



Community Empowerment through Processed Moringa cultivation, Production and Marketing

(Study of the Keloris Community in Ngawenomboh Village, Kunduran District, Blora Regency,
Central Java, Indonesia)

Muhammad Fadeli, Bambang Satria, Kridawati Sadhana

University of Merdeka Malang,

Indonesia

ABSTRACT

In essence, community empowerment is the main result of the community empowerment process. Local potential is social capital in increasing community empowerment. Has the community empowerment carried out by the Keloris community in using Moringa as a healthy processed product had a positive impact on community empowerment? Through the research focus of empowering, sustainability, technology approach, researchers analyzed the empowerment process in the form of moringa cultivation, moringa production, production partners and distribution partners, as well as factors that influence empowerment activities. Through a participatory communication approach, it provides space for interaction between Keloris and the community in realizing empowerment activities. This research aims to analyze the role of moringa in empowering the community of Ngawenomboh Village, Kunduran District, Blora Regency, Central Java in using moringa as a healthy processed product, as well as what the factors behind it are. Using a social facts paradigm approach reveals in-depth phenomena in a qualitative descriptive manner by exploring data through in-depth interviews and observations with information sources from both the Keloris community and other participants. This research resulted in the role of the moringa community in empowering the community to use moringa as a healthy processed product. It has created empowerment, independence, community entrepreneurship even though sustainability obstacles are caused by community mindset, keloris commitment, technological adaptation and stakeholder support. In general, community empowerment activities are able to bring positive benefits in the form of awareness of the processing and use of moringa to provide economic value for family nutrition. This research contributes to a model for empowering the use of moringa based on the InLine System, namely a nutritional locking method that guarantees the quality of moringa.

Keywords: Community empowerment, Empowerment, Keloris, Moringa cultivation.

1. INTRODUCTION

The development of society and cultural transformation are influenced by technological advances. Shifts in societal culture can help or hinder development. Accessibility of information accelerates progress, enabling government, society and other stakeholders to work together to empower society. Changing people's behavior to support empowerment means placing themselves as subjects, not as objects of development. This phenomenon can be seen from the shift from the development paradigm to the empowerment paradigm, where the ideas of co-creation, co-financing and benefit sharing become opportunities as well as challenges in community empowerment activities.

The new paradigm of community empowerment is expected to improve welfare, cost effectiveness, improve systems, increase community self-reliance and self-reliance, and increase community participation (Barrientos, Armando, 2010). The social facts paradigm is an approach that views and studies phenomena in people's lives. It consists of social interactions, social dynamics, and social conflict. Empowerment activities are an example of a social fact because community empowerment involves social interaction, social dynamics and social conflict.

Community empowerment can be increased by using social capital, human capital, physical capital and the abilities of actors. This can help solve problems better because it can emphasize that community empowerment is the main result of the community empowerment process (Widjajanti, 2011). When social values are combined with

economic development, it is called community empowerment. is a representation of the new paradigm of development, which means human-centered (human-centered), participating (participating), encouraging (encouraging), and sustainable (Habib, 2021).

Ngawenomboh Village, Kunduran District, Blora Regency, Central Java, is a unique village because it has local potential for Moringa plants which are processed into healthy processed products. The community has carried out cultivation and processing activities of moringa independently or in groups so that Ngawenomboh Village has been designated as a moringa conservation village. The presence of empowerers who call themselves the "Keloris" community carry out empowerment with the aim of making the people of Ngawenomboh village aware of how to use Moringa properly to improve their welfare and quality of life. Therefore, sustainability is an important part of community empowerment programs. The role of the community in the empowerment process is more important than the role of keloris as an empowering actor. As people gain control over their own activities, the role of "authorizer" gradually becomes less functional or even eliminated.

