



## Education on Innovation of Processed Beverages Made from Turmeric and Telang Flowers as Tourism *Kampong* Products

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**Abstract:** *People in Baran Buring Village, Malang City produce turmeric. There are still many of them living below the poverty line. To improve the community's economy, the Tourism Kampong program was initiated and driven by the Tholabie Islamic Boarding School in collaboration with academics. This Public Service (PKM) program aims to educate people how to process turmeric and telang flower into popular beverages. The method used is educating and training people about how to produce popular beverages made from turmeric and telang flower. The results achieved are: the increasing of people knowledge about the benefits of telang and turmeric flowers (80%) and the skill in produce turmeric and telang flowers (90%). This beverage product can be a souvenir as well as a reinforcement of the character of Kampoeng Eduwisata Buah Bercahaya.*

## Introduction

According to BPS, Kedung Kandang District is the largest fruit producer in Malang City and the area of agricultural land and rice fields is 40%. Most of the population has elementary and junior high school education, and works in agriculture, animal husbandry and labor. The largest land use (93.6%) is dry land with products in the form of chili, turmeric, cassava, corn, horticulture and sugarcane. Most of the residents are poor families. This problem of poverty has an impact on various other dimensions, such as low levels of education, access to better jobs, and health. Stunting and hygiene are one of the priority programs of Buring Village.

Geographically, this village has a hilly topography (+440 masl) so that it has an interesting panorama of Malang City. The land is quite fertile, it's just that the water source is far out of reach. Kampung Baran Buring has a green land area of about 70% so the Malang City Government programs it as a green area of Malang City. The soil is suitable for the cultivation of fruit and horticultural crops, including eagles (*Clitoria*

Ternate, sp). Buring is also the largest turmeric producer in Malang City. The idea of developing villages to be more independent and economically increased gave birth to the concept of Luminous Fruit Edutourism Village (KEBB) which was initiated by Pesantren Manager Tholabie and succeeded in collaborating with various parties, ranging from academics, government institutions, community institutions and organizations, private companies, and SOEs. The platform is integrated agriculture, striving to produce healthy and organic products.

Tourism development needs to pay attention to 6A, namely attraction, amenities, ancillary, activity, accessibilities and available packages<sup>1</sup>. To be able to fulfill these six aspects requires serious and continuous efforts, and involves various related parties. Universitas Brawijaya's Community Service Program strives to contribute in providing amenities in the form of beverage poduk processed by utilizing local potential. This beverage product is processed innovatively according to the intended market. Tourism villages have become a fairly widespread business in this decade. In addition to presenting unique architecture, interesting panoramas, unique traditional customs, or interesting activities, tourist villages also serve a variety of typical food and drinks <sup>2</sup>. Food and drinks served are usually in the form of typical food and drinks or with rustic nuances.

One of the main agricultural commodities of Kampung Baran Buring is turmeric. The price of turmeric harvest is relatively low, which is less than Rp. 5,000, - per kilogram. If sold in peeled condition, the price can be doubled. The price of turmeric can be higher if sold in processed form<sup>3</sup>. By seeing the potential of turmeric as one of the main commodities of Baran Buring Village, PKM activities aim to educate the public about the innovation of processed beverage products made from turmeric. Turmeric processed

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<sup>1</sup> Dimitrios Buhalis and Aditya Amaranggana, "Smart Tourism Destinations," in *Information and Communication Technologies in Tourism 2014: Proceedings of the International Conference in Dublin, Ireland, January 21-24, 2014* (Springer, 2013), 553–64; Dallen J Timothy and Kathy White, "Community-Based Ecotourism Development on the Periphery of Belize," *Current Issues in Tourism* 2, no. 2–3 (July 1999): 226–42, <https://doi.org/10.1080/13683509908667853>; Tek B. Dangi and Tazim Jamal, "An Integrated Approach to 'Sustainable Community-Based Tourism,'" *Sustainability (Switzerland)* 8, no. 5 (2016), <https://doi.org/10.3390/su8050475>.

