

The Community Empowerment Process Is Implemented Through Mapag Menak at Padepokan Saung Langit, Nagrak Village, Bandung Regency, West Java

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Abstract

This research is about the Community Empowerment Process Applied Through Mapag Menak at Padepokan Saung Langit, Nagrak Village, Bandung Regency, West Java. Mapag Menak which grows and develops in community life as a wisdom has a high and consistent meaning of awareness in maintaining, developing and implementing it. This study aims to explain the process of community empowerment through Mapag Menak. This research was conducted using a qualitative approach. Data collection is carried out through observation and interviews are carried out on documents and/or research results related to the topic studied. The results showed that Mapag Menak was accepted and recognized by the people of Nagrak Village as a common property, even Mapag Menak became a vehicle for community empowerment which then led to the welfare of the community. Based on the results of the study, researchers recommend Mapag Menak to be a role model to empower the community as a social capital.

Keywords: *Mapag Menak, Social capital, Community empowerment process.*

INTRODUCTION

Each region has its own local wisdom as capital that can be used for community empowerment. Local wisdom is the identity or cultural personality of a nation that causes the nation to be able to absorb, even process cultures from outside or other nations into their own character and abilities (Wibowo, 2015, p.17 in Wigunadika, I. W. S. 2018, p.6). Indonesian society is actually a communal society that has many cultural values that can strengthen social capital. Social capital is one alternative to empower the community. The phenomenon of social capital based on local wisdom is supported by empirical data from various research results on social capital in community empowerment. Another reason that underlies the researchers conducting this study is that poor people, especially in rural areas, are still a crucial problem that until now has not been successfully overcome so it needs to be encouraged to get empowerment.

Indonesian society is a good example of a community rich in cultural values, which can be a strong social capital. Social capital is the only alternative that has great potential to

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empower people. The phenomenon of social capital rooted in local wisdom is supported by various empirical data from research conducted on the positive impact of social capital in community empowerment.

One of the main reasons driving this research is that the problem of poverty is still a serious challenge, especially in rural areas. This issue has not yet been fully addressed, and therefore, it is important to continue to encourage empowerment efforts. Local wisdom can be the key to solving this problem, by activating the potential and resources that already exist within the community. Through the utilization of local wisdom and social capital, the poor can be more independent, productive, and better able to overcome the challenges they face in their daily lives.

In the context of globalization, local wisdom also plays an important role in maintaining the cultural identity of a nation. By appreciating, preserving, and utilizing local wisdom, we can maintain cultural diversity in the midst of strong globalization. In addition, local wisdom can also be a source of inspiration for innovation and development in various fields, such as art, traditional health, sustainable agriculture, and others.

Therefore, it is important to continue to explore the potential of local wisdom as capital that can be used to strengthen social capital and encourage community empowerment. In this way, we can create a more sustainable, empowered, and cultured society, capable of facing the various challenges that exist in today's world.

RESEARCH METHODS

Researchers use a qualitative approach with a descriptive method to explore the facts contained in the field that are presented accurately and as they are, so as to obtain valid, holistic, grounded and comprehensive data. The qualitative approach taken by researchers in this study is by searching and collecting data relevant to the community empowerment process applied through Mapag Menak. The research location is in Padepokan Saung Langit, Nagrak Village, Bandung Regency, West Java. Informants involved in the process and stage of community empowerment at Mapag Menak are community leaders, managers of Saung Langit Padepokan, administrators of village-level community empowerment institutions and the people of Nagrak Village, Bandung Regency. The data collection techniques used were observation, interviews, literary studies and documentation studies.

RESULT AND DISCUSSION

Potential Mapping

1. Profile of Desa Nagrak

Village Name : Nagrak Village

Email Desa : desanagrak@gmail.Com

Alamat Website : <https://www.nagrak.desa.id/>

Village Office Address : Jl. Selawi Wetan No. 001, Pacet District, Bandung Regency West Java 40385

2. Location of Nagrak Village

Nagrak Village in the North is bordered by Tanjung Wangi Village, the South is bordered by Forestry, the East is bordered by Cikawao Village and the West is bordered by Mandalahaji Village.

