



Making *BABIWOR* "Pork Carrot Meatballs" for Household Groups to Increase Entrepreneurship Opportunities

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ABSTRAK

Bakso babi wortel (Babiwor) merupakan penggabungan sumber hewani dan nabati menjadi suatu olahan produk pangan. Bakso babi wortel frozen food sebagai salah satu inovasi produk yang dapat memperpanjang umur simpan produk dan mampu memenuhi selera masyarakat dan sekitarnya yang berkeyakinan non-muslim. Kegiatan PKM terdiri 3 rangkaian yaitu survey Lokasi, sosialisasi dan pelatihan. Tujuan dari kegiatan sosialisasi dan pelatihan pembuatan babiwor secara langsung menjadikan ibu-ibu rumah tangga sebagai sasaran utama adalah menambah tingkat inovatif, kreatifitas, mengurangi angka pengangguran, memenuhi kebutuhan nutrisi hewani dan nabati. Serta dapat meningkatkan nilai kesejahteraan ekonomi. Melalui kegiatan pengabdian kepada Masyarakat dapat memberikan alternatif usaha perekonomian baru di Masyarakat. Jenis penelitian ini adalah deskriptif kualitatif. Subjek yang terlibat dalam penelitian ini adalah para kelompok ibu rumah tangga. Metode pengumpulan data yang digunakan yakni observasi, dan pemetaan atau pengukuran lapangan. Instrumen yang digunakan ialah formulir survei atau kuesioner. Analisis data yang digunakan yaitu analisis deskriptif. Hasil utama penelitian yang didapat memperoleh hasil yang signifikan, setelah dilakukan program pengabdian kepada Masyarakat menjadi peserta dapat mengolah daging babi menjadi bakso babi wortel. Implikasi penelitian ini adalah dapat memberikan kontribusi nyata terhadap peningkatan keterampilan produksi dan inovasi kuliner bagi kelompok rumah tangga, sehingga mereka lebih siap bersaing dalam pasar makanan olahan.

ABSTRACT

Carrot pork meatballs (*Babiwor*) are a combination of animal and vegetable sources into a processed food product. Frozen food pork carrot meatballs are one of the product innovations that can extend the shelf life of products and are able to meet the tastes of people and their surroundings who believe in non-Muslims. PKM activities consist of 3 series, namely location survey, outreach and training. The aim of socialization and training activities on making *Babiwor* directly targeting housewives as the main target is to increase the level of innovation, creativity, reduce unemployment rates, and fulfill animal and vegetable nutritional needs. And can increase the value of economic welfare. Through community service activities, new economic business alternatives can be provided in the community. This type of research is descriptive qualitative. The subjects involved in this research were housewives. The data collection methods used are observation and mapping or field measurements. The instrument used is a survey form or questionnaire. The data analysis used is descriptive analysis. The main results of the research obtained were significant results, after carrying out the community service program, participants were able to process pork into carrot pork meatballs. The implication of this research is that it can make a real contribution to improving production skills and culinary innovation for household groups, so that they are better prepared to compete in the processed food market.

1. INTRODUCTION

Pigs are one type of livestock that is mostly kept by the people of Golo Wua village. Most pigs in Golo Wua Village are used for traditional purposes. Pork is categorized as a source of meat for nutritional needs. The percentage of pig carcasses is quite high, reaching $\pm 54\%$. Pork is a whole body part consisting of muscle fibers originating from skeletal muscle, lean muscle, heart, esophagus and diaphragm, except for the ears, tongue, blood vessels, snout and bones. Pork contains nutrients such as carbohydrates, protein,

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vitamins and minerals, and contains lots of thiamin which the body needs to digest carbohydrates and support the functioning of the nervous system. Pork has a high protein content and vitamin B12 and unsaturated fatty acids (Julian & Sutedja, 2024; Malelak et al., 2022). Carrots are a root vegetable that is usually orange in color, and are a good source of vitamin A, carotene, niacin (vitamin B3) and potassium. Vegetable supplements are a good source of natural antioxidants such as vitamins A, C, E, carotenoids, flavonoids and phenols. Natural antioxidants in fruit and vegetables such as carotenoids have antioxidant activity that is beneficial for health. The antioxidant compounds in carrots are carotenoids and anthocyanins found in carrots, these contents are useful in capturing free radicals (Lahtie & Usodoningtyas, 2021; Manggabarani et al., 2019).

