



Empowerment Of Local Plants As Beauty Products To Increase Msme Income

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ABSTRACT

This study intends to describe business opportunities for beauty products made from local plants to increase the income of MSME actors in Cikaso Village. The technique used in collecting data is by interviewing, observing and analyzing qualitatively descriptive. The results of this study conclude that the business opportunity for beauty products is very wide open in line with the development of people's needs for traditional products. With the support of Cikaso's fertile natural wealth and large yards in almost every home, making the process of making beauty products is not difficult. However, in the midst of government support to empower beauty products made from local plants, it is hampered by people's distrust of producing them.

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1. Introduction

Kuningan is one of the districts in West Java which has many tourist destinations, both natural and artificial. Its location close to Mount Ciremai, makes it has its own advantages, especially Cikaso village which is one of the villages located in Kramatmulya District, Kuningan Regency. In the world of tourism, Cikaso can be said to have the potential to be formed as a tourist village, one of which is agricultural tourism known as Sawah Lope.

Cikaso villagers Recently, there is an incentive to form an educational tourism village that focuses on rice fields. The Cikaso community has a high motivation to form a tourist village that focuses on lope rice fields. However, this readiness also needs strong support from various parties, such as the condition of tourist attractions, regulations, accessibility, accommodation to local community support.

In line with the paradigm of community-based tourism development, it is necessary to have a role from the local community, considering that they are the owners of the area, cultural actors and are parties who will receive tourist arrivals or who are in direct contact with tourists.[1][2]. Without the involvement of the community, all the potential of a tourist village will not be able to grow and develop [3]. Local communities who are in a tourism destination have the potential in the form of various activities that can be packaged into tourism products. The integration of local communities in the planning and development of tourism destinations is intended to ensure that local communities have the space and opportunity to participate in the tourism planning process[4]. Based on this statement, it can be explained that the existence of tourist attractions in Cikaso Village will provide opportunities for local residents to earn additional income from tourism services.

To support Cikaso village as a major tourist destination in Kuningan Regency, it is necessary to have preparedness including empowering Micro, Small and Medium Enterprises (MSMEs). MSMEs are the main players in economic activity in Indonesia. MSMEs are productive business units that stand alone, which are carried out by individuals or business entities in all economic sectors. In Indonesia, the definition of MSMEs is regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. In the law, the criteria used to define MSMEs are listed in Article 6. In principle, the distinction between Micro Enterprises (UMI), Small Enterprises (UK), Medium Enterprises (UM), and Large Enterprises (UB) is generally based on initial asset value (excluding land and buildings), average annual turnover, or number of permanent employees. However, the definition of MSMEs based on these three measuring tools differs by country. Therefore, it is difficult to compare the importance or role of MSMEs between countries[5].

Empowerment of Micro, Small and Medium Enterprises (MSMEs) is very important and strategic in anticipating the future economy, especially in strengthening the structure of the national economy. The current national economic crisis has greatly affected national, economic and political stability, the impact of which has affected the activities of large businesses which are getting worse, while MSMEs and cooperatives are still relatively able to maintain their business activities. In general, the goal or target to be achieved is the realization of strong and independent Micro, Small and Medium Enterprises (MSMEs) that have high competitiveness and play a major role in the production and distribution of basic needs, raw materials, as well as in capital to face free competition.[6].

So far, the level of income earned from SMEs in Cikaso village per month is still relatively small compared to the high cost of living in Cikaso:

Table 1
Average Income of MSME Actors per Month

No	Income	Amount
1	< Rp. 1,500,000	20
2	Rp. 1,500,000 – Rp. 3,000,000	9
3	Rp. 3,000,000 – Rp. 5,000,000	1
4	> Rp. 5,000,000	2
	Total	32

Source: Primary Data processed, 2021

Based on the data, it can be seen that of the 32 MSME actors involved and participating in tourism management in Cikaso Village, as many as 20 MSME actors have an income of Rp. 1,500,000 could be even lower. With this phenomenon, it is necessary to have a new breakthrough that can be utilized by Cikaso residents, especially for SMEs to get additional income. One of the activities carried out to empower MSME actors is to utilize and manage local natural resources, namely local plants as beauty products.

According to the Regulation of the Minister of Agriculture Number: 01/Pert/SR.120/2/2006, local plants are plants that have existed and have been cultivated for generations by farmers, and belong to the community and are controlled by the State. This is also related to traditional knowledge which is a system of knowledge, creation, innovation and cultural expression that is hereditary in a society in a certain area and continues to develop in accordance with the development of the community itself. Indonesia has a wealth of abundant plant varieties, including local plant varieties, but the Indonesian people have not been able to fully enjoy the economic benefits of using these biological resources and traditional knowledge.[7].

Local plants planted in people's yards have many benefits. Besides being able to be used as medicine, it can also be used as a beauty treatment ingredient. Another benefit is to increase family income[8]. Related to the above, several studies have shown that the values of local wisdom have become the basis for various business and entrepreneurial practices in Indonesia[9][10][11]. Other studies have also found that local plants can be used as ingredients for medicinal products and beauty products (cosmetics) that can be marketed and can increase people's income.[12][13][14][15].