3. Social Data (Elderly People, Orphans and Poor Families)

Social Field Data (Elderly People, Orphans & Poor Families)

No.		Number (People)
1.	Number of Elderly	100
2.	Number of Orphans	150
3.	They are ks	750
4.	KS 1	1.000
5.	KS 2	1.750
6.	KS 3	150

(Source: Nagrak Village Profile 2022)

Based on data, the largest number of residents of Nagrak Village is category KS 2 (Prosperous Family) 2, which is 1,750 people. This figure shows that as many as 1,750 residents of Nagrak Village were able to meet 6 (six) indicators of KS I stages and 8 (eight) indicators of KS II, but did not meet any of the 5 (five) indicators of KS III, or indicators of family developmental needs. Indicators of family development needs are as follows:

1. The family seeks to increase religious knowledge, for example listening to recitations, bringing in a recitation teacher or religious teacher for children.
2. Part of the family's income is saved in the form of money or goods, for example bought livestock, rice fields, land, jewelry, rental houses and so on). Savings in the form of goods, if cashed at least Rp. 500.000,-
3. The family habit of eating together at least once a week is used to communicate.
4. Family members are involved in community activities in the vicinity that are social in nature, such as mutual assistance, night patrols, RT meetings, social gatherings, recitations, PKK activities, art activities, sports and so on.
5. The family obtains information from newspapers/magazines/radio/tv/internet. The mass media does not need to be only owned or purchased by the family concerned, but can also be lent or owned by other people/families, or those that belong to the public/common property (Law of the Republic of Indonesia Number 52 of 2009 concerning Population Development and Family Development).

4. Economic Data (Business, Services and Trade)

Economic Data (Business, Services and Trade)

No.	Kind	Quantity (Units)
1.	Warung Serba Ada	75
2.	Food stalls	70
3.	Grocery Stores	17
4.	Workshop	17
5.	Industri Kecil/Menengah	50
6.	Agricultural Business	100
7.	Livestock Business	70
8.	Gas Retailers	34

9.	Refillable Drinking Water Business	25
10.	Cultural Art Group	1

(Source: Nagrak Village Profile 2022)

The data above shows that the most types of businesses in Nagrak Village are agricultural businesses, which are as many as 100 units. This is marked by the vast area of active agricultural land in Nagrak Village which is used not only in the form of rice paddy farmland, but also cassava, banana, vegetable, and sap gardens.

5. Institutional Data (Village Community Empowerment Institution)

Institutional Data (Village Community Empowerment Institution)

No.	Name	Department	Education
1.	Enung Mahmudin	Chief	SMA
2.	Soni Sopian	Secretary	SMP
3.	Didin Sajidin	Kasi Development	SMA
4.	Ayi Wahyudin	Kasi Government	SMP
5.	Aman Amir	Economic Kasi	SD
6.	Endang Sudirman	Kasi Umum	SD

(Source: Nagrak Village Profile 2022)

The data above shows that the management of the Nagrak Village Community Empowerment Institute is managed by 6 people with varied educational backgrounds from elementary to high school.

6. Data on New Participants in Community Empowerment through Mapag Menak in 2022

Community Empowerment Participant Data

No	Name	Age
1	Riki	35 Years
2	Idin Saripudin	60 Years
3	Apipudin	40 Years
4	Sulistiyono	37 Years
5	Raisa	25 Years
6	Revina	35 Years
7	Lukman	18 Years
8	Mr. Fadli	17 Years
9	Kristina	17 Years
10	Yogi Permadi	18 Years
11	Rangga P.K	17 Years
12	Barkah	17 Years
13	Ade Dayesa	17 Years
14	Dinda. M	18 Years