Wae Rii is a sub-district in Manggarai Regency, East Nusa Tenggara Province, which has 17 villages. One of the villages in Wae Rii sub-district is Golo Wua village. This location is in the highlands which is suitable for gardening and raising livestock. Based on the data obtained, it is known that the majority of the population in Golo Wua Village, Wae Rii District, earns their living by farming and raising livestock. In addition, small industries are less developed. This is contrary to the vision of Wae Rii District which states (the realization of a Prosperous, Advanced, Cultural and Competitive Wae Rii District Community). Micro, small and medium enterprise (MSME) activities are still underdeveloped in Golo Wua Village. The community lacks education or broad insight and does not have creative and innovative ideas in managing the economic sector, even though in Golo Wua Village there are many mothers of productive age who do not work and have free time.

Based on data analysis showed that the number of working mothers and housewives recorded was 53 people, consisting of 15 working mothers and 38 housewives. This shows that there are still residents of Golo Wua Village who are not working, so there is an opportunity to empower housewives to form MSME groups. Housewives who are well empowered are expected to be able to produce a product that has economic value so that it can improve the family's economic welfare. Basically, MSMEs are small businesses owned and run by individuals or small groups. They often operate on a local scale, producing products and services that vary from traditional production to modern technology. The uniqueness of MSMEs lies in their flexibility, creativity and adaptability in responding to market needs (Lahtie & Usodoningtyas, 2021; Vinatra, 2023).

People with middle to lower economic status have duties other than being mothers and wives, namely being able to help the family financially. The existence of these women has the potential to develop MSMEs in Golo Wua village. Moreover, looking at the educational level of the Golo Wua village population, which has a low number of undergraduate graduates and many high school graduates, this means that the residents do not have the opportunity to work in companies or the like. With this community service program they can develop themselves, housewives will use their free time for entrepreneurship. This activity is expected to increase the level of family economic welfare. Entrepreneurs are those who undertake creative and innovative efforts by developing ideas and combining resources to seek opportunities and improve their lives. Entrepreneurship is not only related to business organizations, but also to innovation or sustainable business development, the role of entrepreneurship is important in economic development and becomes social capital for the community (Fajri, 2021; Mudjijah & Anggraini, 2021).

In starting a business there are two factors that are possessed, namely the courage factor and the ability factor. Human resources consist of two factors, namely organizational support and the desire to increase business experience. Creativity and innovation have one factor: creativity and innovation. Innovativeness will reflect a person's tendency to come up with and realize new ideas, try new methods that are different from those that previously existed and the enthusiasm to adopt new ideas or new methods in developing business ventures, then implementing these innovations. Previous research findings reveal that there are several factors that influence innovation ideas, namely product innovation, process innovation, managerial innovation and marketing innovation. In overcoming poverty, people must be more creative, innovative and skilled in order to meet all their needs by creating new business opportunities (Astriyani, 2024; Suminartini & Susilawati, 2021). The novelty of this research is introducing the concept of household-based entrepreneurship with a focus on developing local products that are affordable, but have high selling value. Another novelty is the approach taken to empower household groups, who are given training in production, packaging and marketing processes, thus opening up new business opportunities on a small to medium scale. Innovations in community-based marketing strategies and the use of digital media are also important parts of this research, giving household groups the ability to reach a wider market. Thus, this research presents a new contribution in integrating food product innovation, family economic empowerment, and modern marketing technology in one unified entrepreneurship program.

Based on the background description above, the community service team is trying to encourage housewives who have a lot of unproductive time in Golo Wua Village to be creative and innovative in making products that have economic value, namely "BABIWOR" pork carrot meatballs. Meatballs are a processed

product that is generally made from ground beef, chicken or fish and then mixed with spices to add flavor (Cahyaningati & Dwi Sulistiyati, 2023; Suminartini & Susilawati, 2021). Carrot pork meatballs contain a combination of animal and vegetable protein. Judging from the content of pork and carrots, it will add to the culinary variety of food and will increase its nutritional content when consumed by the body. It is hoped that in the future people themselves can become successful entrepreneurs. This aims to realize the existence of the community in development and realize an increase in the standard of living of the community. The decline in unemployment has an impact on increasing per capita income and people's purchasing power, as well as national economic growth. Apart from that, it will also have an impact on reducing crime rates caused by unemployment and poverty.