One option for community empowerment is to manage local potential creatively or creatively economically, because many community empowerment programs in this field have succeeded in improving the community's economy. The creative economy is defined as an economy based on human abilities (Habib, 2021). The creative industry concentrates on creating products and services that utilize creativity, talent and expertise as intellectual property. This is used to overcome various unemployment problems and develop businesses that depend on the economic potential of a region. One of the local potentials of Ngawenomboh Village is the Moringa plant which is not utilized optimally. Through the Moringa plant as a tool for empowerment, it can be creatively processed into healthy processed products.

Moringa is a plant that grows well in yards as a hedge plant in Ngawenomboh Village and is not widely available in other areas. Moringa (*moringa oleifera*) is characterized by being able to grow to a height of 7 to 11 meters. The leaves are compound on one tree stalk and are oval in shape. It has green leaves and yellow-white flowers and is used as a vegetable and medicine. Refreshing moringa flowers bloom all year round. Moringa fruit, which is often referred to as kelentang, has an elongated triangular shape. Moringa contains 25% spinach iron, 25% orange vitamin C, 25% carrot vitamin A, 15% banana calcium, 17% milk calcium, and 9% yogurt protein. More than forty antioxidants and ninety types of nutrients, including minerals, Moringa contains 539 compounds known in traditional African and Indian (Ayurvedic) medicine, including essential vitamins, amino acids, anti-aging, and anti-inflammatory, and has been used for prevents more than 300 diseases in traditional medicine (kelorina.com).

With a variety of vitamins and other compounds, Moringa plants can be cultivated to meet nutritional needs at low cost. In general, people think that Moringa can only be consumed directly without processing it, but ideas for making various other processed products that can be made from Moringa leaves have economic benefits. On that basis, Ir. Dudi Krisnandi took advantage of this opportunity to encourage people to plant and use Moringa as a healthy processed product. Initially, the use of Moringa was only carried out by Ir. Dudi Krisnandi, to a limited extent, in his development process carried out outreach and a persuasive approach to the community. So the keloris community was born in Ngawenomboh Village and developed in Blora Regency, Central Java to other provinces in Indonesia.

The people of Ngawenomboh Village in Kunduran District, Blora Regency, Central Java, have a relatively low income level. This is shown by the IDM developing village index value of 0.6211, which is included in the developing village category in 2022 (<https://sidesa.jatengprov.go.id>). The level of empowerment to meet a person's nutritional needs is still very low. Lack of access to information sources in rural areas causes people to lose important information that has been and is being developed. Includes important information about basic appropriate technology that can be used every day. Education level also influences how people think, making new things difficult to create and develop. Apart from the lack of facilities and infrastructure, locations far from cities hinder the adoption of the latest technology.

The low level of community empowerment in meeting the nutritional needs of the Ngawenomboh Village community has an impact on vulnerability to stunting. In general, based on data from the BKKBN website, stunting is still a major problem in Indonesia for babies and children under two years of age. This situation will stop Indonesia's economic growth in 2045. The results of the Indonesian Child Nutrition Survey (SSGBI), the stunting rate decreased by 27.67 percent in 2019. WHO aims to reduce the stunting rate to below 20%, but this figure continues to decline.

According to the World Bank, 54% of workers experience stunting as babies. Therefore, the government is paying serious attention to the problem of stunting. President Joko Widodo's statement at the National Coordination Meeting of the Bangsa Kencana Program Partnership which was held at the State Palace in Jakarta (28 January 2021). The government aims to reduce the stunting rate to 14% by 2024. Meanwhile, in 2030, Indonesia will have a demographic bonus. (Kompas.com).