15	Julia Putri Dannia	17 Years
16	Riska Putri Fadilah	17 Years
17	Neneng	17 Years
18	Nurhadi	17 Years
19	Kaisha Gustira	17 Years
20	Bambang K	30 Years
21	Maita Yusuf	20 Years
22	Nevin Aulia	19 Years
23	Ivan Alfiansyah	20 Years
24	Abdullah Hoffman	20 Years
25	Neni Nianti	35 Years
26	Alfas Syihab	17 Years
27	Daud Azis Backpacks	17 Years
28	Risma Indriani	18 Years
29	Yola Laura	17 Years
30	S. Asyifa	18 Years
31	Yoga Permana	18 Years
32	Refli Aprilia	36 Years
33	So A.R	33 Years
34	Zahra El-Fajr	25 Years
35	Dini Nurbayani	26 Years
36	Ajaf Wahyudin	28 Years

(Source: Main Informant A and Main Informant D)

The data above shows that there were 36 Community Empowerment participants from local residents with the youngest participant age range of 17 years as many as 13 people and the age of the oldest participant 60 years as many as 1 person.

Potential Analysis

In analyzing the potential of the community empowerment process through Mapag Menak in Padepokan Saung Langit was carried out using SWOT analysis (Strength, Weakness, Opportunities and Threats). SWOT analysis is an analytical tool used to systematically analyze factors that can be used as a reference to formulate strategies to be applied by companies, agencies, or other organizations. The basis of this analysis is logic that can maximize existing strengths and opportunities and can minimize weaknesses and threats (Katuwu, S. A., Walewangko, E. N., & Masloman, I, 2023, p.114).

Table Potential Analysis of Nagrak Village

Strength (Kekuatan)	Weakness (Kelemahan)
<ul style="list-style-type: none"> • Youth in Nagrak Village have considerable and crucial potential to be developed, especially in terms of community empowerment through Mapag Menak because many have an interest in art and culture; • The Nagrak Village Government routinely celebrates the anniversary of villages, and districts to the anniversary of the independence of the Republic of Indonesia where every celebration there is a people's party as a forum for all people, both young and old, in channeling and developing local artistic and cultural talents; • The people of Nagrak Village have a high interest in local art and culture; • The people of Nagrak Village have a fairly high social concern and solidarity in supporting and developing Mapag Menak as an ancestral heritage culture of Nagrak Village; • The management of the padepokan, the community, the younger generation and the government of Nagrak Village are very open to migrant communities and tourists who support the existence and development of Mapag Menak. 	<ul style="list-style-type: none"> • Currently, the chairman and management of Padepokan Saung Langit and the Head of Nagrak Village see that Mapag Menak is less publicized so there are still very many Sundanese people who do not know Mapag Menak, so its development is rather slow; • Human resources of young people who can become Mapag Menak Activist Figures are very limited because the age of the population living in Nagrak Village is dominated by children and the elderly, while many young people choose to become urbanites to the city for reasons of work; • People who invite Mapag Menak to perform since the Covid-19 pandemic are very rare; • Coordination and communication between the Nagrak Village government and the Bandung Regency government in terms of the promotion of Mapag Menak has not gone well, even though Mapag Menak has been recognized as one of the distinctive cultural icons of Bandung Regency. This resulted in the potential being hampered by development and community empowerment through Mapag Menak running more slowly.
Opportunities (Peluang)	Threats (Ancaman)
<ul style="list-style-type: none"> • Mapag Menak makes Nagrak Village have opportunities in the field of tourism that are very attractive and promising for tourists to visit, thus playing a role in empowering the people of Nagrak Village in improving their standard of living; • The place of birth and development of Mapag Menak is only in one place, namely Nagrak Village, so it has nothing in common with cultural arts from other regions; • People and tourists who want to know Mapag Menak will only come to Nagrak Village, because Mapag Menak only exists in Nagrak Village, so only the people of Nagrak Village will get opportunities for community empowerment through Mapag Menak with all forms of creation and innovation 	<ul style="list-style-type: none"> • Mapag Menak is less competitive with modern culture which is better known, especially among the younger generation; • Due to urbanization, the process of community empowerment through Mapag Menak is carried out more to the older generation than the younger generation • It is quite difficult to gather the younger generation who are the original residents of Nagrak Village to participate in community empowerment activities through Mapag Menak because most of the young generation of Nagrak Village go to the city to study and work;

