



Improving the Creative Economy of the Community Through Training and Processing the Local Potential of Candlenut and Utilizing Digitalization as A Marketing Medium in Emburia Village, Ende Sub-District

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Abstract: Local potential is the natural, cultural, and natural resources of a region. Emburia Village, Ende Sub-District, Ende Regency is one of the villages that is the largest producer of candlenuts in Ende Regency, but this large candlenut potential has not been maximally utilized for the economic income of the community. The candlenuts produced are only sold to traders in Ende city. Therefore, this community service activity is deemed important to be carried out in Emburia village with the target participants being PKK (Family Welfare Empowerment) women. Community service activities go through several stages including the preparation stage, preparation and implementation stage until the finished product with the brand name MIKERIA (Emburia hazelnut oil). This activity is expected to provide understanding to participants in improving the creative economy through training and utilization of digital marketing in marketing products, namely hazelnut oil.

Keywords: Creative economy; Digital marketing; Local potential; Training and processing

Introduction

Local potential is the natural, cultural and natural resources of a region. The natural potential of a region depends on its geography, climate and landscape. These different natural conditions cause differences and characteristics in the local potential of each region. The distinctiveness of the landscape, the behavior and culture of the local community, and the welfare of the community form a triangle of interrelated interactions. Therefore, the development of a region's local potential must consider these three elements. Culture and landscape are very rich local potentials. This potential includes cultural diversity and crops. (Winarno, 2023)

Ende Regency is rich in natural resources. One of the local commodities with high economic potential is candlenut. However, the candlenut industry in Ende Regency still faces several challenges, including limited

market access, inadequate processing technology and lack of skills among local communities. As a result, local communities have not fully benefited from this valuable resource. Ende sub-district is one of the sub-district areas in Ende Regency. According to data from the Ende Regency Central Bureau of Statistics, the Ende District area is one of the largest hazelnut producing areas with a total hazelnut production of 763 tons (*BPS Ende Regency data in 2023*). Emburia Village is one of the villages located in Ende Sub-district with considerable candlenut plantation potential.

In recent years, the Indonesian government has emphasized the importance of creative economy development, which is seen as a key driver of economic growth and job creation. The creative economy is defined as an economy driven by creativity, innovation and entrepreneurship, and characterized by the production, distribution of creative goods and services.

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One way to improve the creative economy of the local community is to provide training and capacity building programs to develop their skills and knowledge in processing and marketing candlenut products. This can help the local community to add value to candlenut products, increase income and improve the livelihood of the local community. In addition, the use of digitalization as a marketing medium can also play an important role in improving the creative economy of local communities. Digital marketing can help local communities to reach a wider market, increase their visibility and promote their products more effectively. With the growing number of internet users and social media penetration in Indonesia, digital marketing has become an important tool for businesses and entrepreneurs to reach their target markets. By digitizing marketing, communities are able to sell local products such as candlenut oil in a wider market reach (Dewanti & Nisa, 2023a)

Candlenut (*Aleurites moluccana*) is one of the industrial plants from the *Euphorbiaceae* family whose seeds are used as a source of oil and spices. Every year candlenut plants continue to experience an increase in area expansion because its utilization is no longer as a producer of kitchen spices but can also be used for industrial purposes and medicinal plants. By the community, candlenut fruits are still utilized limitedly in the use of cooking spices, medicinal herbs or the results of candlenut are taken and collected to be sold in the form of candlenut seeds, at a relatively cheap price. Candlenut production every year is very high but not proportional to the selling price in the market. The selling price of candlenuts in the market is not fixed, ranging from (IDR 30,000 to IDR 40,000 per kilogram). The oil content in candlenut seeds is high at 55-66%. So that further processing such as making hazelnut oil will provide a higher selling value. (Wahyuni et al., n.d.)

One of the product innovations from hazelnut seeds is hazelnut oil. Candlenut oil is an oil from the flesh of candlenut seeds that has a high content of unsaturated fatty acids (oleic acid). The antioxidant properties of oleic acid can slow down hair loss and accelerate hair growth. In addition, the benefits of hazelnut oil can also overcome joint pain, heal burns, cuts, stings, and increase the immune system. (Hasibuhan, 2022). By utilizing the local potential of candlenuts into candlenut oil, it can certainly increase the added value of candlenuts and this will certainly have an impact on improving the economy of the Emburia Village community.