<sup>2</sup> Agnes Wirdayanti et al., "Pedoman Desa Wisata," 2021, 1 s.d 96, <https://www.ciptadesa.com/2021/06/pedoman-desa-wisata.html>; E Y Titisari et al., "Empowerment Strategy in Processing Telang Flowers as a Superior Product of Baran Edutourism Village in Malang," *International Journal of Social Science Research and Review* 6, no. 4 (2023): 218–28; Dinar Wahyuni, "Strategi Pengembangan Pemberdayaan Masyarakat Dalam Pengembangan Desa Wisata Nglanggeran, Kabupaten Gunung Kidul," *Aspirasi* Vol. 09 No, no. Jurnal Masalah-Masalah Sosia (2018): 83.

<sup>3</sup> Sri Erina Damayanti et al., "PELATIHAN MENGGUNAKAN MESIN PENERING KUNYIT UNTUK MENINGKATKAN HARGA JUAL KUNYIT DI KABUPATEN BANDUNG BARAT," *DIMASTEK (Jurnal Pengabdian Kepada Masyarakat Berbasis Teknologi)* 1, no. 2 (2021): 1–4; Dian Frida Irdayanti, "KONTRIBUSI PENDAPATAN INDUSTRI KUNYIT BUBUK TERHADAP PENDAPATAN KELUARGA DI DESA GUNUNG SILANU KECAMATAN BANGKALAKABUPATEN JENEPONTO," *Jurnal Environmental Science* 1, no. 2 (2019); Yos Wahyu Harinta and Yoesti Silvana Arianti, "PENETAPAN PRIORITAS STRATEGI MARKETING MIX PRODUK OLAHAN KUNYIT (STUDI KASUS: UMKM RETNO WANGI)," *AGRISAINTEFIKA: Jurnal Ilmu-Ilmu Pertanian* 5, no. 2 (2021): 159–66.

drinks that are known to the public are still limited in the form of sour turmeric. Sour turmeric is popular as a herbal drink with traditional recipes. The benefits are indeed very many, but compared to traditional medicine or contemporary drinks, herbal medicine is less popular <sup>4</sup>. Telang flowers began to be used as an herbal drink in the last decade. Telang flowers are widely processed into telang tea with various flavors <sup>5</sup>. Telang can also be dried and sold in the form of dry tea. Telang tea is blue with a distinctive but not too sharp taste and aroma so it can be mixed with lemon, honey, or other fruit flavor blends.

During the Covid-19 pandemic, the popularity of herbal medicine increased <sup>6</sup>. to strengthen stamina and endurance against Covid-19 attacks. Kampoeng Buah Bercahaya has successfully produced and marketed jamu sour turmeric, turmeric powder, dried telang tea, and fresh telang tea. After the Covid-19 pandemic, it seems that the demand for herbal medicine is not as high as in the pandemic era. Drinks that are now popular with the public, especially teenagers, are contemporary drinks such as boba, latte, squash, cappuccino with various variants, and various processed coffee combined with various ingredients <sup>7</sup>. For this reason, it is necessary to have new products that are in accordance with interests and trends, so that the market for *Kampoeng Eduwisata Buah Bercahaya* (KEBB) products is not limited to women or the elderly.

This community service activity aims to educate partners about innovations in processing turmeric and telang flowers into healthy and contemporary drinks. This processed product supports the development program of Kampoeng Eduwisata Buah Bercahaya in Baran Buring Malang City. The resulting beverage products, in addition to following trends, are also a form of contribution to improving public health.

<sup>4</sup> Ita Novita, Himmatul Miftah, and Muhammad Abdurrohman Sunaryo, "Preferensi Konsumen Dalam Pembelian Obat Herbal Kunyit Putih," *Jurnal Agribisains* 6, no. 2 (2020): 81–88, <https://doi.org/10.30997/jagi.v6i2.3371>; Anissatul Mufidah and Nurhadi, "Analisis Preferensi Konsumen Terhadap Kekinian Di Kalangan Remaja Kota Surabaya Minuman," *SEIKO: Journal of Management & Business* 6, no. 1 (2023): 432–40.