<p>in the future;</p> <ul style="list-style-type: none"> The community empowerment process through Mapag Menak is carried out to children through Local Content (Mulok) subjects at the elementary - junior high school levels in Nagrak Village, so that even though the youth are limited, children can have the opportunity to substitute the community empowerment process in order to support the existence of Mapag Menak in Nagrak Village. 	
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Strength is the resources, skills, or other advantages that an organization has. Strength is a special competition that gives a competitive advantage to organizations in society or companies in the market. Weakness is a limitation or lack in resources, skills, and capabilities that effectively hinders performance. These limitations can be in the form of facilities, financial resources, management capabilities and skills can be the source of an organization's weaknesses. Opportunities are important situations that benefit in an organizational environment. Important trends are one source of opportunity, such as technological changes and the increasing relationship between organizations and society. Threats are important situations that do not benefit in an organizational environment. Threats are a major disruptor to current or desired positions. SWOT is used to assess the strengths and weaknesses of the organization's resources and the external opportunities and challenges faced (Jogiyanto, 2005, p.46 in Mashuri, M., & Nurjannah, D, 2020, p.99).

Model Design Preparation

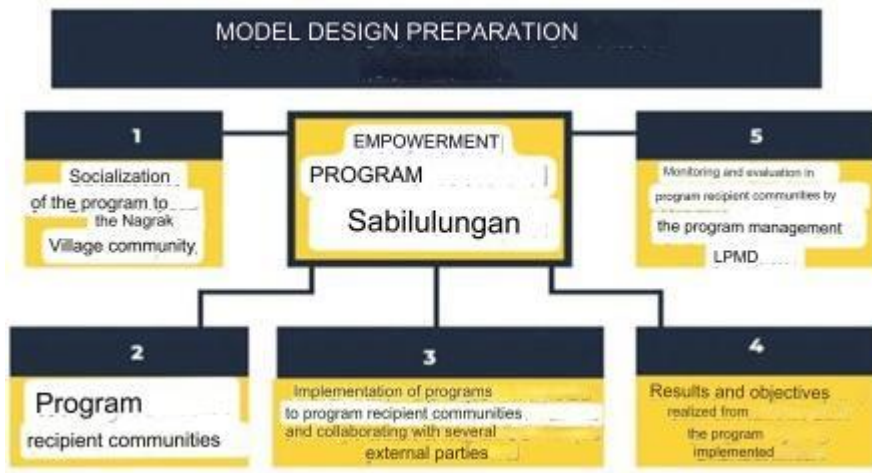


Chart Model Design Preparation

Socialization and Dissemination

Before carrying out community empowerment activities in Nagrak Village, the first step taken was to conduct socialization with local village officials, the Head of LPMD, and community representatives of Nagrak Village. This is done to obtain clearer and more complete information from various parties regarding a) the internal condition of the community in Nagrak Village; b) the condition of MSMEs in Nagrak Village; c) the potential of the people of Nagrak Village; d) problems experienced by the people of Nagrak Village; and e) the needs needed by the community in Nagrak Village, in line with the statement (Hadiyanti, P, 2011, p.132) that p Socialization in a community empowerment process is very important in determining the interest of the community to

be actively involved in empowerment. Socialization is very important to build communication and dialogue with the local community. Socialization also helps the community in increasing their understanding of the empowerment program to be implemented.

