

## Bondev-Bc: Crew-Sent Village Business Through Development Of Local Potentials To Improve The Value Of Sell And Existence Of Banana Fruit In Ngambon District, Indonesia

Moch Faizal Rachmadi<sup>1\*</sup>, Amanah<sup>1</sup>

<sup>1</sup>Sekaran Campus, Gunungpati, Semarang (Department of Economic Education, Faculty of Economics, Universitas Negeri Semarang, Semarang, 50229, Indonesia)

\*Corresponding author, Email address: [faizal.rachmadi@students.unnes.ac.id](mailto:faizal.rachmadi@students.unnes.ac.id)

### Abstract

Indonesia is blessed with a variety of natural resources. The diversity is spread in several regions, one of which is in Ngambon District, Bojonegoro Regency. In this area, there is local wisdom in the form of abundant bananas with superior quality. However, this potential is not matched by efforts to optimize the processing and diversification of products so as to reduce the selling value and existence. Therefore, green design is needed to overcome these problems, one of them is through BONDEV-BC. The purpose of this study is to increase the selling value and existence of bananas through a creative economy with society development. The method used is descriptive qualitative analysis with secondary data to describe the phenomena that occur in the field. Based on the study conducted it can be concluded that the implementation of this program will help develop the potential of banana's wisdom in Ngambon District.

**Keywords:** banana, creative economy, society development, village-owned business entity

### 1. Introduction

Banana (*Musa Parasidiaca*) is one of Indonesia's leading commodities. More than 200 types of bananas are found in Indonesia, making Indonesia one of the primary banana diversity centers. This refers to the size of the harvest and the production of bananas which always occupies the first position (Ministry of Agriculture, 2014). The highest harvest area growth was recorded in 2017 which reached 59.36% compared to the previous year. Whereas according to data the number of banana production from 34 provinces in Indonesia in the 2012-2016 period experienced a significant increase, recorded in 2016 reached 7,007,117 tons / year.

**Table 1.** Amount of Banana Production for the 2012-2016 Period

No.	Provinsi/Province	Tahun/Year				Pertumbuhan/ Growth 2016 over 2015 (%)	
		2012	2013	2014	2015	2016	(%)
1	Aceh	62.662	50.485	55.245	61.045	72.526	18,81
2	Sumatera Utara	363.061	342.297	298.910	139.541	137.886	-1,19
3	Sumatera Barat	137.347	136.594	138.912	136.952	144.829	5,75
4	Riau	20.644	19.685	22.758	21.315	25.164	18,06
5	Jambi	37.796	37.057	46.614	32.270	50.374	56,10
6	Sumatera Selatan	182.958	109.131	329.389	160.186	91.998	-42,57
7	Bengkulu	33.540	25.975	19.546	23.988	31.809	32,60
8	Lampung	817.606	938.280	1.481.692	1.937.348	1.517.004	-21,70
9	Kepulauan Bangka Belitung	6.769	4.892	4.337	3.857	3.521	-8,70
10	Kepulauan Riau	6.654	5.697	7.446	4.488	3.836	-14,52
11	DKI Jakarta	2.194	1.940	5.253	2.062	1.956	-5,12
12	Jawa Barat	1.192.860	1.095.325	1.237.171	1.306.287	1.204.083	-7,82
13	Jawa Tengah	617.456	560.985	519.628	581.782	591.649	1,70
14	DI Yogyakarta	61.153	56.850	56.062	51.218	53.822	5,08
15	Jawa Timur	1.362.881	1.527.375	1.336.685	1.629.437	1.865.772	14,50
16	Banten	248.243	315.509	220.625	137.812	162.853	18,17
17	Bali	164.699	215.252	234.215	189.440	183.210	-3,29
18	Nusa Tenggara Barat	91.831	58.684	57.703	73.220	75.509	3,13
19	Nusa Tenggara Timur	148.278	136.049	129.878	108.298	140.825	30,03
20	Kalimantan Barat	53.454	59.121	67.103	144.735	72.848	-49,67
21	Kalimantan Tengah	19.815	22.521	26.836	27.163	41.794	53,66
22	Kalimantan Selatan	89.689	71.383	88.339	79.493	81.607	2,66
23	Kalimantan Timur	124.742	101.797	133.984	72.144	79.343	9,98
24	Kalimantan Utara				12.129	19.947	64,46
25	Sulawesi Utara	32.004	21.177	32.212	29.141	37.413	28,39
26	Sulawesi Tengah	47.748	51.711	37.116	27.451	30.595	11,45
27	Sulawesi Selatan	149.061	185.353	154.490	175.388	159.788	-8,89
28	Sulawesi Tenggara	30.678	24.025	28.552	20.087	34.858	10,84
29	Gorontalo	4.404	5.053	6.101	9.995	8.457	-15,39
30	Sulawesi Barat	53.816	50.006	35.407	28.493	36.207	27,07
31	Maluku	29.237	39.767	41.852	52.476	26.842	-48,85
32	Maluku Utara	3.027	3.231	4.801	7.270	9.667	32,97
33	Papua Barat	5.452	1.884	1.614	2.090	1.532	-26,69
34	Papua	7.307	3.988	2.281	1.665	7.594	356,20
	<b>Indonesia</b>	<b>6.189.043</b>	<b>6.279.279</b>	<b>6.862.558</b>	<b>7.299.266</b>	<b>7.007.117</b>	<b>-4,00</b>