<sup>5</sup> Siti Nur Purwandhani, Cicilia Tri Kusumastuti, and Setyo Indropurahasto, "PEMBERDAYAAN KELOMPOK WANITA TANI MELALUI PERBAIKAN BUDIDAYA DAN PENGGARAPAN PASCA PANEN BUNGA TELANG (*Clitoria Ternatea*) SEBAGAI MINUMAN," *Jurnal Ilmiah Padma Sri Kreshna* 2, no. 1 (2020); Titisari et al., "Empowerment Strategy in Processing Telang Flowers as a Superior Product of Baran Edutourism Village in Malang."

<sup>6</sup> Susi Lesmayati, Retna Qomariah, and Lelya Pramudyani, "The Impact of Covid-19 Pandemic on People's Behavior and Herbal Drink (Jamu) Processing Businesses in Banjarbaru, South Kalimantan," in *E3S Web of Conferences*, vol. 306 (EDP Sciences, 2021), 2046; Hakiki Nurmajesty et al., "Symbolic and Material Valuation of Jamu: Economic Sociology of Indonesian Jamu Market," *Asian Journal of Business Research* 12, no. 1 (2022): 99–123, <https://doi.org/10.14707/ajbr.220122>; Luh Putu Melia Dewi, Sri Mulyani, and I Ketut Satriawan, "Analisis Usaha Agroindustri Minuman Tradisional Kunyit Asam Di Paon Jamu (*Curcuma Domestica* Val.-*Tamarindus Indica* L.)," *Jurnal Rekayasa Dan Manajemen Agroindustri* ISSN 2503 (2020): 488X; Akhodza Khiyaaroh and Atik Triratnawati, "Jamu: Javanese Doping during the Covid-19 Pandemic," *Indonesian Journal of Medical Anthropology* 2, no. 2 (2021): 92–98.

<sup>7</sup> Mufidah and Nurhadi, "Analisis Preferensi Konsumen Terhadap Kekinian Di Kalangan Remaja Kota Surabaya Minuman"; Khiyaaroh and Triratnawati, "Jamu: Javanese Doping during the Covid-19 Pandemic."

## **Method**

The method used is the socialization of the benefits of telang flowers and turmeric through meetings with mothers of Baran Buring Village. In this case, Pesantren Tholabie became the motor. In addition to the socialization delivered through meetings, there was also practice or training in making creamy turmeric and milky telang. Creamy turmeric is a turmeric-based drink with a mixture of creamer, brown sugar, cinnamon, and white sugar that tastes sweet and savory. This drink has a thickness like a cappuccino or latte. Milky telang is a drink made from telang flowers with a mixture of milk and sugar. Additional ingredients such as jelly or boba can be added as variants to enrich the taste. Training is conducted at Pesantren Tholabie.

The implementation of activities begins with a thorough evaluation and observation of the potential, problems, and needs of the partners involved. This initial stage sets the foundation for tailored interventions that align with the specific context of the stakeholders.

Following the evaluation, a series of discussions and dialogues with stakeholders are conducted to collaboratively plan effective programs. These conversations are crucial in ensuring that all parties have a shared understanding and commitment towards the goals set.

The next step involves determining the appropriate program and approach, taking into consideration the unique characteristics of the partner. This customization ensures that the interventions are relevant and impactful.

With the program framework in place, the next phase is the design of modules or materials for training activities. These materials are crafted to provide clear and actionable guidance to the participants, ensuring they have the necessary resources to succeed.

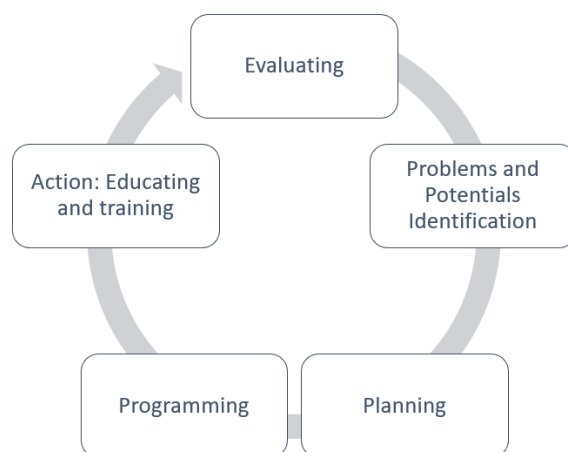
A significant aspect of the implementation involves engaging with the target communities directly. For this initiative, mothers are specifically chosen as the primary participants, given their central role in beverage processing within their communities. The Tholabie Islamic Boarding School is selected as the venue for these meetings, leveraging the socio-cultural respect and openness of the community towards religious institutions and leaders. This setting fosters a conducive environment for learning and engagement.