This socialization process began with an interview with the Chairman of RW 04 in January 2021. This is because the Head of Nagrak Village, Mr. Suparman, is doing service outside the village, so he cannot conduct interviews with him. Based on the explanation from the Chairman of RW 04, the community organized in the Saung Langit Padepokan of Nagrak Village as a whole has a fairly active and participatory communication pattern in participating or carrying out certain activities involving the community. In addition, the community in Nagrak Village when it comes to Mapag Menak tends to be proactive without being commanded either by regional leaders such as RT, RW or lurah or by the Chairman of the Padepokan. This can be seen from the several times researchers come to Nagrak Village, although they are not very familiar, because they are considered guests who come to their village, when researchers say goodbye to go home, they will not hesitate to give whatever souvenirs they have which are usually from their own garden. This is one form of a simple Mapag Menak example shown by the people of Nagrak Village. Meanwhile, regarding MSMEs in Nagrak Village itself, there are several cultivations developed, such as wood mushroom cultivation and several MSMEs in the culinary sector. The geographical condition of the Nagrak Village area which is in the hills makes the natural panorama beautiful and the air is very cool, so the potential possessed by the people of Nagrak Village can actually develop the conditions of natural beauty to be used as tourist attractions such as providing villa and café facilities with natural nuances. In addition, there is business potential that can be developed by Nagrak Village, namely handicrafts made from bamboo that can be of selling value. However, there are several challenges experienced by the people of Nagrak Village, one of which is the marketing of cultivated products. The majority of cultivation products are still marketed among the people of Nagrak Village itself or the nearest surrounding village.

The next socialization process is an interview with the elder of the Village Community Empowerment Institute (LPMD) Mr. Enung Mahmudin or better known as Bah Ibus on Saturday, October 24, 2022, online via Google Meet. Based on the explanation from Bah Ibus, the community organized in Padepokan Saung Langit Nagrak Village as a whole has a fairly active and participatory communication pattern in participating or carrying out certain activities involving the community such as Mapag Menak. This is because the people of Nagrak Village both feel ownership of Mapag Menak. Meanwhile, MSMEs in Nagrak Village itself are very diverse, both in the fields of culinary, handicrafts, or the cultivation of other products as previously conveyed by the Chairman of RW. One of the potentials that can be optimally developed by the people of Nagrak Village is in the aspects of art, culture, tourism or culinary that have selling value. The challenges faced by the people of Nagrak Village are regarding the marketing of cultivation products and coordination between each stakeholder which is still not optimally established.

After conducting socialization in the form of interviews with the Chairman of RW 04 and the Head of LPMD Nagrak Village, researchers held discussions to decide on the potential of the community to be developed in empowerment activities through Mapag Menak later. Finally, after a fairly intense discussion, researchers decided to develop the potential of culinary MSMEs and beauty ingredients in Nagrak Village in the form of kicimpring made from singkong, rengginang made from glutinous rice and sararang kawung masks made from sap tree fronds which all of these basic ingredients come from the productive land of the community itself.

The next socialization process was an interview with three MSME actors in Nagrak Village, namely Mrs. Rina as an MSME actor, chirping craftsman, rengginang and sararang kawung mask, Bah Ibus as Chairman of the Nagrak Village Community

Empowerment Institute and Mr. Toni as Head of RW who also works as an entrepreneur and MSME coordinator in Nagrak Village. This socialization was carried out on Tuesday, November 2, 2022. Based on the explanation from the three speakers, it was found that in an era like this many people in Nagrak Village are enthusiastic about entrepreneurship, especially in making culinary which in fact requires patience in making it. This is due to the condition of the people in Nagrak Village who want to get additional income that they can get along with the appearance of Mapag Menak. People who participate in this empowerment program believe that if many are interested in doing this business, it will bring promising profits. In addition, for more optimal product marketing, they can rely on sales other than to the audience who are present when Mapag Menak performs will also be done through social media. In this regard, the three speakers hoped that stakeholders, both government and other communities could help to develop the potential of the people of Nagrak Village, especially in terms of increasing community motivation so that they could be directly involved in entrepreneurial activities, especially in making kicimpring, rengginang, and sararang kawung mask and counseling on how to market a product. This is done so that MSME products in Nagrak Village can be marketed to the national level.