2. METHOD

This type of research is descriptive qualitative. The data collection methods used are observation and mapping or field measurements. The instrument used is a survey form or questionnaire. The data analysis used is descriptive analysis. This community service activity was carried out on February 23 2024 in Meti Golo Wua village. The main target of this community service is 25 unproductive housewives in Golo Wua. Community empowerment activities that have been carried out include appropriate outreach and training for making carrot pork meatballs. In general, this community empowerment activity is divided into 3 stages, namely the survey stage, the socialization stage and the training stage for making pork carrot meatballs, namely conducting a field survey by visiting the location of the Meti Golo Wua village to conduct discussions and interviews with the Meti village head to determine the location of the activity and identify community needs. Several stages to support the success of the program, one of which is the survey stage which uses interview methods with community sources. Second, socialization stage. At the socialization stage, a pretest was carried out to determine the participants' knowledge in processing pork into meatball products. The pretest is carried out before the socialization takes place with the aim of finding out to what extent the material to be presented is known. The aim of socialization is to increase skills in making products (Indraloka et al., 2022; Magdalena et al., 2021; Rery et al., 2023). Good and correct production socialization generally consists of various things, including: introduction of pork carrot meatball products, nutritional content, safety of raw materials, packaging, storage and marketing of products. Third, training implementation stage

The brief procedure for this research begins with the first stage of preparing the tools and ingredients to make carrot pork meatballs. The tools used are spoons, knives, basins, scales, meat grinders, pans, graters and stoves. Meanwhile, the ingredients used are pork, carrots, tapioca flour, fried onions, flavorings, eggs, salt and sugar. The second stage is making carrot pork meatballs. Pork meat that does not contain fat is washed thoroughly and then cut into small pieces. Carrots are washed and grated. Then all the ingredients are mixed and placed in a meat grinder. Previously, 2 pots of hot water had been heated. Once the pork carrot meatball mixture is ready, shape it into a ball with a spoon and put it in the first pan for 15 minutes, then transfer it again to the second pan for 30 minutes. And carrot pork meatballs are ready to be served. In the training process we use demonstration methods and examples of making carrot pork meatballs. The demonstration method prioritizes participants being able to imitate the steps that have been demonstrated by the speaker and practiced directly. The third stage is an evaluation in the form of a posttest to determine the level of knowledge and understanding of participants in processing pork into carrot pork meatballs. The purpose of the posttest is to assess the extent to which participants have benefited from the training and whether they have achieved the stated goals (Malagapi et al., 2021; Sava et al., 2024).

3. RESULT AND DISCUSSION

Result

Community service for processed pork and carrots in the form of carrot pork meatballs is carried out face to face in the form of socialization, direct demonstrations and training to the main target group, namely housewives in the Meti Golo Wua village. To support and effectiveness of the activity, a power point explanation is provided containing instructions for making carrot pork meatballs. The implementation stages of community service begin with conducting survey activities, including interviews with several communities regarding the problems they face and finding solutions and looking at the availability of natural resources. After that, a pretest was carried out before outreach was carried out to the target group to find out the initial understanding of processing pork and carrots by housewives in Meti Golo Wua village. The socialization of making pork carrot dumplings is presented in Figure 1, Figure 2, and Figure 3.



Figure 1. Socialization of Making Pork Carrot Meatballs



Figure 2. Demonstration of Making Pork Carrot Meatball Products



Figure 3. Practice of Making Carrot Pork Meatballs

The second stage of socialization in [Figures 1](#), [Figures 2](#) and [Figures 3](#), this stage contains the presentation of training material on making carrot pork meatballs and direct practice to the target group of housewives in Meti Golo Wua village by conveying socialization on the processing of carrot pork meatballs, the benefits, composition and opportunities business. The implementation of this community service program received a good and enthusiastic response from the target group, this was known by their active attitude during socialization and product making demonstrations by community service program implementers. Carrot pork meatball products are presented in [Figure 4](#).



