

Efforts to increase the selling value of pure cow's milk into fresh processed milk products in Bekiring Village

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ABSTRACT Bekiring Village is an area with a large population. There are many livelihoods as cattle farms so that pure cow's milk yield is relatively abundant. Many residents who work as cattle breeders have their own background, namely that previously, the residents were workers and managed cloves in Bekiring Village. However, the residents changed their jobs to become cattle breeders because of an epidemic that could not be handled. Cows that are cared for are the main source of livelihood for local residents, from delivering pure milk to shops or factories that will process the milk into a product that can be consumed properly. It is known that the advantage of whole milk is that it is a food ingredient that has high nutritional value. However, cow's milk is easily damaged if handled poorly, as it spoils easily and can cause illness if consumed. Therefore, innovation is needed in processing pure cow's milk into processed products with a more economical and nutritious selling value, such as fresh bekiring milk drinks. 1) Providing knowledge to the community regarding the economic potential of pure cow's milk, 2) providing insight to PKK mothers regarding how to process pure cow's milk into ready-to-drink milk products, and 3) skills training for the community regarding processing pure cow's milk.

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1. INTRODUCTION

Bekiring Village is at the foot of a mountain and surrounded by green rice fields. Geographically, Bekiring Village is part of Pulung District, Ponorogo Regency, East Java (Maharani et al., 2022; Mahmudiono, 2017). To be precise, it is approximately 23 kilometers east of the Ponorogo district government center. This village consists of three hamlets, namely Krajan, Bintoro, and Nguncup hamlets, which include 16 RTs and 6 RWs. Amid its natural charm, in Bekiring Village, the majority of residents work as farmers and dairy farmers, which is also the livelihood of the Bekiring community.

Background to the community's livelihood as cattle breeders. Initially, the residents managed and sold cloves as a source of livelihood (Choirudin et al., 2021; Usmiyatun et al., 2021). However, when an epidemic hit the plant, and the village officials had done their best to deal with the outbreak, it could not be adequately handled (Riono et al., 2023a; Sari et al., 2023; Triono et al., 2023). So, the population became livestock breeders using natural resources, namely cows (Flom, 2019; Vanga, 2018). Cows are one of the animals sold to delivery consumers who buy re-milk and make it into an ingredient or product for consumption and sale (Difford, 2018; Wallace, 2019).

Many farms are in Bekiring Village, so the cow's

milk yield is relatively abundant (Setyaningrum et al., 2023; Suharsiwi et al., 2023; Zahroh et al., 2023). Currently, cow's milk is more often sold as pure milk, which is cheap and cannot be stored for long (Cholily et al., 2020; Eriyanti et al., 2022; Sungkawati et al., 2022). If cow's milk can be further processed into a product with a long shelf life and a higher selling price, of course, this will improve the economy of the community around Bekiring Village (Kulkarni, 2018; Pfaffendorf, 2017; Yuniwati et al., 2020). The product produced can also be used as a local regional product. Therefore, there is a need for innovation in processing cow's milk into a product that is delicious and nutritious, has a longer shelf life, and has economic value, namely as a fresh milk processed product (Plaza-Díaz, 2018; Sudiantini et al., 2023; Triantis, 2018).

Dairy products are a form of modification by adding or subtracting the nutritional composition of fresh milk and by adding aroma or taste to become a product that consumers prefer (Carfora, 2019; Coutinho, 2018; Darmayanti, Hariyadi, et al., 2023). Dairy products include yogurt, milk pudding, pancakes, fried milk, and ice cream. In order to increase public awareness of consuming cow's milk and its processed products, training, and education activities regarding cow's milk and its processed

products are needed (Autran, 2018; Gómez-Cortés, 2018).