Source : Central Bureau of Statistic of Indonesia (2016)

If you look at the development of banana production in the table above from the period 2012-2016, then the production of bananas in the province of East Java each year is the highest among other provinces, reaching 1,865,772 tons. This proves that the province of East Java is the most productive province in producing and developing bananas.

One of the productive and potential areas in East Java to produce and develop bananas is Bojonegoro Regency. Bojonegoro Regency is one of the biggest contributors to food production in East Java, including the potential of vegetable and fruit horticulture (Andri et al., 2016). Banana commodity is one of the leading commodities because it has great potential and is able to adapt in Bojonegoro Kabupaten. Tambakrejo Subdistrict and Ngambon Subdistrict are high-yielding banana varieties in Bojonegoro (Debiyanti, 2018). According to survey data from the Department of Agriculture of Bojonegoro Regency in 2018, the harvested area of banana commodities reached 3,101,211 ha. The banana plantations that are very abundant are mostly sold by banana farmers to the LEDRE industrial centers and some are sold directly to the market or out of town without prior processing, which triggers the low selling value of bananas, which if the banana farmers sell directly to ledre industrial center or sell directly to the market without any processing, the banana is valued at Rp. 3000, - exactly. The price of the banana should be higher, if the farmers diversify their crop yields first, diversification can be done by processing various kinds of processed banana meat. Actually not only the meat can be processed, but the banana peel can also be processed into drinks, banana peel candy and so on, considering that in Bojonegoro Regency there is also the Ledre food processing industry, which produces very large banana peel waste.

From these problems, it is necessary to have a green design to solve it. Through this paper, the author has an idea entitled **Bondev-Bc: Crew-Sent Village Business Through Development of Local Potentials to Improve the Value of Sell And Existence of Banana Fruit in Ngambon District, Indonesia**. The Bondev-BC program is a program for establishing BUMDes in five villages in Ngambon District, Indonesia namely Nglampin Village, Karangmangu Village, Ngambon Village, Sengon Village and Bondol Village. The reason for choosing this location is because Ngambon District is the highest number of banana-producing sub-districts in Bojonegoro Regency, besides that the five villages in the District also do not have Village-Owned Enterprises (BUMDes), so the establishment of these BUMDes is suitable for the five villages .

The aim of establishing the first program is to support the Pakistan Development Goals Program, which is on the 8th goal of Decent Work and Economic Growth. One of the things to increase economic growth is through creative economic activities. Because based on Fauzan in 2015, creative economy is an economic sector that can collaborate all the wealth that exists in Indonesia on an ongoing basis. The meaning of creativity can be seen as a capacity or effort to produce something unique. Creativity is a driving factor for the emergence of innovation.