Based on the results of the 2013 Basic Health Survey (Riskusdas), in 2018, the stunting rate for children under five in Brollagency fell from 55.1 percent in 2013 to 32.86 percent. Based on the results of the 2017 Nutrition Surveillance (PSG), the stunting rate in children under five in Brollage was 34.5%, decreasing to 8.3% in 2018 and 8.2% in 2019. (<https://www.blorakab.go.id>)

This phenomenon is of concern to the central and regional governments. For this reason, the central government is committed to reducing stunting rates by 14% by 2024. Presidential Regulation of the Republic of Indonesia Number 72 of 2021 for the Acceleration of Stunting Reduction was issued by the government to support efforts to reduce stunting rates. Ensuring the fulfillment of nutritional intake is a national strategy to accelerate stunting reduction, according to Article 22, Paragraph 2(c). Practices include meeting the nutritional needs of pregnant women and providing breast milk (ASI) only to babies aged 6 to 6 months.

On the other hand, the impact of the COVID-19 pandemic has affected the community's economy, reducing purchasing power, including fulfilling the daily nutrition of pregnant women. Malnutrition increases the risk of failure to thrive in children under five, which causes impaired brain development, weakened immunity and low intellectual quotient (IQ). According to UNICEF, the World Children's Fund, there are two main causes of malnutrition: poor food intake and infectious diseases. Community access to nutritious and affordable food as well as food processing behavior and culture are key components of adequate nutritional intake.

Policies related to stunting reduction are the country's way of responding to problems faced by society. To achieve the state's goal of improving community welfare, it must be based on a policy as a legal basis. This is because public policy is a collection of interrelated decisions made by the government to overcome problems that arise in the political environment. The interaction between different political actors shapes public policy, which is influenced or influenced by them directly or indirectly. An example of this interaction is how to understand community problems and decide on appropriate public policies to overcome these problems. (Sadana, 2011). One of the questions is how community empowerment policies can be realized and implemented in the form of concrete activities.

Based on this phenomenon, efforts are needed to continuously empower the community of Ngawenomboh Village, Kunduran District, Blora Regency in overcoming community nutrition problems and the economic impact of the post-Covid 19 pandemic. In a situation like this, innovation in fulfilling nutrition must be based on local potential. Processing food from plants that live around Ngawenomboh Village, Kunduran District is needed to meet the nutritional needs easily and cheaply for the Village residents. The community empowerment activities carried out by Keloris in utilizing Moringa as a healthy processed product are in line with the government's program to overcome malnutrition and strengthen the economy due to the impact of the Covid-19 pandemic. Because Moringa, if processed properly, becomes a source of natural nutrition and has economic value.

Many similar studies have studied the impact of empowerment and development. In addition, a lot of research has been carried out on moringa cultivation, benefits of moringa, and development of moringa products. However, research on community empowerment in utilizing moringa as a healthy processed product to fulfill community nutrition and improve the economy as a community social movement carried out by the moringa community has never been carried out. This paradigm moves towards empowerment rather than development. What the Keloris community does through a motivating approach, substantial approach, and technological approach, internal and external factors also emerge. This research's empowering approach focuses on empowering the community in utilizing moringa as a healthy processed product.

This approach aims to provide knowledge, skills and resources to the community so that the community can actively participate and have awareness in the process of utilizing and processing Moringa and developing healthy processed products in a sustainable manner. The aim of the empowering approach is to increase the capacity and trust of the community so that they can do what needs to be done to make the best use of moringa. Meanwhile, the

sustainability approach emphasizes the importance of maintaining and protecting natural resources in a sustainable manner when using moringa. The technological approach involves the use of new technology and innovation in the processing and development of better moringa products.

2. LITERATURE REVIEW

2.1. Systems Theory

A social system is a system of action consisting of the social systems of various individuals. The development of this system did not occur by chance; rather, the development of this system is based on general social norms agreed upon by all members of society. Adherents of these norms can interact socially and resolve differences of opinion. Social processes and mechanisms, such as socialization mechanisms and social supervision, function to maintain balance. The system has a number of characteristics. (Zeitfin, 1998): Relationships between parts are relationships that depend on each other to form order.