In recent years, people are increasingly aware of the importance of maintaining and caring for themselves as a whole in order to always look attractive, especially women. Women think that the beauty and beauty of the face and body is a desire and attraction in itself, both for themselves and for others. For that, facial, hair, and body care as a whole is an obligation that cannot be abandoned[16].

In line with the times, various kinds of cosmetic products are circulating in the market with inventory materials both from local and foreign products. One of the cosmetic and skincare trends that is currently developing is back to nature or those that have various natural ingredients because they are considered safer and contain various antioxidants. Recipes for traditional beauty ingredients began to be glimpsed again. This is based on studies that have been held that natural ingredients are no less efficacious, even more efficacious and safe compared to chemicals.[17][18][19][20].

The business opportunity for natural-based beauty products provides promising benefits, because beauty/cosmetic products have now become a basic need for women as a means of body and beauty care. More and more beautypreneurs are developing local cosmetic and skincare brands[21]. According to the Esthetico Derma Institute (2009) traditional cosmetics are cosmetics consisting of ingredients derived from nature, in the form of *simplicia* and processed using traditional methods.[22]. Meanwhile, according to Kustanti (2008) traditional cosmetics are mixed ingredients used for skin care using herbal or traditional ingredients[23]. Beauty treatments can be done using traditional cosmetic ingredients.

The above opportunities can be utilized by Cikaso Village which has a background of natural wealth, agricultural products, and abundant local plant potential. This natural wealth can be used as an ingredient for making beauty products made from local plants, considering the benefits of local plant ingredients having various properties as the basic ingredients for unique and distinctive beauty treatments.

The beauty product business offered is one of the elements of a tourist attraction, namely the existence of *things to buy*, where tourist destinations must have facilities for shopping, especially souvenirs and folk crafts as souvenirs. In addition, the presence of beauty products made from local plants is also part of *Sapta Pesona*, namely the element of "memories" that will give a distinct impression to tourists after visiting a tourist destination. With the synergy of existing tourism objects, of course, it will be mutually beneficial because it can create a reliable tourist attraction while increasing the motivation of local people to utilize products made from local plants.

The problem that arises is that the Cikaso village community is not fully aware of this potential. Many natural resources have not been fully utilized as souvenirs or souvenirs that are unique and distinctive and have selling value. Based on this, this research intends to explore the potential assets in Cikaso village, especially in business opportunities for beauty products made from local plants. With the local wealth owned by Cikaso, it is hoped that this can be a new finding that can support the existence of rice field tourism as the main tourist attraction for tourist visits in Kuningan Regency.

2. Research methods

The method used in this research is descriptive qualitative. Qualitative descriptive method can be interpreted as a problem solving procedure that is studied by describing or describing the state of the subject or object of research (people, institutions and society) at the present time based on the facts that appear and as they are. [24]. In this study, the researcher tries to describe, analyze and interpret everything that has been described in the problem formulation and research objectives. Through this qualitative approach, it is hoped that it will be able to fully and comprehensively describe the characteristics and functions of the ideas, ideas, symptoms or phenomena studied with interactive analysis methods.

The data collection technique used in this study is an open interview method, where researchers can ask respondents about the situation in the field. This interview is also assisted by interview guidelines, namely by compiling a list of questions asked to respondents by means of direct question and answer between the researcher and the respondent as the main

instrument. This study requires several informants to assist researchers in obtaining information related to the problems raised in the study. Determination of informants (in qualitative methods referred to as research subjects) was carried out purposively. Purposive sampling is a sampling technique by determining certain criteria [25]. Considering that this study aims to find recommendations, it can be categorized that all informants are key informants (without ruling out basic informants), namely (a) Those who understand the problem in depth, (b) Those who are critical, (c) Those who are accepted from various groups that have an objective view of their social environment [26]. In addition to these criteria, the factors of ease of communication and cooperation were also considered in determining this informant.

The informants used in this study consisted of 10 people from various influential professions, including the wife of Kuwu (as the village head in Cikaso) who has an important role in the Cikaso village environment, especially for SMEs, the head of Bumdes, youth youth who have a role in the process. product packaging design, and visitors.

Answers from responses to questions asked and will be collected by researchers in the hope of providing field evidence that supports research results. The researcher assessed that the number of informants was able to represent the elements of the community that provided and benefited from the development of a beauty product business made from local plants in Cikaso village as a tourist attraction.

3. Results and Discussion

3.1 Potential of Local Natural Resources in Cikaso Village

Cikaso Village is a pioneering tourist village that is rich in rural nature tourism. The atmosphere is still beautiful, there are many agricultural lands and plantations that are widely used by the community to grow local plants such as lemongrass, ginger, turmeric, temulawak, and other types of empon-empon. These local plants are usually used by the community as a complement to home cooking and to make health drinks. Not many people know about the more benefits of these plants, thus causing the abundant garden yields to be underutilized to the fullest.

