

Training on Quality Improvement of Borak-Free Karak Products in Dukuh Kendon, Desa Jetak, Bolon Village, Colomadu District, Karanganyar, Central Java 57400

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ABSTRACT

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Pengabdian ini bertujuan untuk 1) menemukan model penerapan pemberdayaan perempuan dalam pengelolaan UMKM (Usaha Mikro, Kecil, dan Menengah) sebagai sarana mewujudkan asta cita kedua, ketiga, dan keempat menuju Indonesia Emas 2045; 2) mengetahui faktor-faktor apa saja yang menyebabkan kurang berkembangnya UMKM di Desa Bolon; 3) menemukan solusi-solusi apa saja yang dapat dilakukan guna mengembangkan UMKM di Desa Bolon, Colomadu, Karanganyar; dan 4) menemukan model pemberdayaan perempuan dalam pengelolaan UMKM untuk mewujudkan asta cita menuju Indonesia emas 2045. Metode pengabdian yang dipakai adalah dengan menggunakan *Participatory Action Research (PAR)* yang berorientasi pada pemberdayaan masyarakat. Karena pemberdayaan harus selalu memenuhi kebutuhan dan penyelesaian masalah yang ada di tengah-tengah masyarakat. Pemberdayaan kaum perempuan dalam pengelolaan. UMKM ini menunjukkan adanya kesetaraan gender. Banyak kegiatan atau pekerjaan yang bisa dilakukan oleh ibu-ibu atau kaum perempuan yang tidak kalah dilakukan oleh kaum laki-laki karena sifat pekerjaan itu yang membutuhkan ketekunan, ketelitian, dan sebagainya. Dengan tumbuh dan berkembangnya UMKM-UMKM maka membuka lapangan pekerjaan baru yang bisa mengatasi pengangguran di desa Bolon, Colomadu, Karanganyar. Hal ini akan berpengaruh pada pertumbuhan ekonomi desa, meningkatkan taraf hidup warga sekitar sehingga bisa mengatasi perekonomian yang mereka hadapi.

This service aims to 1) find a model for the implementation of women's empowerment in managing MSMEs (Micro, Small, and Medium Enterprises) as a means to realize the second, third, and fourth ideals towards a Golden Indonesia 2045; 2) identify the factors that hinder the development of MSMEs in Bolon Village; 3) find solutions that can be implemented to develop MSMEs in Bolon Village, Colomadu, Karanganyar; and 4) discover a model of women's empowerment in managing MSMEs to achieve the ideals towards Golden Indonesia 2045. The method used in this service is Participatory Action Research (PAR) which focuses on community empowerment. Because empowerment must always meet the needs and solve the problems present in the community. The empowerment of women in the management of MSMEs demonstrates gender equality. Many activities or jobs can be performed by mothers or women that are no less capable than those done by men because of the nature of the work, which requires diligence, precision, and so on. With the growth and development of MSMEs, new job opportunities are being created which can address unemployment in Bolon village, Colomadu, Karanganyar. This will impact the economic growth of the village, improve the living standards of the local residents, thereby addressing the economic challenges they face



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INTRODUCTION

Bolon is the name of a village located in Colomadu sub-district, Karanganyar Regency, Central Java. The Bolon village office is located in Bolon Hamlet. It has an administrative area consisting of 6 hamlets: 1) Bolon Hamlet, 2) Gonggangan Hamlet, 3) Tempuran Hamlet, 4) Pucung Hamlet, 5) Madoh Hamlet, and 6) Jetak Hamlet. Geographically, the location or boundaries of Bolon village are as follows: 1) to the north: Pepe River and Tempur River, 2) to the south: irrigation river and rice fields, 3) to the west: Pepe River, and 4) to the east: Jetak Village Road, and TNI AU Adisumarmo Housing Complex. The position of Bolon village is traversed by a provincial road connecting Adi Sucipto Road in Solo City to the Solo-Semarang main road. This road is called Tentara Pelajar Road. The total area of Bolon village is approximately 7.5 km². The livelihoods of the Bolon village community are very heterogeneous, as Bolon village is located in the golden triangle area and the buffer zone for the development of Solo City towards the west.

As of now, MSME activities including the craftsmen of karak are still enduring, although with very simple tools and marketing. The results of interviews conducted by the researcher with Mrs. Karsiyani, Mrs. Las, and Mrs. Sudalmi, stated that this karak does not use bleng (borax) at all, Insyallah it is very healthy. The price of raw karak per kilogram is IDR 25,000.00 (twenty-five thousand rupiah). This karak is made with relatively very simple (traditional) tools.