Socialization activities are then carried out, focusing on the benefits of turmeric and telang flowers, and their potential added value when processed into popular or market-accepted products. This stage aims to raise awareness and interest among the community about the economic opportunities these local resources can offer.

Following the socialization, hands-on training activities are conducted. These sessions are dedicated to teaching the processing of turmeric and telang flowers into

contemporary and trending beverages. The training takes place at the Pesantren Tholabie, providing a familiar and respected venue that enhances the learning experience.

The final stage of the implementation process is the evaluation of the activity results. This critical assessment allows the stakeholders to review the outcomes, learn from the experiences, and make informed decisions on future initiatives, ensuring continuous improvement and sustainability of the programs.



*Figure 1. Diagram of Process*

## Result

### *Pre-implementation*

Before PKM activities are carried out, the PKM implementation team observes and evaluates the problems, potentials, and needs of partners. From the results of observation and discussion, a program plan is prepared to solve the problem. This process is carried out by involving partners. The results of observations and discussions are contained in table 1 below.

*Table 1. Problem identification and program plan*

| Problem                              | Potential                                                                                                                   | Program Plan                                                                                              |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| The economic level of society is low | Green land, turmeric and horticultural productivity are high; The eagle plant has already been planted and can be harvested | Supporting Kampoeng Eduwisata Buah Bercahaya program aspects amenities (beverage / typical food products) |

|                                                                                                    |                                                                                                                                                    |                                                                                        |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Production of telang tea and sour turmeric is still low, especially post-pandemic                  | KEBB stake holder network, Islamic boarding schools, academics, surrounding communities as the target market. Market segments need to be expanded. | Creating new products according to youth / youth market trends                         |
| People do not have knowledge about the innovation of processed turmeric and telang flower products | Forum for the study and good relations of <i>pesantren</i> and society                                                                             | Education and training on turmeric and flower processing innovations for the community |



**Figure 1.** Discussion with partners and Tholabie Islamic Boarding School as a motor of activities

### **Program Implementation**

The implementation of the program is carried out through several meetings. The approach to the community, especially mothers, is driven by Pesantren Tholabie through Pasar Dermawan activities and regular recitation (figure 2). Through the forum, the PKM implementation team got acquainted with partners. Meetings with target partners are held after the recitation is carried out.



**Figure 2.** Regular Sunday rice study forum and *Pasar Dermawan* at Pesantren Tholabie

At the next meeting, education was carried out about the benefits of telang and turmeric flowers, as well as the higher economic value of turmeric if sold in processed form. This activity was carried out at the Tholabie Islamic Boarding School with the presence of Islamic boarding school caregivers and the surrounding community,

especially the mothers of Sunday morning recitation pilgrims (picture 3).



**Figure 3.** Education on the benefits of telang and turmeric for health and income increase

At the meeting, books were distributed about the benefits of turmeric and telang flowers and how to process them. Educational materials are also presented directly to the community so that they can be conveyed well, and discussions can be carried out immediately. After the presentation of educational materials, the resource persons gave questions to the participants to measure the level of understanding of the participants. If the participant has not succeeded in answering the question in accordance with the target achievement of knowledge, the resource person provides another explanation so that the participant becomes more understanding.

From this activity, the level of public knowledge (participants) about the benefits of *telang* and turmeric flowers for health and economy increased by 80%. Only a small percentage of participants were less able to understand well (20%) because when asked questions they could not answer correctly. The 20% are elderly groups who have language barriers. This group did not understand Indonesian or Javanese language very well. The daily language used is Madurese. But they have commitment and contribution in the activities organized by *Pesantren* Tholabie. It is hoped that participants who already know the benefits of *telang* and turmeric flowers can become innovators in the community so that this knowledge can be spread more widely.