2.2. Conflict Theory

Tori's Structural Functionalism is directly challenged by this theory. Therefore, it is not surprising that the opinions of its adherents conflict with those of Structural Functionalism. Ralph Dahrendorf is the main character in Tori Conflict. According to Conflict Theory, structural functionalism, society is considered static or in equilibrium, but Conflict argues otherwise. The conflict between elements shows that society is always changing. Tori Konfik argues that, according to Structural Functionalism Theory, every institutional component that supports stability also contributes to social division.

2.3. Structural Functionalism Theory

Structural Functionalism Theory or more popularly known as 'structural functionalism' is the result of a very strong influence from general systems theory where the functionalist approach adopted from the natural sciences, especially biology, emphasizes the study of ways to organize and maintain systems. Structural functionalism or 'systems analysis' in principle revolves around several concepts, but the most important are the concept of function and the concept of structure. (Graham C. Kinloch, 2009). Structural functionalism is a broad viewpoint in sociology and anthropology that attempts to interpret society as a structure with interconnected parts. Functionalism interprets society as a whole in terms of the functions of its constituent elements; especially norms, customs, traditions and institutions (Agung Tri Haryanta and Eko Sujatmiko, 2012).

2.4. Constructivism Theory

Constructivism theory as a theory of knowledge which is the basis for cybernetics, philosophy and psychology must be instilled and pursued during the process of community empowerment. This is done so that people can understand the changes. Community empowerment must maintain existing community values, such as right and good. To create more powerful change, society must build and develop values such as togetherness, sincerity, mutual cooperation, honesty and hard work. The science and education components in society must be built and developed strongly in the context of the concept of empowerment. Most constructivist theories argue that science is not limited to facts, rules, and concepts that must be remembered; instead, humans must create them. According to Thobroni (2015), constructivism theory is a theory that gives people the freedom to find what they want and provides opportunities for what that person needs. Through space and opportunity, humans are given the freedom to learn to find competence, ways and knowledge that suit their own potential. Some goals of constructivist thinking.

3. RESEARCH METHODS

This research uses a qualitative descriptive research method. Qualitative descriptive research is a series of activities to obtain data that is as it is without being in certain conditions, the results of which emphasize meaning. Here, researchers use descriptive qualitative research methods because this research explores the social facts paradigm of moringa in empowering the community in utilizing moringa as a healthy processed product.

FocusstudyThe first is in line with the problem formulation of how to empower the community in using Moringa as a healthy processed product in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java. (Marni, 2011). are as follows :

- 1) **Empowering** is how keloris carries out empowerment activities to foster community empowerment in utilizing moringa as a healthy processed product starting from moringa cultivation, moringa production to moringa distribution. So that the community receives benefits from empowerment in the form of improving the family economy and improving health status.
- 2) **Sustainability** is the focus of research on how sustainable empowerment activities are realized in the form of training and mentoring as well as activities with the community, so that they have an impact on community health and economic empowerment, preserving nature so that it can be passed on to the next generation.
- 3) **Approach Technology** is the focus of research on how to empower the community in utilizing moringa as a healthy processed product, being able to use technology/machines in processing moringa so as to increase capacity and quality as well as using internet technology for marketing activities and online transactions.

The focus of the second research is in line with the problem formulation, what are the factors behind community empowerment in Ngawenomboh village, Kunduran subdistrict, Blora district, Central Java in utilizing moringa as a healthy processed product as follows:

- 1) Internal factors include the following education, health and family economy.
- 2) External factors include the following, including government policy. natural change and information technology.
- 3) Meanwhile, the communication factor between keloris and the community is participatory communication including heteroglasia, dialogue, polyphony and carnival (Rahim, 2004)

4. DISCUSSION

4.1. Community Empowerment in Utilizing Moringa as a Healthy Processed Product in Ngawenomboh Village, Kunduran District, Blora Regency