The marketing activities have not been running well, the packaging aspect is still very simple because there is no attractive packaging and there are no labels or brands on the wrapping. The promotions that have been carried out also have not utilized advertising media, still relying on traditional word of mouth. With this Community Partnership Program (PKM), it is hoped that there will be assistance from the Abdimas Team that can help the community in production as well as marketing, and others (Namrud,2021; Nugroho,et al, 20124; Mere, et al, 2023; Mukhlis, et al; 2024; Dwijayanti, et al, 2024; Santoni, et al: 2024; Septiana, et al: 2019; Budiyo and Ngumarno, 2021).

From the description above, it can be concluded that there are four objectives, of this PKM (*Program Kreativitas Mahasiswa/Student Creativity Program*) implementation, namely (1) to find a model for the empowerment of women in managing MSMEs as a means to realize the second, third, and fourth aspirations towards Golden Indonesia 2045; (2) to identify the factors that contribute to the underdevelopment of MSMEs in Bolon Village; (3) to discover the solutions that can be undertaken to develop MSMEs in Bolon Village; and (4) to find a model for women's empowerment in managing MSMEs to realize the aspirations towards Golden Indonesia 2045.

METHOD

Devotion method

The community service method used is Participatory Action Research (PAR), which is oriented towards community empowerment. Empowerment must always address the needs and resolve existing problems within the community. Empowering women in community management. PAR aims not only to generate knowledge but also to transform social conditions through direct community involvement. Communities are not research objects, but rather active partners who determine the direction, content, and actions of this service process. This method is considered suitable for use in the context of community empowerment, education, village development, or social advocacy. Essentially, this research aims to build a better understanding of the problems faced by the community and take concrete action to address them.

Personnel and job responsibilities

Tabel 1 The Role and Duties of The Proposal Team

Number	Identity/Role	Background Education/Study Program	Role in Activities
1	Kunthum Ria	Geography Education	Conducting field surveys, socializing

	Anggraheny, S.Pd., M.Sc.		PKM activities to the community, guiding focus group discussions (FGDs), coordinating all stages of PKM implementation, monitoring the implementation of the community service program, and checking the realization of outputs.
2	Dr. Sri Budiyo, M.Pd	Pancasila and Civic Education	Motivating mothers/women to be passionate about managing MSMEs, coordinating outreach and outreach activities on MSMEs, participating in focus group discussions (FGDs), analyzing data, and compiling reports.
3	Sukasih Ratna Widayanti, S.S., M.Hum	English Education	Motivating mothers/women to be passionate about managing MSMEs, coordinating outreach and outreach activities on MSMEs, participating in focus group discussions (FGDs), analyzing data, and compiling reports.
4	Dr. Warsito, M.Pd.	Pancasila and Civic Education	Pengumpulan data melalui kuesioner, mengikuti kegiatan FGD, mendata dan mengkoordinir kegiatan sosialisasi dan penyuluhan tentang ekonomi kreatif, UMKM, dan home industry
5	Dr. Purwo Haryono, M.Hum.	English Education	Serving mothers/women in outreach and outreach activities on the creative economy, MSMEs, and home industries, and participating in focus group discussions (FGDs).
6	Galang Tri Mahardika	Pancasila and Civic Education	Mediator between the community service team and the management and members of the MSMEs.

Community Service Presentation Material

Tabel 2 Division of Tasks for Presenters in Delivering Lectures

Day and Date	Lectures	Times	Presenter
June 13, 2025	The Essence of Devotion and Empowerment	08.30 – 11.30	Kunthum Ria Anggraheny, S.Pd., M.Sc.
June 20, 2025	Packaging Techniques, Selling Techniques, and Consumer Persuasion Techniques	08.30 – 11.30	Dr. Sri Budiyo, M.Pd
June 27, 2025	The Need for Communication, Socialization, and Ways to Perpetuate Brotherhood	08.30 – 11.30	Sukasih Ratna Widayanti, S.S., M.Hum
August 3, 2025	How to Maintain Product Quality and Instill Consumer Trust	08.30 – 11.30	Dr. Warsito, M.Pd.
August 10, 2025	How to Save Costs, Save Time, and Work Effectively	08.30 – 11.30	Dr. Purwo Haryono, M.Hum.
September 17, 2025	Techniques for recognizing markets, audiences, and digital marketing	08.30 – 11.30	Sudiyo Widodo, S.Pd., M.Pd.
September 24, 2025	Understanding the Importance of Information and Technology in Today's Era	08.30 – 11.30	Galang Tri Mahardika

Discussion

Discussion is a communication process between two or more people to exchange thoughts, ideas and opinions regarding a topic or problem, with the aim of reaching an agreement, shared understanding or problem solving. Below is a discussion method which is also used as a means of delivering material.