The second activity is training (practice) in processing beverage products from telang flowers and turmeric. Production materials and tools are provided by partners. Activities were carried out at Tholabie Islamic Boarding School. The ingredients needed are: turmeric (turmeric juice), cinnamon, brown sugar, white sugar, a little salt, water, lemongrass, and creamer containing fiber.

Figures 4 and 5 show practical activities or training in processing eagle flowers and turmeric. This activity involved the community and was carried out in two meetings. The first meeting explained the ingredients needed and the plan to provide them together, the second meeting the practice of making processed drinks from turmeric and and telang flowers. Tools are provided by residents and Tholabie Islamic Boarding School. Several tools are appropriate technologies provided by the PKM implementation

team to partners, including grinders and juicers to obtain turmeric juice and to provide ready-to-use turmeric powder. Raw materials in the form of wet eagle flowers and turmeric are provided by residents. Before the training activity was carried out, partners processed turmeric segat into turmeric powder first and turmeric juice as an alternative. Each ingredient is used as a raw material for the product as well as to show the public how to process and store turmeric for beverage base ingredients practically.



**Figure 4.** Explanation of how to make milky telang and creamy turmeric



**Figure 5.** Training on making creamy turmeric and milky telang

In addition to providing training on how to process turmeric and telang flowers into creamy turmeric and milky telang, the implementation team also provided ideas or ideas on label and packaging design which were discussed with partners. For sale, drinks are packaged in Figure 5. Training in making creamy turmeric and milky telang. The picture below is some of the ingredients needed, namely turmeric (already processed in powder form) and fresh telang flowersm botol plastic. The production process can be carried out once every three days. In one production can be produced one hundred bottles of beverages that are sent gradually to consumers. Unsold drinks are stored in the refrigerator (*show case*). Delivery is carried out using a plastic cool box that is thick enough equipped with a cooler so that the quality and taste of the drink is well maintained. Figure 7 shows beverage products that are ready for market along with label and packaging designs. In figures 8, processed telang and turmeric products are stored in the refrigerator (*show case*) and sent in cool boxes.



**Figure 7.** Popular beverages of telang flower and turmeric are ready to sell



**Figure 8.** Beverage products of telang and turmeric are stored in the refrigerator and Delivery process using *cool boxes* for the best quality and taste

## Discussion

From the Public Service activities that have been carried out, evaluation is carried out as a corrective action and improvement efforts in accordance with the targeted results. The evaluation results show that partners have succeeded in producing and marketing turmeric and telang flower processed beverage products to various market segments. This product was quite acceptable to the public at the beginning of its market. In the first two weeks, partners managed to sell more than 250 bottles of creamy turmeric, fresh telang and milky telang with a turnover of around Rp. 1,500,000 and a profit of 30-40%. This number is still relatively low, because it is still looking for a wider market and requires perseverance and consistency of production. Table 2 shows the achievements of PKM activities quantitatively:

*Table 2.* Achievements of telang flower and turmeric processing activities

| No | Target                                                                                                                                      | Percentage of Achievement |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 1  | Increasing public knowledge about the health benefits of turmeric and telang flowers as well as the economic benefits of processed products | 80%                       |
| 2  | Improving skills in making beverages products of telang flower and creamy turmeric                                                          | 90%                       |

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|   |                                                                                                                                         |      |
|---|-----------------------------------------------------------------------------------------------------------------------------------------|------|
| 3 | Production of processed beverages of telang flowers and turmeric for unique amenities of <i>Kampong Eduwisata Buah Bercahaya</i> (KEBB) | 100% |
| 4 | Marketing of beverage products processed by telang flower and turmeric                                                                  | 100% |

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The processing of turmeric and telang flowers into popular drinks is an effort to improve community welfare based on asset-based community development <sup>8</sup>. Community empowerment optimizes local potential, both social, economic, and asset potentials owned by the community. In many cases, the ABCD method has succeeded in improving community capabilities <sup>9</sup>. In this activity, improvements and contributions from various parties still need to be made so that turmeric and telang flower processing activities can run sustainably.