Community empowerment is a process that consists of three stages: awareness, capacity building, and empowerment, according to Jim Ife (in Wahyudi 2022). In Ngawenomboh Village, Kunduran District, Blora Regency, Keloris is empowering the use of Moringa as a healthy processed product with the aim of increasing the community's capacity for independence and welfare as well as increasing knowledge, insight, attitudes, behavior, skills and awareness of the use of existing resources. In a certain period, community empowerment in Ngawenomboh Village is an effort by Keloris to utilize their potential and abilities by holding Moringa educational activities for the community. Education about the use of Moringa includes socialization and assistance to meet the nutritional and economic needs of the community. In line with the theory stated above, this community empowerment step begins with mapping the potential that exists in Ngawenomboh Village, Kunduran District, Blora Regency. Based on field observations, the superior potential possessed by this village is the Moringa plant. Moringa plants grow well in Ngawenomboh Village because of the dry and chalky soil type, as well as the rain-fed irrigation model. The quality of moringa grown in this area is also considered better than that grown in other areas due to several factors, including professional care and fertilization using organic materials.

After mapping, the next step is to identify the socio-cultural and financial conditions of the Ngawenomboh Village community and their awareness of utilizing existing local potential. From the results of observations, it is known that the people of Ngawenomboh Village do not yet have awareness and a healthy lifestyle by utilizing local potential, this is motivated by old habits left by their ancestors, namely using moringa only for livestock food.

The next step is to start an empowerment movement involving the Ngawenomboh Village community. This activity begins with changing people's mindset towards moringa, what are the benefits of moringa, and how to use moringa to support the needs of local communities financially. This activity is carried out by keloris through training aimed at local communities on cultivating moringa, processing moringa and marketing moringa. Transfer knowledge about moringa to the community to create awareness and community participation in utilizing moringa to fulfill community nutrition and improve the economy.

Community empowerment activities carried out by Keloris in Ngawenomboh Village were analyzed into three factors, namely empowering, sustainability and technology approach (Habib, 2021). The empowering approach is carried out to understand in depth the paradigm of the social facts of the keloris community in carrying out moringa

cultivation, moringa production, production partners, distribution partners, training and other community empowerment activities. What is meant by the social facts paradigm refers to the approach or framework used to study social phenomena from an objective point of view, with an emphasis on reality and facts carried out by the Keloris community in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java. Community empowerment carried out by the Keloris community is a commitment to empowering the lower levels of society, in this case farmers or farm workers, so that they have various real alternatives regarding the sustainability of their lives.

In this interview, there were four focus indicators related to community empowerment in moringa cultivation and production. The following is an analysis and discussion related to these indicators:

- 1) Cultivation: This indicator emphasizes moringa efforts to improve the health and economic status of the community through moringa cultivation. Keloris disseminates information and educates the public about the benefits of moringa. In the Moringa cultivation process, the community works together to support and accompany the Moringa plantation processing process according to standard operational procedures (SOP). Increasing people's income and increasing employment opportunities are the goals. Community empowerment in cultivating moringa includes actively participating in the maintenance and sorting of moringa or rotters as well as caring for moringa gardens.
- 2) Production Process: This indicator highlights the efforts of keloris in empowering the youth of Ngawenomboh Village in the moringa production process and increasing community skills in moringa production. Empowerment is carried out through training and mentoring. Keloris implements the SOP InLine System: Moringa Nutrition Method to ensure the Moringa production process complies with standards and produces quality products. Community empowerment in moringa production includes skill development and mastery of certificates that meet the standards set by MOI (Indonesian Organic Moringa). Efforts to empower the youth of Ngawenomboh Village in the Moringa production process through training and mentoring.
- 3) Production Partners: This indicator describes the efforts of keloris in establishing partnerships in moringa production with the community to increase independence. Empowerment is carried out through opportunities for cooperation in moringa production. Keloris establishes mutually beneficial cooperation and provides opportunities for the community to produce products whose purchase is guaranteed. Community empowerment in moringa production partners involves developing moringa-based entrepreneurship to increase independence and develop the economic potential of the Ngawenomboh Village community. Community empowerment through partnerships in moringa production by establishing mutually beneficial cooperation between keloris and the community, keloris provides opportunities for the community to be involved in moringa production and increase independence.
- 4) Distribution Partners: This indicator emphasizes entrepreneurial opportunities in marketing moringa products and becoming a network partner for the moringa market. Keloris carries out empowerment through entrepreneurial opportunities, moringa entrepreneurship training, and collaboration in marketing processed moringa products. The Moringa distribution partnership process is carried out in the form of outlets, resellers of processed Moringa products, and franchising of other derivative products. Community empowerment in moringa distribution partners includes the birth of new moringa-based entrepreneurs and improving the family economy. Empowering the community through entrepreneurial opportunities related to marketing Moringa products creates opportunities for individuals or community groups to become entrepreneurs in selling Moringa products, either directly or through other distribution channels.