After conducting a socialization process with various parties in Nagrak Village, researchers held another discussion to review the empowerment program to be carried out which was tailored to the problems and needs of the people of Nagrak Village. In the end, researchers decided to create an empowerment program called "Community Empowerment through the Sabilulungan Program: The Spirit of Training and Marketing of Leading Products of the Nagrak Village Community through the Mapag Menak Event. The form of these activities is in the form of counseling on entrepreneurship and marketing techniques, as well as training activities for making kicimpring, rengginang and sararang kawung masks. This activity is carried out with several objectives, including 1) to foster entrepreneurial motivation in the people of Nagrak Village; 2) to provide insight into marketing techniques so that culinary products kicimpring and rengginang, sararang kawung mask beauty products can be marketed optimally, be it from the community or the Nagrak Village government; 3) develop the potential of the people of Nagrak Village to be better known to the general public. The activity was carried out on Wednesday, November 16, 2022, at 13.00 WIB until it was completed at the Nagrak Village Office Deliberation Room with the target participants and the community in Nagrak Village, Kec.Pacet, Bandung District. In carrying out this activity, researchers collaborate with institutions that are related to community empowerment activities, such as the Village Community Empowerment Institute (LPMO), Family Welfare Empowerment Group (PKK), managers and representatives of members of the Saung Langit Padepokan and representatives of Nagrak Village officials.

Three days before the activity was carried out, researchers coordinated with institutions that had collaborated previously to disseminate registration forms for Sabilulungan activities in Nagrak Village. The target participants in this activity are at least 30 people, considering that the implementation is carried out on weekdays, namely Ra bu day, researchers also reconfirm the willingness of the core parties of the event, such as speakers and hosts.

Formation of Creative Groups

In an effort to support Micro, Small and Medium Enterprises (MSMEs), the village government makes the "Pesta Rakyat Rupa Rupa Karya Masagi Desa Nagrak" activity regularly as a forum for MSME actors to develop their businesses sustainably and become a means to introduce and market their products to be known by the wider community.

A goal of community empowerment will succeed if the community can help each other to implement the socialized empowerment design. The community will also succeed if they help each other in terms of building a business that utilizes the potential of the area. For

this reason, a business group is needed so that people who are able to do not are alone in carrying out their obligations so that goals can be achieved more easily. The formation of this business group hopes that the community can realize what is obtained from empowerment activities. This is in line with the statement (Rosyada, M., Lutfiyah, L., & Nafsiyah, N, 2023, p.2) which states that "this figure is a step to shape society into small groups that have the same potential and interests, related to productivity and creativity on the theme of empowerment implemented".

Strengthening Cooperative-Based Microfinance Institutions

Community empowerment through Mapag Menak Until so far this research has been carried out, there is no cooperative-based microfinance institution that can help MSME actors in Nagrak Village. The members of Padepokan Saung Langit only pay cash of Rp.200,000.00 per year for the padepokan cash. This happened because the people of Nagrak Village in developing Mapag Menak were not oriented towards economic motives. Although it is not managed or does not yet have an official cooperative-based microfinance institution, the empowerment process actually occurs because each Mapag Menak appears indirectly, the people of Nagrak Village introduce and market their cultivation products to the people who watch Mapag Menak, so that the people of Nagrak Village MSME actors get additional income. This is in line with the statement (Muhtadin, I., & Satiadharmanto, D. F, 2023, p.32) that "this figure is a step to strengthen empowerment in financial problems, especially in the smallest scope based on cooperatives so that it can help groups targeted for empowerment".

Consultation and Assistance

Consultation and assistance in community empowerment activities in Nagrak Village is about the Sabilulungan program which includes a discussion process in determining the time and place of implementation of the Sabilulungan program. In addition, researchers also conduct consultations related to activities that will be carried out during the Sabilulungan program. This consultation and assistance is carried out in order to be able to communicate directly with the community, village officials, and related parties either by visiting Nagrak Village by meeting directly with the parties involved, or through the WhatsApp or googlemeet application platform, namely by contacting the parties Padepokan managers and village officials so that information related to the Sabilulungan program can be received by the people of Nagrak Village. This is in line with the statement (Muhtadin, I., & Satiadharmanto, D. F, 2023, p.32), which states that "this step is a step to strengthen empowerment so that it can help groups targeted for empowerment".