Consuming milk can increase the body's immunity; therefore, consuming milk is essential, especially during a pandemic like the current one, which demands that the body's immunity remain good. These dairy products can be one of the milk processing options to increase milk consumption in Indonesia. Increasing public consumption of cow's milk is also hoped to develop dairy farming, especially dairy farming (Putriani & Mujahidin, 2023; Riono et al., 2023b). Fresh cow's milk can be said to be an innovation in milk processing, so information about this product has not yet reached the entire community. Therefore, media is needed to disseminate this information. (Giovani et al., 2023a; Wibowo et al., 2023).

This research aims to provide a better understanding of how to manage natural resources in the form of cows as living creatures (Astuti et al., 2023; Mukaromah & Ningsih, 2023). Cattle can be essential to community empowerment and local economic development and stimulate similar initiatives in other regions (Doare, 2018; Faridatul et al., 2023; GC Pratama et al., 2023). Cow's milk that is only milked and delivered to the city or delivered outside Bekiring Village can now be managed independently into a dairy product to increase sources of livelihood.

2. METHOD

The method refers to the steps taken (Karunia et al., 2023): survey, discussion, implementation, and evaluation. Based on a survey that we conducted using data collection and analysis techniques, we obtained data that it turns out that the results of the dairy milk, which is carried out twice a day, are only deposited with the PT where the selling price of milk is meager, namely IDR 7,700.00 per liter, this is very unfortunate.

Based on this problem, the Bekiring Village Service Team provides training and counseling to the community, especially PKK mothers, to build awareness and skills in processing pure milk to increase the selling value of milk and as a new business field for PKK mothers (Karunia et al., 2023). Apart from that, another aim of the milk processing training is to improve the village economy, helping to increase the MSMEs in Bekiring Village. Only a few have MSMEs such as woven, so there is a new MSME for the residents of Bekiring Village.



Figure 1 . Milk Making Practices at the PKK Chairman's House

Apart from providing counseling and training, PKK women in Bekiring Village were assisted by creating a social media platform so they could brand these dairy products so they could be sold outside Bekiring Village (Giovani et al., 2023b; Hanun & Prahmana, 2019). So that many people know Bekiring Village, if it is known, there will be visitors who come to see the dairy products being managed and seen from a capable tourist village. Bekiring Village is located next to the Wilis mountains and is surrounded by surrounding hills, making it a potential tourist village and resource. The livelihood of cow milk managers.

3. RESULTS AND DISCUSSION

Sourced from data obtained through Bekiring Village officials, most Bekiring Village residents' occupations are dairy farmers (Asmoro et al., 2023; Rahmawati et al., 2023; Setiawan & Waluyo, 2023). Departing from most of the population's work as dairy farmers, the main focus is creating work programs that fall into the economic field (Karyadi & Jannah, 2023).

Condition of Cattle Breeders in Bekiring Village Most of the Bekiring Village community has a livelihood as farmers and livestock breeders. The cool air makes the area very suitable for raising dairy cows. Almost every hamlet in Bekiring Village has a traditional dairy farm, as shown in table 1.

Table 1. Data on Cattle Farmers in Bekiring Village

No.	VILLAGE NAME	NUMBER OF BREEDERS
1	Krajan	6
2	Bintoro	20
3	Bump	12
4	Tangkil	1
	AMOUNT	39

Furthermore, it can be seen in Table 2 where there is recap data on milk deposits in Bekiring Village from July to August 2023.

Table 2. Data on Cattle Farmers in Bekiring Village

DATE	MORNING (liter)	AFTERNOON (liter)	TOTAL
26	452.25	281.25	733.50
27	452.50	272.25	724.75
28	442.00	276.00	718.00
29	454.50	276.50	731.00
30	451.75	285.25	737.00
31	445.75	280.75	726.50
1	446.00	274.00	720.00
2	446.00	282.25	728.25
3	443.00	278.50	721.50
4	443.00	279.00	722.00
5	444.74	278.25	723.00