Figure 4. Pork Carrot Meatball Products

The training activities for making pork carrot meatballs (*Babiwor*) by program implementers can be seen in Figure 4, followed by providing opportunities for participants to practice independently. Participants showed great interest and participated directly in making processed pork carrot meatballs. The participants' opinion was that processing pork into several processed pork and carrot meatball products would be a new business opportunity as well as making it an alternative and new innovation. This is because many of the activity's target participants only process pork into home-cooked food and do not mass produce it. Processing pork and carrots into pork carrot meatballs into frozen food can increase the shelf life of the product. Frozen food technology can be a solution to extend the shelf life and durability of a product. The pretest and posttest on the socialization of making pork carrot meatballs are presented in Figure 5 and Figure 6.

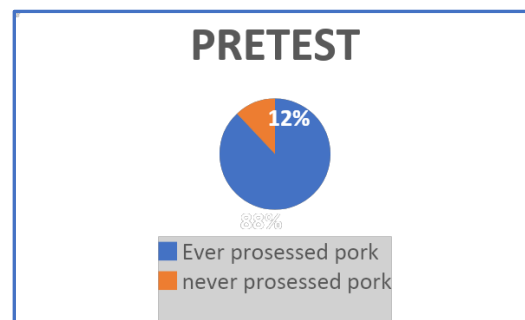


Figure 5. Pretest Socialization of Making Pork Carrot Meatballs (*Babiwor*)

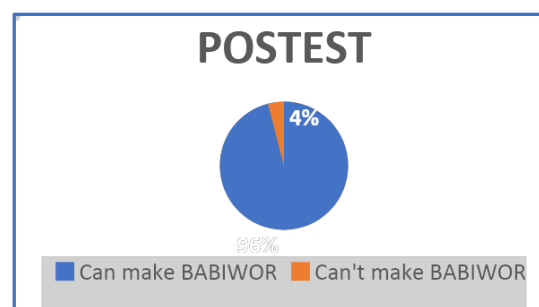


Figure 6. Posttest of Training in Making Pork Carrot Meatballs

The results that were obtained during the training practice in making pork carrot meatball products in Figures 1 and Figures 2 before socialization showed that 12% of participants had never processed pork and 88% of participants had never processed pork. After carrying out several stages during the socialization, starting from delivering material and direct practice in making carrot pork meatballs, the result was that 4% of the participants had not yet practiced independently processing pork into carrot pork meatballs and 96% of participants were able to make carrot pork meatballs. Judging from the data above, there is an increase of 8%, where housewives in Meti Golo Wua village already understand the innovative product and can independently practice the process of processing carrot pork meatballs. Based on the description of the results obtained, the level of public understanding of training has increased. Education and training provided using tools, materials and infrastructure supports the progress of society, so that its welfare increases.

Discussion

Community empowerment is one of the government's main tasks. Empowerment is an economic development concept that casts doubt on social values. This concept reflects a new development paradigm that is community-centered, participatory, empowering in a sustainable manner (Fadhilah et al., 2024; Rumawas, 2019). A good empowerment program can bring out various potentials and developments assisted by new systems, tools or technology and the role of trainers who will speed up the empowerment process. Empowering housewives with direct demonstrations in making products will increase understanding of hard skills and soft skills. From hard skills we can understand technical skills in processing, production, entrepreneurship and marketing. Soft skills can think to produce innovation, use local materials and increase community knowledge (Faridha et al., 2021; Wahyuni et al., 2024)The

innovative product of local pork and carrot resources is pork carrot meatballs (*Babiwor*), a combination of animal and vegetable protein sources. Innovation in processing livestock products is needed to improve quality, quantity and differentiation, so that they have good competitiveness. Meatballs are a processed meat product that has been mashed first and mixed with spices, flour and formed into small balls. Meatballs are used as an alternative food source of cheap animal protein. Carrots as a substitute for processed meatballs contain nutrients that are rich in vitamins A, B, E. The vitamin A content in carrots is good for eye health (Ferantika et al., 2024; Purnomo & Swasono, 2020). In making pork carrot meatballs, tapioca flour is used as an additional ingredient to strengthen the dough. In the food sector, tapioca flour is used as a thickening and binding agent, for example in making frozen yoghurt, pudding and pork meatballs. Making meatballs by mixing pork is one of the food diversification efforts to develop pork processing by the community to make it more modern and increase the selling value of pork. Pork meatballs have a chewy texture because of the loose structure of pork (Achmadi et al., 2021; Hetharia et al., 2021; Utari et al., 2024).

