

Peningkatan Nilai Tambah Bawang Merah melalui Kegiatan ReFORM pada Kelompok Wanita Tani (KWT) Warga Massenrempulu, Kabupaten Enrekang, Provinsi Sulawesi Selatan

(Increasing the Added Value of Red Onions through ReFORM Activities in the Women Farming Group of Massenrempulu Residents, Enrekang Regency, South Sulawesi Province)

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ABSTRAK

Kabupaten Enrekang mengalami peningkatan produksi bawang merah setiap tahunnya. Namun peningkatan produksi bawang merah tidak diimbangi dengan harga bawang yang justru menurun saat penelitian dilakukan. Diperlukan upaya peningkatan nilai tambah dari bawang merah yang diharapkan dapat memberi peluang kerja baru yang dapat meningkatkan pendapatan masyarakat. Upaya mencapai tujuan tersebut dilakukan melalui kegiatan pengabdian masyarakat yang mengusung istilah reFORM. Kegiatan reform terdiri dari pengolahan produk bawang merah (re-change), pengolahan limbah bawang merah (re-cycle), perhitungan harga pokok atau penjualan (re-account), dan pemasaran olahan bawang merah (re-market). Kegiatan pengabdian dilakukan dengan skema pelaksanaan program melalui sosialisasi dan edukasi, pemberian pelatihan, pendampingan, dan evaluasi. Pelaksanaan kegiatan yang dilaksanakan di rumah produksi KWT Supplir dengan peserta dari KWT Supplir, dan KWT Mekar Jujur Pararuk. Hasil kegiatan mulai dari sosialisasi sampai dengan evaluasi menghasilkan output berupa perbaikan kemasan, sudah terbentuknya akun social media bagi KWT Supplir sebagai wadah untuk memasarkan produk mereka dan bagi KWT Mekar Jujur, mereka telah menambah kegiatan KWTnya dengan memulai memproduksi bawang merah goreng yang siap dan layak untuk dipasarkan.

Kata kunci: bawang merah, kelompok wanita tani (KWT), nilai tambah

ABSTRACT

There is an increase in red onions production in Enrekang Regency every year. However, the increase in red onions production was not balanced by the price of red onions which actually decreased when the research was conducted. Efforts are needed to increase the added value of red onions which are expected to provide new job opportunities that can increase community income. Efforts to achieve this goal are carried out through community service activities that carry the term reFORM. Reform activities consist of processing red onions products (re-change), processing red onions waste (re-cycle), calculating cost or sales prices (re-account), and marketing processed red onions (re-market). Service activities are carried out with a program implementation scheme through socialization and education, providing training, mentoring and evaluation. The implementation of activities carried out at the KWT Supplir production house with participants from KWT Supplir, and KWT Mekar Jujur Pararuk. The results of activities ranging from socialization to evaluation produced output in the form of improved packaging, the formation of a social media account for KWT Supplir as a forum to market their products and for KWT Mekar Jujur, they have added to their KWT activities by starting to produce fried red onions that are ready and suitable for the market.

Keywords: red onion, farmer women's group, value added