Figure 1: Presenters are discussing



Figure 2: Reviewing the place of service

FINDINGS AND DISCUSSION

Findings

Currently, the Trampil Mandir UPPKS does not have bubble wrap equipment. This equipment is greatly needed by the MSME group. With bubble wrap, packaged goods are more durable, less likely to break, and more attractive. The image below shows an example of a product without bubble wrap. What about chips or karak packaged only in plastic, or even with a string, such as rubber or refia? They quickly lose their crispiness and can even break when pressed. This reduces the attractiveness of MSME (micro, small, and medium enterprise) products to consumers.

Poor or ineffective marketing can have serious negative impacts on a business. Here are some of the main consequences to watch out for:

1. Lack of Customer Awareness

If promotions aren't executed properly, potential customers won't know their product or service exists. Their product could become a "hidden gem" that's never discovered.

2. Low Sales

Without a strong marketing strategy, sales targets are difficult to achieve. As a result, revenue stagnates and business growth struggles.

3. Falling Behind Competitors

Competitors who actively market their products will dominate the market first. Your business could be left in the shadows, even if it has a good product.

4. Weak Brand Reputation

Inconsistent or unprofessional marketing can make a brand appear less credible. Consumers tend to choose brands that appear more convincing and active.

5. Loss of Customer Trust

If marketing messages are confusing, exaggerated, or unrealistic, customers may feel deceived. This can decrease loyalty and cause customers to switch to competitors.

6. Internal Disruption

A disorganized marketing team can lead to wasted budget, internal conflict, and frustration within the team. Therefore, reliable, targeted, and programmatic marketing is essential.

The table three below illustrates the unattractive appearance or product of the character, as its packaging is still simple and prone to damage. The three images below also illustrate the comparative form of products that are not packaged well and those that are packaged well.



Figure 3: Karak products without borax that have not been packaged properly



Figure 4: Karak products without borax that have been packaged well

Discussion

The discussion results showed that good packaging will create an attractive and enjoyable product impression. Good marketing packaging isn't just about design or a catchy slogan—it's a comprehensive strategy that can determine a product's success or failure in the marketplace. Items that have been packaged or sealed are more attractive, less susceptible to damage, and more durable. They can even be transported in stacks, as the plastic contains bubbles that can withstand impacts and pressure. Here are the key benefits of effective marketing packaging.

1. Attracting Consumer Attention

Visually and emotionally appealing packaging makes a product more easily recognized by buyers and distinguishes it from competitors. Creative design can create a strong first impression and encourage impulse purchases.

2. Building Brand Image and Identity

Consistent packaging and marketing messages help strengthen a brand's image. Why? Because consumers are more likely to remember and trust products that appear professional and authentic.

b. Increasing Product Perception

Products with good packaging and marketing are often perceived as higher quality. Even if the contents are the same as competitors, buyers will still choose those with attractive packaging and pique their curiosity. This can be enticing and encourage consumers to pay more.

3. Conveying Product Information Clearly

Well-packaged marketing conveys the benefits, instructions for use, and advantages of the product in a concise and convincing manner. This helps consumers make faster and more informed purchasing decisions.

4. Encourage Loyalty and Repeat Purchases

When consumers are satisfied with the visual and emotional experience of marketing, they are more likely to make repeat purchases. Good marketing creates a pleasant and memorable brand experience. The first impression is so enticing, the next impression is sure to be captivated.

5. Simplify Distribution and Promotion

Practical and informative packaging simplifies distribution, shelf placement, and promotion across various media. This also helps sales and marketing teams explain products more efficiently.

CONCLUSION

Making karak without borax (anti-borax karak) offers many benefits, including health, economics, and business image. The following are some of the positive impacts, summarized below.

1. Safer for Health

Borax is a hazardous chemical banned from food by the Indonesian Ministry of Health. Karak without borax does not cause throat irritation, digestive problems, or long-term risks such as organ damage.

2. Increased Consumer Trust

Products that are clearly free of hazardous substances are more preferred and trusted by consumers. They not only look at the packaging but also at the product quality, its healthiness, and its expiration date (whether it is suitable for consumption or not). The "borax-free" label is a strong selling point, especially in health-conscious markets.

3. Supports Regulations and Business Ethics

Following government regulations, such as Ministerial Regulation No. 722/Menkes/Per/IX/88, demonstrates that your business is ethical and responsible. This could open up opportunities to enter the modern retail market or export.

4. Potential for Community Empowerment

The production of borax-free karak can become a home-based business involving women or local communities, as is being done in Bolon Village, Colomadu, Karanganyar. Further development of this micro, small, and medium enterprise could provide training and new job opportunities for the surrounding community.

5. More Positive Product Image

Karak, such as "Karak Bolon" from Bolon, Colomadu, Karanganyar, is known for its non-hoarseness, thanks to its borax-free content. A delicious and healthy product will be easier to market

and recommend.

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