The development of frozen preparations has had significant attraction from year to year. This is due to people's increasingly dynamic lifestyles due to increasingly high work demands. Pork carrot meatball products are produced using frozen food marketing technology, which is a technology for preserving food by lowering the temperature to below the freezing point of water. Temperature and loss of water availability will inhibit the growth of microorganisms and enzyme activity in food products, causing food to last longer and not rot easily. The advantage of the food freezing technique is that food quality such as nutritional value and organoleptic properties will be maintained (Lasmini et al., 2023)(Pranata, 2023). Frozen food packaging functions to inhibit microbiological and enzyme activity in food so that the product lasts longer (Ferantika et al., 2024; Kristiandi et al., 2020).

The development of innovative and creative product processing through frozen food packaging is very promising because of the high public interest in obtaining ready-to-eat food, apart from that it can also be used as a small business to support the family economy or increase income. The increasingly modern lifestyle of society has shifted food consumption patterns from using fresh food to frozen food products which have become an alternative choice for meeting food needs (Nulinnaja et al., 2021; Sanjaya et al., 2021). There are quite a lot of frozen food businesses who are successful and make significant profits. This is proven by the increasing development of the frozen food business, the success of a business, especially the food business, is determined by the implementation of appropriate marketing strategies and the need to establish good relationships with consumers and how to find out consumer interests and needs. Frozen food products can grow up to 16.6% (Ayuningsih et al., 2023; Sula & Chamalinda, 2021).

In previous research on processed food product innovation, many have focused on the use of conventional raw materials such as beef, chicken and fish in products such as meatballs, but not many have combined pork with vegetables, such as carrots, as the main ingredients. Previous findings tend to focus on improving the quality of taste, texture and shelf life of products without significantly considering the additional nutritional aspects of vegetables. In this research, *BABIWOR* (Pork Carrot Meatballs) presents a unique combination using carrots, which provides higher nutritional value and appeals to consumers who care about health. Previous research also focused more on small-medium industry-based entrepreneurship, while this research specifically empowers household groups through training and empowering production and marketing skills. On the marketing side, previous research tends to be limited to conventional methods, while this research utilizes digital strategies to help household groups reach a wider market. Thus, this research not only develops product innovation, but also introduces a holistic approach that integrates aspects of nutrition, economic empowerment, and modern marketing strategies, which have not been widely discussed in previous findings. The implications of this research can make a real contribution to improving production skills and culinary innovation for household groups, so that they are better prepared to compete in the processed food market. Second, through implementing the results of this research, household groups can take advantage of new business opportunities based on local raw materials with high nutritional value, such as carrots which are rich in vitamins, thereby attracting the attention of consumers who prioritize healthy food. Apart from that, this research can also be a basis for improving the economic welfare of household groups by creating sustainable business opportunities based on local wisdom. From a broader perspective, the success of this business can encourage the growth of small and medium entrepreneurship in the processed food sector, as well as support the economic resilience of society through product diversification and appropriate marketing strategies.

The limitations of this research lie in the limited access to raw materials, especially quality pork in some areas, which can be an obstacle to sustainable production. In addition, the scale of production that is still household-based may limit the ability to meet greater demand, especially if this product is widely accepted by consumers. Another limitation is that the level of skill and knowledge of digital marketing technology varies among members of the household group, so that not all participants may be able to utilize online marketing strategies optimally. This research is also limited to market tests on a local scale, so it

cannot measure wider product acceptance in national or international markets. For recommendations, it is necessary to develop a better raw material distribution network, especially in the case of quality pork, so that household groups can maintain product consistency. Apart from that, further training regarding more efficient production techniques and good business management must be provided, so that the production scale can be increased if demand increases. To overcome the limitations of digital marketing, it is recommended to carry out mentoring programs in the use of digital platforms and e-commerce for household groups, as well as involving marketing experts to help develop more effective strategies. Lastly, product trials need to be expanded to larger markets to gauge *BABIWOR*'s potential beyond local communities, which could provide more comprehensive insight into the product's competitiveness.

4. CONCLUSION

Creative and Innovative Innovation in Processing Livestock and Agricultural Products in the Form of Pork Carrot Meatballs Through Community Service in the Form of Socialization and Training Directly Providing Positive and Enthusiastic Results. The combination of animal and vegetable protein in the form of frozen food can increase the level of consumption of pork and carrots and can increase the economic welfare of Meti Golo Wua Village residents.

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