Method

Community service activities were carried out on October 12, 2024 in Emburia Village, Ende District, Ende

Regency with activity participants being PKK (Family Welfare Empowerment) women, village officials as well as management study program students and accompanying lecturers from the management study program. The number of participants in this activity was 35 people.

In the implementation of these activities, there are several stages that are passed, starting from the planning stage, namely analyzing the needs of the community by conducting a survey of the location of the activity, and coordinating with village officials and the local community. The second stage is preparation starting from product preparation to preparation of tools and materials. The third stage is the implementation stage which begins with socialization by the service assistant lecturer Mrs. Maria Endang Jamu, SE, MM. In the socialization, an understanding was also given about the benefits of hazelnut oil which is able to nourish hair, prevent hair loss, and can be used as a health treatment oil. Candlenut oil also has a high selling value. In the implementation stage after the provision of material by the accompanying lecturers, continued with the training process and processing of candlenut oil with the service participants.

Result and Discussion

Community service activities carried out at the Emburia Village office have had a positive impact on participants. The activity began with the presentation of material related to hazelnut oil product innovation, digitalization as a marketing medium and product branding. This activity was carried out to provide participants with an understanding of the use of digitalization as a product marketing and branding medium, this is important to add insight into product marketing with a wider market reach. After being given an understanding, participants are invited to participate in the process of making hazelnut oil until the product is finished and put in a packaging bottle that has been prepared with a brand name that has been prepared by the service team. The following are some of the processes of community service activities in Emburia village.



Figure 1. Providing socialization materials

Providing material in accordance with the theme of service activities, namely marketing digitalization,

branding (product labels) and the benefits of hazelnut oil products is the first step in the process of service activities. The material presented aims to provide an understanding of the need for marketing digitalization in product marketing to reach a wider market and explain several examples of marketplaces on Facebook media that can be used to market hazelnut oil products, understanding of branding or product labels which include the benefits of giving names or brands to products and the processes that need to be done to obtain IPR. In addition, product innovation from candlenuts into candlenut oil that has higher economic value and can also be a new business idea product. After the socialization activity, the training and processing of candlenut into candlenut oil was continued. The activity of making hazelnut oil was practiced directly by the students together with the women of Emburia Village PKK.



Figure 2: The process of cooking roasted candlenuts that have been mashed

In this process, previously prepared candlenuts that have been roasted until the color turns brownish and gives off a distinctive candlenut aroma. Furthermore, the roasted candlenuts are mashed using a blender or similar tool and enough water is added. After mashing, the hazelnut porridge is cooked using medium heat with enough water added. The process of cooking hazelnut porridge is carried out for approximately 20-25 minutes and covered using a pan lid or the like until the water shrinks while continuing to stir so that it does not burn. When the water has shrunk, add enough water and cook for another 15 minutes until the water has shrunk.



Figure 3: Candlenut juice collection process and candlenut juice cooking process

After the water has shrunk, the hazelnut pulp is removed and cooled. Then after cooling, the hazelnut pulp is squeezed using a cloth to release the hazelnut juice. The next process is to cook the candlenut juice until

it becomes oil. This cooking process uses medium heat for about 15 minutes and occasionally stirred until it becomes oil.



Figure 4. The process of filtering hazelnut oil into market-ready hazelnut oil

The cooked hazelnut oil is then removed and cooled. Then the cooled hazelnut oil is filtered using a cloth filter. This process is done to separate the clean hazelnut oil and the remaining sediment. Clean candlenut oil that has been filtered is then transferred into a packaging bottle that has been prepared.



Figure 5. The product packaging logo of Emburia Candlenut Oil and the finished product of Emburia Candlenut Oil.

The prepared packaging bottles have been given the product packaging logo. This hazelnut oil product is named Mikeria. The name Mikeria was inspired by the name of Emburia Village, where the community service was carried out. Emburia Village has considerable hazelnut potential with the majority of the community being hazelnut farmers. So it is hoped that the Mikeria product name for hazelnut oil from Emburia can be used by the local community as a local brand for hazelnut oil products from Emburia Village. The Mikeria product name can be recognized as a local brand of Emburia if it has made an agreement with the Management Study Program, Faculty of Economics and Business, University of Flores, and has undergone several processes to obtain product brand rights.

