahan lingkungan sosial dan ekonomi.

Kata Kunci: inovasi produk, minyak jelantah, pemasaran digital, pemberdayaan komunitas, keberlanjutan.

ABSTRACT

Land-use changes from agricultural to residential areas have forced farming communities to look for alternative economic livelihoods. This outreach program aimed to empower former farming communities, especially women, by facilitating workshop on upcycling used cooking oil into value-added products and subsequently, training them on digital media marketing strategy. Twenty-five participants from Triyagan village, Mojolaban district, Sukoharjo regency, with diverse educational backgrounds, were involved. The program followed three methodologies, i.e., preparation, implementation, and evaluation. During the implementation phase, the participants received training on used cooking oil processing, including cleaning, deodorizing, and transformation into finished products, i.e., soap and aromatherapy candles. After the products were obtained, they were guided on how to creatively design advertisement

using digital platforms such as Canva and TikTok. The training also included brand building, product packaging, and price determination. The evaluation showed significant increase of participants' knowledge regarding used cooking oil and its utilization, i.e., from ~60% to more than 90%. However, the participants' knowledge regarding marketing strategy only increased by 10%. This indicated a need for further familiarization of the participants with digital platforms to effectively master visual-based marketing techniques. This outreach program demonstrates that community-based approach by integrating innovation, technology, and empowerment can help former farming communities in adapting to evolving socio-economic landscapes.

Keywords: community empowerment, digital marketing, product innovation, sustainability used cooking oil.