Creative economy can be a driver of sustainable economic growth because ideas are renewable resources. While according to Garnham in Nurmilah (2016) the development of a region can be supported by the development of a creative economy. In an effort to implement this creative economic sector development strategy, it must be focused on exploring the potential and problems in the creative economy whose output is to get the right policy strategy in the program to increase regional economic growth. The sub-sectors in creative economy can be seen in the following figure:



**Figure 1. The Sub Sector in Creative Economy in Indonesia**

Source: Statistical Data and Results of the Creative Economic Agency Survey and the Central Statistics Agency, (2016)

From the picture it can be seen that one of the creative economic sub-sectors through Product Design, one of which is through diversification of processed food products. The second objective is to increase the selling value of bananas for banana farmers in Ngambon District, through 5 excellent programs in Bondev-BC (Ngambon Developing of Banana Center), one of the flagship programs is training to diversify processed fruit and banana skin to be more valuable for sale.

## 2. Material and Methods

This paper is written using a qualitative-descriptive approach, namely research that produces descriptive data in the form of written words of people and observed behavior, supported by literature (Moleong, 2012). The descriptive data produced are in the form of a description of the condition of the community in Ngambon District, Jatinegara Regency with the ideas the authors offer in the form of a Bondev-BC Program (Ngambon Developing of Banana Center). The data that has been obtained is then studied so that argumentation and understanding can be gained. The next stage after the data is collected is data processing activities. Next is analyzing the data and interpreting it. The results of the analysis data are interpreted or concluded to answer the entire problem under study.

## 3. Result and Discussion

Bondev-BC (Ngambon Developing of Banana Center) is a program to establish Village-Owned Enterprises (BUMDes) in Nglampin Village, Karangmangu Village, Ngambon Village, Sengon Village and Bondol Village, Ngambon District, Bojonegoro Regency. Understanding BUMDes Article 1 paragraph (6) Minister of Home Affairs Regulation Number 39 of 2010 concerning Village-Owned Enterprises, which states that BUMDes are village businesses formed / established by village governments whose capital ownership and management are carried out by village governments and communities. Village-Owned Enterprises (BUMDes) are village business institutions managed by the community and village government in an effort to strengthen the village economy and be formed based on the needs and potential of the village.

Funds used in the establishment of this program, namely using village funds, in which village funds according to Government Regulation Number 72 of 2005 concerning Villages explain that Village Fund Allocation (ADD) is a central and regional financial balance fund received by a Regency / City in its distribution for each village to be distributed proportionally. The government provides actual ADD as stimulant assistance or stimulant funds to encourage funding the village government programs supported by community self-help in carrying out government activities and community empowerment (Putra, 2013)

### **Featured Programs in the Bondev-BC Program (Ngambon Developing of Banana Center):**

#### 1. Pelabuhan Lintang (Banana Skin and Fruit Diversification Training)

Lintang Port is the first flagship program in the program, through this program all members of the Bondev-BC Program will be trained by academics and practitioners to process bananas and banana peels into processed foods and drinks that are more valuable for sale. The aim of this program is to increase the value added for bananas and banana peels, thereby increasing income for banana farmers. As for some banana and banana skin preparations that will be taught by this program are: Syrup from Banana Skin (Sri Lintang), Candies from Banana Skin (Peri Lintang), Banana Processed Crispy Chips (Kri-Kri Opi), Lepisju (Cheese Banana Sale), Bolen Contents Cheese Bananas (Snow Bosses) and Kara Nisa (Banana Nrownis Assorted Flavors) (Product Design Attached). The six superior product names will later become trademarks in the Bondev-BC Program.

#### 2. Penagram (Member Program Education Center)

Penagram is the second-best program in the Bondev-BC Program, while in Penagram, members will be invited to conduct Focus Group Discussion (FGD), at the end of each week, which is Sunday, while the discussion in the FGD includes issues related to banana plantations and solutions the solution.

#### 3. Puspagram (Member Loan and Savings Center Program)

In addition to the purpose of the BUMDes for community empowerment, but also for the welfare of its members through the Puspagram Program (Center for Savings and Loan Members Program), a savings and loan program for farmers, can be used as business capital that does not have high terms and interest and farmers do not have to deposit its products at low prices

#### 4. Puspa-BP (Banana Fruit Marketing Center)

The Bondev-BC program, aside from being a processing center, is also used as a marketing center for processed products that have been produced by members. Food or drinks from fruit and banana peel processed by farmers can be sold to the Bondev-BC Program, which then through the Bondev-BC program will be marketed to the local community and to outlets or food retailers throughout Indonesia.