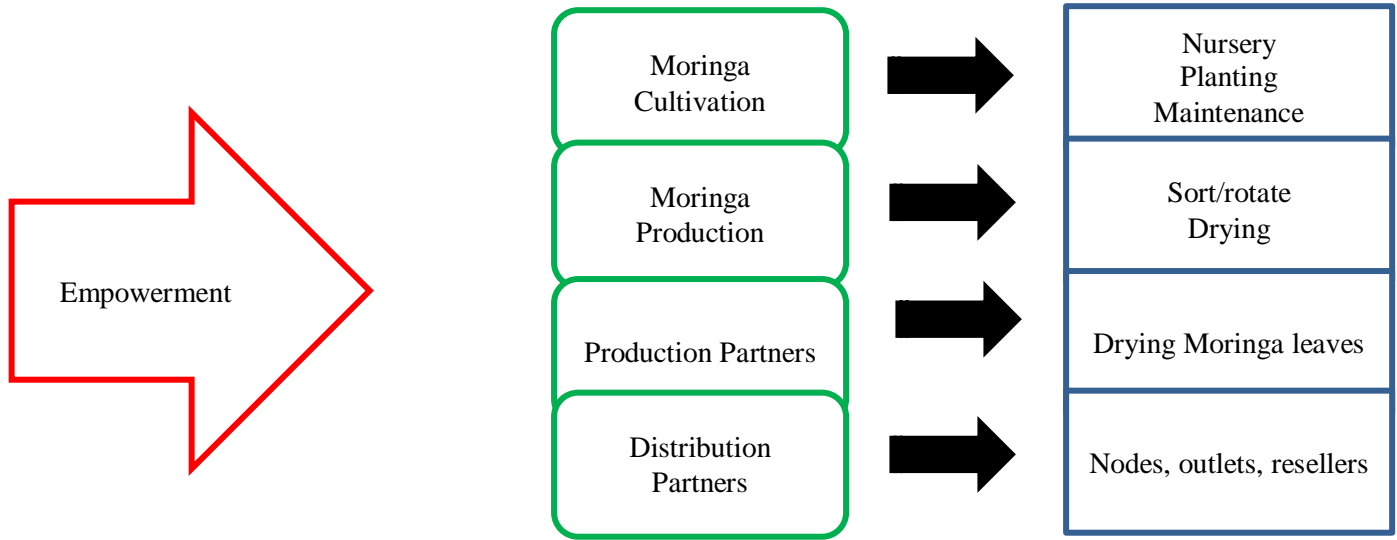


Figure 1, Community Empowerment through Moringa

Overall, community empowerment in Moringa cultivation and production is carried out through a partnership approach. The aim is to increase people's insight and skills and produce good products.

A mutualistic partnership is a group of two or more people who benefit each other to achieve a common goal. The partnership built between Indonesian organic moringa keloris is in the form of a production partnership and distribution partnership. The Moringa production partnership has begun by providing training to the community and providing assistance. The training and assistance is intended to ensure that the production process complies with the SOPs set by Indonesian Organic Moringa (MOI). So that people who partner with moringa production have skills proven by training certificates. Meanwhile, the distribution partnership is intended to empower the community to become outlets or resellers of Moringa products.