Monitoring and Evaluation

In the implementation of community empowerment programs through Mapag Menak in Padepokan Saung Langit Nagrak Village, it is very important to carry out a monitoring and evaluation process, this is so that community empowerment activities can be carried out properly and smoothly. Monitoring planning helps keep programs on track, and can lead researchers to know when programs are experiencing errors. This is in harmony with the statement (Rogers and Badham 1992, p.2 in Mustofa, M. L, 2012, p.9) which states that "evaluation is the process of collecting and analyzing information systematically to provide consideration based on strong evidence. If monitoring activities are carried out appropriately, it will be a very valuable tool to create good empowerment, and also provide useful data for the evaluation process".

All decisions taken are of course aimed at launching programs that have been designed before. There are evaluation activities carried out to be used as an assessment as a reference for future community empowerment activities. Monitoring and evaluation activities can be carried out before and after the activities are carried out. This is in line with the statement (Khalid Nabris 2002, p.8, in Mustofa, M. L, 2012, p.13) that

"monitoring as a continuous activity to track the progress of program implementation whether it is in accordance with planning. The purpose of monitoring is to provide regular supervision of program implementation in relation to receiving inputs, scheduling work results to be achieved, and so on".

This monitoring and evaluation process is carried out by researchers, managers and members of the Padepokan as well as several village officials. The following are the results of monitoring and evaluation in the Sabilulungan program (The Spirit of Training and Marketing of Leading Products of the Nagrak Village Community through the Mapag Menak Event)

- The speaker came from the village Nagrak that is Mrs. Rina as a party who explains the process or stage of manufacturing culinary Form kicimpring made of bahan dasar singkong, rengginang from glutinous rice, and beauty ingredients masker sararang kawung from the midrib of the sap tree
- The second speaker was Sump Ibus as Chairman of the Nagrak Village Community Empowerment Institute
- The third speaker was Mr. Toni as the Chairman of RW who also works as an entrepreneur and coordinator of MSMEs in Nagrak Village who can be used as an inspiration in entrepreneurship
- Program implementation Sabilulungan conducted in the village office deliberation room Nagrak
- Kicimpring, rengginang dan masker sararang kawung The finished will be marketed to the local community, manufacturing product is also made varied by means of Packed with more attractiveness so that it becomes more Many enthusiasts
- Manufacture kicimpring, rengginang dan masker sararang kawung This is still done by Rina's own mother So that the production process is fairly slow, because in a day it can only produce 6 until 10 packs just
- The results of empowering the people of Nagrak Village through Mapag Menak This is very necessary supported by other media such as digital media To be better known by the wider community and be able to reach the community further
- Each program participant Sabilulungan Must pay attention to the presentation, starting from the initial explanation of entrepreneurship to the practice of making
- Schedule of the program Sabilulungan must be well arranged so that it does not coincide with other activities in the village Nagrak.

Follow-up and Development

Follow-up is a stage where an action is taken that is deemed necessary for the sustainability of a community empowerment activity. While development is an activity to improve the standard of living by means of active participation from the community itself.

As a follow-up to the community empowerment program through Mapag Menak in Nagrak Village, people who participated in the empowerment program are encouraged to continue and develop their efforts that have actually existed for a long time. When the Sabilulungan program was carried out, many people were interested and actively asked the speakers about how to market products well. Not only that, people who want to learn more about making chirping and rengginang can directly come to Mrs. Rina's house as an MSME actor and Mr. Toni as the Head of RW who also works as an entrepreneur and MSME coordinator in Nagrak Village So that people can easily learn. Of course, the program design that has been made refers to the principle of openness, adapted to local characteristics in the Nagrak Village community, and takes into account its sustainability so that the results of the activities achieved will be maximized. This is in line with the

statement (Yulistya, G. I., & Rahaju, T, 2023, p. 1697) which states that "p there is a follow-up stage and the development of the community or the target group of empowerment is in affirmation to be able to continue empowerment and development independently".