Community service carried out in Emburia Village as an effort to develop local potential in the form of candlenuts, to produce processed products in the form

of candlenut oil which has a higher selling value than raw candlenuts which are sold directly, this is also a form of effort in the field of creative economy. According to the creative economy is a concept of a new economic era that emphasizes knowledge and creativity that relies on ideas and knowledge sourced from human resources as the main factor of production. Candlenut oil produced by the Emburia Village community has great potential to be developed as a creative economy product. In the service carried out by Darwin Damanik and friends (Journal et al., 2022) the implementation of the program is able to produce the outcomes expected by this community service program, in the form of increased knowledge, understanding and skills in increasing the entrepreneurial spirit, one of which is in processing the potential of candlenut into candlenut oil which is able to become high-value local wisdom, where this is expected by the implementation team and will be continued with the plan for the next stage of activities and can develop the community's creative economy.

Training and processing need to be done to improve the ability and knowledge of the Emburia Village community regarding hazelnut oil products, starting from the very easy manufacturing process and simple methods. The service carried out by Pelita Hijau Village as a Local Potential, Bone Pantai Subdistrict, Bone Bolango Regency, in this service, the processing of candlenut seeds into candlenut oil is the result of broken or crushed candlenut seed waste that is not utilized, with simple processing resulting in added value from candlenut seeds and used as a side source of livelihood. Service activities in its implementation are said to be successful by looking at the enthusiasm of the community during the activity. Training participants more easily understand and master the stages of making hazelnut oil well and the hazelnut oil products produced are clear yellow in color as expected.

In selling Mikeria "Emburia Candlenut Oil" products, a wider market reach is needed, because this product is relatively new so it requires effective and efficient promotional media. One way of marketing and promoting this product is through marketing digitization or using social media. The results of the service carried out by the benefits most felt by SMEs are marketing through social media is an effective means of communication, can increase market share and help business decisions. The use of social media can increase sales volume by more than 100% if information is updated daily and consistently. Talking about social media, it will not be separated from the content in it. The more interesting the content created, the more people will be interested in following the timeline. The results of the service carried out by (Dewanti & Nisa, 2023b) With the title Application of the Digital Marketing Concept Towards a Creative Economy for MSMEs in

Ngepoh Village, Probolingo Regency, the implementation of this program involves several methods, which include socialization to MSMEs in Ngepoh Village with the theme "Product innovation and packaging in digital marketing", as well as assistance to MSME players in making social media, taking product photos, and improving product packaging for partner MSMEs in Ngepoh Village. By applying the concept of digital marketing to the sale of Mikeria "Candlenut Oil Emburia" products, it is able to reach a wider market and is very effective and efficient when applied by PKK women in Emburia Village, most of whom are active social media users. One example of marketing media through social media is the Facebook marketplace, this media is the most widely used so it is hoped that the women of the Emburia Village PKK can take advantage of this media to market this Mikeria "Emburia Candlenut Oil" product.

The training on candlenut oil making in Emburia Village used the simplest and easiest way to be carried out by the PKK women of Emburia Village. Through this activity, the women gained useful knowledge for the development of candlenut oil products because of the abundant potential of candlenut. Participants were very enthusiastic, as seen from their large attendance in participating in this service activity. Participants also participated in the practice of making candlenut oil with students. The processing of candlenuts into candlenut oil is very effective and efficient because the process is easy and simple and the production costs are quite cheap. The time for making hazelnut oil products is very short with a higher selling value.

Conclusion

Training and processing the local potential of candlenut and the use of digitalization is a very effective combination to improve the creative economy of the community. Utilizing the local potential of candlenut, as one of the local commodities, has great potential to be developed into various value-added products. Through training, the community can process candlenuts into creative products such as candlenut oil. The training provided is expected to improve the skills of the community in processing candlenuts, so that the quality of the products produced will be better. These skills are not only limited to processing, but also include marketing and business management. By processing candlenuts into various products, the community can create a wider product diversification.

This will open up greater market opportunities and reduce dependence on one type of product. The use of digital technology in marketing is very important to expand market reach. Through digital platforms, such as

Facebook Marketplace, candlenut products can be promoted more effectively and efficiently and reached by people from various regions. With the increase in product quality and market reach, the community's income will also increase. This will have a positive impact on improving people's welfare. Overall, efforts to improve the creative economy through training and processing the local potential of candlenuts and the use of digitalization are very strategic steps. The combination of local resource potential, skills development, and the utilization of digital technology will have a very significant impact on improving community welfare.

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