6	441.00	280.25	721.25
7	437.00	282.25	719.25
8	442.00	280.75	722.75
9	446.25	279.25	725.50
10	444.00	292.00	736.00
11	463.50	299.00	762.50
12	469.25	288.25	757.50
13	468.75	292.50	761.25
14	456.00	294.00	750.00
15	462.00	294.75	756.75
16	452.25	290.50	742.75
17	453.50	281.75	735.25
18	452.75	287.75	740.50
19	456.25	294.00	750.25
20	454.50	288.25	742.75
21	456.00	290.50	746.50
22	473.75	288.75	762.50
23	456.50	284.75	741.25
24	446.25	283.00	729.25
25	453.25	289.00	742.25
26	-	-	0.00
Total	14006.25	8825.25	22831.50

In just one month, the people of Bekiring Village produced 22,831.50 liters of milk. Of the many liters of milk obtained, it is only transferred to PT, where the price is only IDR 7,700.00, which is meager if you calculate the selling price.

The Urgency of Selection of Bekiring Fresh Dairy Products

Processed pure milk with various flavors is the most convenient and can be done in your free time (Mustakim et al., 2023; Safitri et al., 2023). The choice of this product is in line with our analysis of how difficult the work of housewives in Bekiring Village is. Of course, we cannot do this by building enthusiasm and motivation alone, as we are still students.

Therefore, we carried out outreach to PKK mothers, especially by presenting the presenters' names, Mr. Wahyudin, SE, and Mrs. Wani Gerhana Sari, namely the owner of Pempek Wahyusari, presenting the theme "Being a Productive Housewife". The form of socialization carried out can be seen in Figure 2.



Figure 2. Counseling for Productive Mothers and Dairy Processing

Milk Processing Analysis and Training with PKK Mothers

Details of the funds for making SSB (Seger Bekiring Milk) in one production can be seen in table 2.

Table 3. Details of SSB Creation Funds

Pure Fresh Milk 1.5 liters	Rp. 15,000
Granulated sugar 90 grams	Rp. 2,000
Food flavorings (3 kinds of flavors)	Rp. 5,000
Total Raw Material Costs	Rp. 22,000

Material Shopping Transportation	Rp. 10,000
Gas Usage	Rp. 5,000
Total Operational Costs	Rp. 15,000
Bottle Packaging	Rp. 1,500
Logos	Rp. 3,500
Total Packaging Costs	Rp. 5,000

The BEP (Break et al.) calculation for milk sales results can be seen in Table 4.

Table 4. BEP calculation

Cost of goods sold
= Raw material costs + Operational costs + Packaging costs
= Rp. 22,000 + Rp. 15,000 + 5,000
= Rp. 42,000
Basic Price Per Unit
= Cost of Goods Sold + Production Units Produced
= Rp. 42,000/ 8 Bottles
= Rp. 5,250
Selling price
= Cost of Goods Sold + Production Profit Generated
= Rp. 5,250 + 30% (5,250)
= Rp. 5,250 + Rp. 1,575
= Rp. 6,825
= Rp. 7,000 (Rounded)

Through training in making SSB (Seger Bekiring Milk), which has the advantage that it comes from pure cow's milk and is packaged in attractive packaging. Bekiring fresh milk, visually and in quality, is not inferior to other pure milk on the market. It is just that this product does not last that long if placed at room temperature, and at most, it is 2-3 days if placed in the refrigerator. After the training in making SSB (Seger Bekiring Milk), the residents of Bekiring Village, especially PKK women, made milk as well as marketing it with a variety of flavors and delicious flavors so that consumers, most of whom were mothers and children, became interested in consuming milk. The processed milk used in making Bekiring milk, which is processed in beautiful packaging, can be seen in Figure 3.



Figure 3. Products

4. CONCLUSION

Areas that have abundant potential provide business opportunities for people living around the area. The community's sensitivity to seeing this opportunity will certainly be very beneficial for the community itself. Developing business opportunities by providing training to the community makes people carry out various economic activities that have a

positive impact on the economy.

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