This Sabilulungan program is expected to make the people of Nagrak Village more advanced and highly competitive, both in entrepreneurship and others. The follow-up form of kicimpring, rengginang and sararang kawung mask products can be seen in terms of marketing, where currently the kicimpring, rengginang and sararang kawung mask products have been included in the marketing activities of MSMEs in Nagrak Village when Mapag Menak appeared and at the Masagi Works People's Market in Nagrak Village.

CONCLUSION

1) Potential Mapping

The empowerment potential found in Nagrak Village is depicted in the map of the Nagrak Village area, the number of RTs and RWs, the number of residents by gender, the number of residents by age group, community education data and land data of Nagrak Village.

2) Potential Analysis

The people of Nagrak Village have considerable and crucial potential to be developed, especially in terms of entrepreneurship in makingrecreational products such as cassava-based chirping and glutinous rice, and sararang kawung masks made from sap tree fronds and starting to find patterns on how to market their products, But it is also inseparable from the weaknesses and challenges / threats.

3) Model Design Preparation

The design of the Sabilulungan Program model in Nagrak Village began with identifying the needs of local youth, then continued with training on makingrecreational products such as cassava-based kicimpring rengginang made from glutinous rice, and sararang kawung masks made from sap tree fronds, and entrepreneurship counseling and marketing techniques. This activity was carried out with the aim of fostering entrepreneurial motivation in the people of Nagrak Village, developing the potential to be better known by the general public, and being able to market kicimpring, rengginang, and sararang kawung mask products optimally, be it from the community or the Nagrak Village government through the Village Community Empowerment Institute.

4) Socialization and Dissemination

The first step taken was to conduct socialization with village officials, the Head of the Village Community Empowerment Institute, and the community of MSME actors in Nagrak Village. Then we held a discussion to review the empowerment program to be carried out according to the problems and needs of the people of Nagrak Village. In the end, we decided to create a community empowerment activity through the Sabilulungan Program (The Spirit of Training and Marketing of Nagrak Village Community's Leading Products Through the Mapag Menak Event). Three days before this activity was carried out, we asked for help from institutions that had collaborated previously to distribute registration forms for Sabilulungan activities in Nagrak Village.

5) Formation of Productive and Creative Groups

In an effort to support Micro, Small and Medium Enterprises (MSMEs), the village government makes the "Pesta Rakyat Rupa Rupa Karya Masagi Desa Nagrak" activity regularly every two weeks as a forum for MSME actors to develop their businesses

sustainably and become a means to introduce and market their products to be known by the wider community.

6) Strengthening Microfinance Institutions Based on Cooperative Institutions

There are Village-Owned Enterprises (BUMDes) at the village level that can help MSME actors in Nagrak Village. However, for the scope of the Saung Langit Art and Culture Depot, until this research was conducted, there was no cooperative institution-based microfinance institution.

7) Consultation and Assistance

Consultation and assistance on the Sabilulungan program in Nagrak Village is in the form of discussions in determining the time and place of implementation of the Sabilulungan program. In addition, researchers also conduct consultations related to activities that will be carried out during the Sabilulungan program and this consultation activity is also carried out by visiting Nagrak Village itself.

8) Monitoring and Evaluation

This monitoring and evaluation process is carried out by researchers as well as the Chairman and members of the Village Community Empowerment Institute and several village officials. In facilitating this monitoring and evaluation process, researchers exchanged WhatsApp contacts with members of the Village Community Empowerment Institute and Nagrak Village officials.

9) Follow-up and Development

As a follow-up to this community empowerment program, the community is encouraged to start developing their businesses. Not only that, people who want to learn more about making consumer products such as cassava-based kicimpring rengginang made from glutinous rice, and sararang kawung masks made from sap tree fronds, can also directly come to Ibu Rina's house, while people who want to learn more about entrepreneurship and marketing techniques can directly come to Mr. Toni's house considering that he is one of the RW leaders in Nagrak Village so that the community can easily learn.

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