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PROCESSING NYERE GODEBAG PLATES TO IMPROVE THE CREATIVE ECONOMY OF THE TANJUNGKERTA VILLAGE COMMUNITY

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ABSTRACT

Because coconut trees are versatile plants, almost every part of them can be used, including the nutrient-dense fruit, the skin, which can be used as charcoal or a container, and the leaves, which can be used as a broom. This makes the study important. Despite its many benefits, coconut tree waste is often neglected by the community. A lot of coconut trees are left and not utilized. One of the utilizations that will be done is the creative craft of processing nyere godebag plates. The contribution of this research in terms of integration into the courses taught is integration for the development of teaching materials based on the results of research outputs. The method used in this research uses qualitative methods because interviews are conducted with local leaders and continued with the implementation of entrepreneurship socialization programs and training in the production/processing of nyere coconut leaves into nyere godebag plates.

KEYWORDS

Nyere Plate, Creative Crafts, Tanjungkerta

CITATION

Riki Martusa, Meythi Meythi, Asep R. Rukmana, Rapina Rapina, SeTin SeTin. (2025) Processing Nyere Godebag Plates to Improve The Creative Economy of The Tanjungkerta Village Community. *International Journal of Innovative Technologies in Economy*. 2(50). doi: 10.31435/ijite.2(50).2025.3374

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Introduction.

Tanjungkerta Village is one of the villages in Pagerageung Subdistrict, Tasikmalaya Regency, which has an area of 377.33 hectares. Geographically, it is bordered by the following administrative areas: North of Guranteng Village, South of Ciamis Regency, West of Ciamis Regency and Sukaresik Sub-district, and East of Puteran Village. Tanjungkerta Village has an altitude of approximately 450 meters above sea level.

The population of Tanjungkerta Village based on the results of the 2020 population census conducted by BPS Tasikmalaya Regency was recorded at 4,912 people. This number consists of 2,459 male residents and 2,453 female residents, 1,800 family heads with a population density of 1,302 people per KM. Compared to the projection of the population in 2019, the population of Tanjungkerta Village experienced a growth of 0.29 percent.

The regional potential of Tanjungkerta Village as the target area of this activities has very good agricultural and horticultural potential with the preservation of water sources in Tanjungkerta, there are many agricultural products that can be relied on in this region such as large and corn. Corn is one of the most important carbohydrate-producing food crops besides wheat and rice, besides staple food corn can be used as animal feed, cornstarch and even as a complementary ingredient in the cosmetics and pharmaceutical industries. The plantation potential is also no less interesting than this village, one of the mainstays in this area is coffee which has good quality and is able to supply 3.5% of the coffee needs for the Tasikmalaya region. The potential for nature tourism and religious tourism is also available in this region, the ownership of diverse geographical contours makes this village has natural beauty that is worthy of being a tourism object. In addition, the existence of the famous Suryalaya Islamic boarding school to foreign countries is a religious tourism attraction that can be relied upon.

In addition to the physical potential, Tanjungkerta Village also has non-physical potential such as social life that is still well maintained, a high sense of social and mutual cooperation attitude is the main attraction of this village. The social conditions of the community here still adhere to customs with the characteristics of Sundanese culture that are still thick such as mutual cooperation, sabanda sariksa, and high concern for others are still well maintained. Excellent handicraft and culinary products, also thriving here such as woven bamboo handicrafts, nyere godebag plates, raginang tasik, opak oven, and kicimpring are also a separate branding for this area.

Materials and Methods.

Teachers and students from Universitas Kristen Maranatha and Universitas Nurtanio led the training activities. The implementation procedure makes use of the partner socialization method. As part of the Tridarma of Higher Education, institutions offer training programs that the general public can use and enjoy as a means of meeting new people (Alwi et al., 2025; Banjarnahor et al., 2024; Cristy et al., 2024; Darmasetiawan et al., 2023; Ethelind et al., 2023; Ethelind & Martusa, 2024; Kuang et al., 2024; Lamere & Meythi, 2023; Magdalena, Budiningsih, et al., 2023; Magdalena, Meythi, et al., 2023; Manurung et al., 2023; Martusa, Meythi, Margaretha, et al., 2024; Martusa, Meythi, Rukmana, et al., 2024; Martusa & Meythi, 2023; Meythi, 2024; Meythi et al., 2023, 2024; Pandanwangi, Manurung, & Meythi, 2023; Pandanwangi, Manurung, Meythi, et al., 2023; Putri et al., 2023; Putri & Meythi, 2023, 2024; Rohinsa et al., 2022; Setiawan et al., 2022; Tjahyadi & Meythi, 2022; Veronica et al., 2023; Widjaja et al., 2024).

Furthermore, it describes how this activity addresses the issues and challenges the Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village, has encountered with the nyere godebag plate producing program. In order to socialize partners, Universitas Kristen Maranatha and Universitas Nurtanio provided support to the Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village, where the activity was held.

Results.

The study's findings demonstrate that the trainees comprehended the entrepreneurship and nyere godebag plate-making materials that were provided by the presenters or resources. The training participants' descriptive data is displayed in Table 1. The participants' mean scores on the pretest (76.83) and posttest (80.40) show that their understanding changed before and after the instruction.

Table 1. Means of Paired Two Samples for the t-Test

	Pretest	Posttest
Mean	76.83	80.40
Observations	35	35
Sig	0.020	

Table 1 also shows the results of comparing the trainees' opinions about godebag nyere plate making and entrepreneurship. The results provide empirical evidence that participants' pre- and post-training perspectives on entrepreneurship and godebag nyere plate manufacturing were different. A significant difference between the participants' pre- and post-training knowledge is shown by a sig value of less than 0.05.

Discussion.

The results of this activity increase the positive impact on the community of Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village, among others:

1. The community will be more optimized and willing to think creatively after participating in this activity.
2. Creative groups are formed in the community of Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village.
3. Existing community groups are able to increase plantation production and are able to cover their needs by developing a creative economy in Pagerageung Sub-district, Tanjungkerta Village with low prices because they use basic materials from their own plantations.
4. Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village is more accessible digitally because there are marketing tools that are carried out digitally through social media continuously.
5. Able to explore regional superior products that have not been exposed to the general public.

Conclusions.

This study examines any differences between pre- and post-training insights from the Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village. The program gave insights into godebag nyere plate manufacture and entrepreneurship to give the Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village a competitive edge in its business. The results suggest that from before and after the course, the majority of Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village participants exhibited an increase in entrepreneurial and godebag nyere plate manufacturing insights.

The research's implication is that it highlights the value of entrepreneurship and creating nyere godebag plates for the Tasikmalaya Regency Government of Pagerageung District, Tanjungkerta Village. The cooperation between MSMEs, Universitas Kristen Maranatha, and Universitas Nurtanio is the research's contribution. In compliance with governmental regulations, this will contribute to the enhancement of the national economy.

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