5. Ambon Party (Banana Ngambon Annual Party)

Pesta Ambon (Annual Banana Ngambon Party) is the latest flagship program in this program. The Ambon Party will be held as a festival or celebration at the end of each year, namely in December with Ngambon Village as the center of the festival. The purpose of this Ambon Party is to compare local products in the form of bananas in the Regency of Bojonegoro, especially the Ngambon District in the eyes of the wider community.

#### 4. Conclusion

From the discussion, it can be concluded that Indonesia is the country with the highest banana varieties in the world, namely there are around 200 types of bananas that grow in Indonesia, while Bojonegoro Regency is the highest banana producing district in Indonesia, which has a harvested area of 3,101 bananas. 211 ha. Every year many banana farmers directly sell their pisang in collectors in the market and to the Ledre Industry Center in Bojonegoro Regency, without processing it first, which causes the selling value of the banana to be low which ultimately results in the profits received by farmers becoming low. From these problems, the Ngambon Developing of Banana Center program came out to be a solution. With the establishment of BUMDes in 5 villages in Ngambon District, it is hoped that it can be used as a place for empowering, educating and marketing banana farmers to process and market bananas as processed with more selling value so that the concept of Creative Economy in the face of Economic Growth in the SDGs Program can be realized. In order for this idea to be implemented properly, it is necessary to have a good synergy between the parties involved and the need for innovation in product development in stages.

#### Acknowledgements

We always say thank you to Allah SWT for giving me personal health, strength, pleasure, and guidance so that I am able to compile this research without any problems. I also say thank you to my parents, family, and relatives who have given me support and enthusiasm in carrying out the research. We present this paper to the readers, hopefully it can be an additional literature in the academic world, especially in economics. We thank our colleagues and all those who have helped in compiling this paper, both in the form of motivation and others. Don't forget I also thank Mr. Drs. Heri Yanto, MBA., P. hD Dean of the Faculty of Economics, Semarang State University along with staff and all academics who have given me the opportunity to represent the Faculty of Economics to attend the 7<sup>th</sup> **Asian Academic Society International Conference (AASIC)** this time.

#### References

- Central Bureau of Statistics. (2017). *Creative Economic Agency 2017. Statistical Data and Results of the Creative Economy Survey*. Jakarta: BPS Collaboration with the Creative Economy Agency.
- Debiyanti, Noeryena. (2014). *Learning Life in Tambakrejo Bojonegoro Village*. Retrieved from <http://jtm22tambakrejo.blogspot.co.id/2014/09/belajarkehidupan-ditambakrejo.html>
- Fauzan, Angga. (2016). Local Creative Economy Development in Tumang Village with Visual Communication Approach to Facing the ASEAN Economic Community. *Proceedings of the INDOCOMPAC National Seminar at Bakrie University*. Jakarta, May 2-3, 2016.
- Kuntoro Boga Andri and Willem J.F, Alfa Tumbuan. (2016). Farming Business Analysis and Marketing of Horticultural Farmers in Bojonegoro. *LPPM Journal in EkoSosBudKum*, 3 (2), 43.
- Ministry of Agriculture. (2016). *Horticulture Sub Sector Commodity Outlook*. Jakarta: Agricultural Information System and Data Center General Secretariat of the Ministry Agriculture. 2016. p.7.
- Ministry of Agriculture. (2014). *Outlook Banana Commodity*. Jakarta: Agricultural Information System and Data Center General Secretariat of the Ministry of Agriculture. p.1.
- Moleong, Lexy J. (2012). *Qualitative Research Methodology*. Bandung: Teenager Rosdakarya.

National Development Planning Agency. (2017). *Indonesia Continued 2013*. Jakarta: Bappenas  
Nurmilah, Risma, Anggraeni, Lukytawati. And Novianti, Tanti. (2016). *Sukabumi City's Creative Economy  
Development Strategy*". Retrieved from [www.eprints.ummi.ac.id](http://www.eprints.ummi.ac.id).  
The Department of Agriculture of Bojonegoro Regency, Development of the Harvest Area of Food Crops.  
(2018). *Agriculture*. Retrieved from <http://www.bojonegorokab.go.id>