From this PKM activity, things that need to be improved in the next stage so that the goal of improving the community's economy can be achieved are:

First, Maintain the continuity of production. The challenges in this case are related to the marketing process and sales success. In addition, currently the production of processed beverages of telang flowers and turmeric is still a side activity (not the main activity). Production can be done in larger quantities when there are events or activities at KEBB that invite or bring people from outside Baran Buring Village. The value of agricultural and processed products can be further increased if packaged in a tourist brand <sup>10</sup>. This model allows it to be applied in KEBB, including to help market KEBB products.

Second, Marketing products through networks available both *online* (utilizing digital media) and *offline* (direct sales). Digital marketing is a marketing strategy that is currently seen as able to increase sales success <sup>11</sup>. Digital marketing requires digital marketing content, knowledge of digital marketing, and various techniques for writing

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<sup>8</sup> ABCD Institute, "What Is Asset Based Community Development (ABCD)," *ABCD Toolkit*, 2016, 4, [http://www.abcdinstitute.org/docs/What isAssetBasedCommunityDevelopment\(1\)\(3\).pdf](http://www.abcdinstitute.org/docs/What%20isAssetBasedCommunityDevelopment(1)(3).pdf); Anna Haines, "Asset-Based Community Development," in *An Introduction to Community Development* (Routledge, 2014), 67–78.

<sup>9</sup> John L McKnight and Cormac Russell, "The Four Essential Elements of an Asset-Based Community Development Process," *What Is Distinctive about Asset-Based Community Process* 15 (2018); Mirza Maulana, "ASSET-BASED COMMUNITY DEVELOPMENT : Strategi Pengembangan Masyarakat Di Desa Wisata" 4, no. 2 (2019): 259–78.

<sup>10</sup> Trevor H B Sofield, *Empowerment for Sustainable Tourism Development* (Emerald Group Publishing, 2003); Dangi and Jamal, "An Integrated Approach to 'Sustainable Community-Based Tourism.'"

<sup>11</sup> Sheidy Yudhiasta and Joko Mijiarto, "Digitalization of Tourist Attractions: Increasing the Capacity of Sunrise Land Lombok Tourism Workers through Digital Marketing," *Journal of Community Service and Empowerment* 4, no. 1 (2023): 95–103; Madhu Bala and Deepak Verma, "A Critical Review of Digital Marketing," *M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering* 8, no. 10 (2018): 321–39.

and marketing products in accordance with the target market <sup>12</sup>. To meet this need, it is necessary to conduct education and skills training for the community. Nowadays people are quite familiar with gadgets and social media, but they still need additional insight and skills regarding content design, branding, and the use of social media.

Third, improving taste quality by conducting evaluations and corrections based on consumer tastes. Evaluation can be done by distributing questionnaires or asking directly to consumers.

Fourth, improving product quality to be more reliable, for example with halal certificates and information on product nutritional content.

Fifth, improvements in accordance with the results of the evaluation will be carried out at the next stage and period.

## Conclusion

From this Community Service activity, benefits are generated directly by the community. These benefits are material (tools) and non-material (knowledge, skills, and production capabilities). People have become more understanding of the benefits of plants around them, especially telang flowers and turmeric. This increase in knowledge is by 80%. People who already know and understand the benefits of turmeric and telang flowers and how to goggle them are expected to become innovators in the internal scope of society, who will continue to disseminate this knowledge and understanding. Public knowledge and skills regarding the processing of telang flowers and turmeric into contemporary beverage products increased by 90%. They have even succeeded in producing and marketing the product with a percentage of 100% achievement. This value shows the success of the community in producing and marketing it, the turnover from the production of this beverage is still relatively low and still requires the support of various parties. Smooth marketing and sales will motivate people to continue producing this product continuously. Through this Community Service program, in the longer term it is expected to contribute to improving the economy and community welfare. Indirectly, this activity also contributes to improving public health and efforts to maintain environmental quality through the Kampung Eduwisata Buah Bercahaya (KEBB) Baran Buring Malang City program.

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<sup>12</sup> Maria Teresa Pinheiro Melo Borges Tiago and José Manuel Cristóvão Veríssimo, "Digital Marketing and Social Media: Why Bother?," *Business Horizons* 57, no. 6 (2014): 703–8.

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