Local plants are plants that can thrive and develop well in an area [27]. This plant is cultivated for a specific purpose according to the needs of the local community. In addition to being used for consumption needs, the results of processing these plants into certain products are expected to increase income. Considering that the needs of the people in the beauty world are increasingly turning to traditional products, the decision to manage local plants as beauty products such as masks and body scrubs is considered the right one.

Table 2
List of Local Plants In Cikaso

Type Plant	Benefit
Jicama	Brightens facial skin, disguises and removes black spots and acne scars, shrinks facial pores, removes oil on the face, etc.
Turmeric	Treats acne, treats oily skin, disguises wrinkles, prevents premature aging, etc.
Coffee	Reduces cellulite, prevents skin cancer, anti-aging, treats acne, removes dark circles under the eyes.
Temugiring	Brightens skin, smoothes skin, removes body odor, removes dead skin cells, has a calming effect
Roses	Anti-bacterial, anti-inflammatory, moisturizing, removing dead skin cells, preventing aging as a toner.
Tuberose flower	Treats ulcers and swelling, gives a calming sensation, overcomes insomnia.
Curcuma	Rejuvenates the skin, helps treat acne, smoothes the face, disguises black spots, moisturizes the skin, helps brighten facial skin, shrinks pores, removes scars on the face.
Rice flour	Warding off the bad effects of ultra violet rays on the skin, soothes sunburned skin, stimulates skin repair, controls melanin production which can darken skin color, absorbs excess oil from the skin's surface, slows the appearance of aging symptoms on the skin.
Green tea	Fights premature aging, treats acne and oily skin, moisturizes the skin, helps fight skin cancer, relieves skin redness and irritation, reduces excessive sebum.

The abundant plantation products in Cikaso village are one of the potentials to develop this village into a home industry. Utilizing existing local plants as the basic ingredients of beauty products can be a promising business opportunity. Local plants that exist in the surrounding environment can be used as cosmetic products that are worthy of sale and have more value. These products can also be sold as souvenirs when tourists visit Cikaso village. This product will be a special attraction for tourists because there is something to buy that will become a "memory" that gives a distinct impression for tourists after visiting Cikaso village. In addition to creating a reliable tourist attraction, this pioneering beauty product business can increase the motivation of local people to take advantage of local products.

3.2 Empowerment of Local Plants as Beauty Products and Increasing the Income of MSMEs in Cikaso Village

Empowerment of local plants as beauty products in Cikaso village has received high support from the community, especially SMEs. This is shown by the enthusiasm of MSME actors to be directly involved in various activities carried out to realize these efforts. Activities carried out such as socialization and training on processing local plants into beauty products were welcomed and followed with great enthusiasm [28].

Although the results achieved from the training and motivation provided have not been significant, the community has become interested and has started cultivating local plants which are used as basic ingredients for making beauty products.

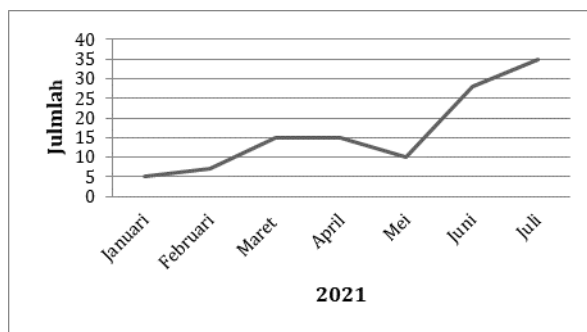


Figure 1. Graph of the Contribution of MSME Actors

Figure 1 is a graph that shows the contribution of MSME actors in producing local plants into beauty products. Based on the movement of the graph, it was explained that it had experienced a decline in May 2021 because the products produced were not sold and the marketing media owned were not supportive. This decline was also influenced by the desire of MSME actors to stay focused on the business that has become their profession. So to develop local products is still a little difficult. However, as training and outreach as well as support from the local government, the interest of MSME actors has increased again. This can be seen from a significant increase in June and July 2021.

The results of research conducted for seven months in Cikaso Village also show that SMEs with low incomes can utilize local plants into beauty products, so that they have a variety of products that can be sold. MSME actors are able to get additional income from selling these products. The advantages that Cikaso Village has in addition to natural wealth that can produce good quality local plants, are also supported by its location adjacent to rice fields which are used as tourist attractions. This strongly supports MSME actors to market their products, given the large number of visitors who come and need something that can be enjoyed and taken home as typical Cikaso souvenirs. However, it is necessary to be prepared people to be more confident in making products which has a selling value and is able to market it as a typical Cikaso product that is in demand by consumers, especially tourists who visit there.

4. Conclusion

Based on research conducted in Cikaso Village regarding Empowerment of local plants as beauty products, it can be concluded that Cikaso Village has great potential in cultivating local plants as the basic ingredients of beauty products. This is an opportunity for MSME actors to develop their business, namely by processing and producing beauty products made from local plants. This product can support the availability of typical Cikaso processed products that can be used as souvenirs for visitors to Cikaso village which is also a tourist village. In order to support the development of the tourist village, the government has provided support for the development of these products by providing facilities for both training and market share. By empowering local plants as beauty products, it is hoped that the income of MSMEs in Cikaso village can increase significantly.

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