This is an entrepreneurial opportunity to increase family income. The form of Interpreneurship, namely the ability to process and sell Moringa products, food made from Moringa, is a partnership to form an independent entrepreneurship. Based on the results and discussion as follows:

Table 1. Entrepreneurial opportunity

Finding 1	Empowerment activities carried out by Keloris have been able to change the community's mindset in using Moringa and the community has the skills to use Moringa as a healthy preparation.
Finding 2	The partnership built between Keloris and the community in the form of production partners and distribution partners is able to generate family income
Proposition 1	The contribution of moringa in empowering the Ngawenomboh Village community through moringa cultivation, production partners and distribution partners can improve the community's economy

In the results of this interview, there are several focus indicators related to the sustainability of community empowerment through training. This brings about sustainable social change. As an effort to sustain the community empowerment program, the following activities have been carried out.

The following is an analysis and discussion related to these indicators

- 1) *Training for Trainers*: This indicator emphasizes the training given to keloris to become agents of change. Keloris received training in theory and practice regarding the cultivation and processing of Moringa so that they could become trainers who could convey knowledge and skills to others. Community empowerment as trainers means they have insights and skills that can be passed on to others

- 2) Independent Visits: This indicator highlights the efforts of keloris in providing moringa-based tourism and education to the community. The public can see directly the Moringa garden and the processed Moringa production process and enjoy processed Moringa products. This independent visit provides an opportunity for the community to gain experience and knowledge about moringa, as well as providing a means of refreshing and increasing insight about moringa. Community empowerment in independent visits refers to their ability to refresh and increase their knowledge about moringa
- 3) Moringa Tour: This indicator describes alternative moringa-based tourist attractions for groups and organizations. Keloris provides group tourism and educational facilities, where community groups can visit Moringa gardens, observe the production process, get material about Moringa, and gain insight and inspiration in developing Moringa in their area. Community empowerment on the Moringa Tour includes opportunities for refreshing and increasing insight into moringa as a group
- 4) Thematic Module Training: This indicator emphasizes thematic module training tailored to participant requests. Keloris provides special training according to participant requests, which includes practice and assistance from trainers. This thematic module training aims to provide participants with special skills in processing moringa. Community empowerment in thematic module training is that they have special skills according to the selected module
- 5) Community Empowerment Program: In the community empowerment program, there are three focus indicators related to sustainability. These indicators include moringa processing training for village midwives and family planning cadres to overcome stunting, mutual cooperation with village midwives and family planning cadres in overcoming stunting with competitions to make food and drinks made from moringa, as well as mentoring for MSMEs and KUBE joint business groups through training, giving tools, and capital. Community empowerment in this program includes their awareness and ability to process moringa to meet the community's nutritional needs.

The Keloris Community carries out community empowerment in Ngawenomboh Village. "a sustainable, dynamic and synergistic activity that encourages the involvement of all potential natural resources and human resources that exist in an evolutionary manner with the involvement of all potential, according to Suhendra (2006: 74-75). Sustainable empowerment by considering the preservation of nature and the environment to be inherited to the next generation(Marni, 2011).

One important factor in improving community welfare is community empowerment, where the community has the initiative and is directly involved in empowerment activities. The best result of community empowerment is the active involvement of the community in empowerment activities rather than just providing large and temporary assistance.

To ensure that empowerment activities do not stop, training and other empowerment activities are carried out. Training activities are the main requirement to become a keloris who can work together as production partners. Henceforth, empowerment activities will be carried out in a concrete and solution manner as a form of social responsibility to empower the community.

The manifestation of this social responsibility is having concern for improving community nutrition, being able to mobilize the community in preserving moringa and being able to plan and implement the Indonesian moringa or moringa movement. Through collaborative principles, keloris and the Ngawenomboh Village community work together to carry out empowerment activities regarding the benefits of moringa for health and improving the family economy.

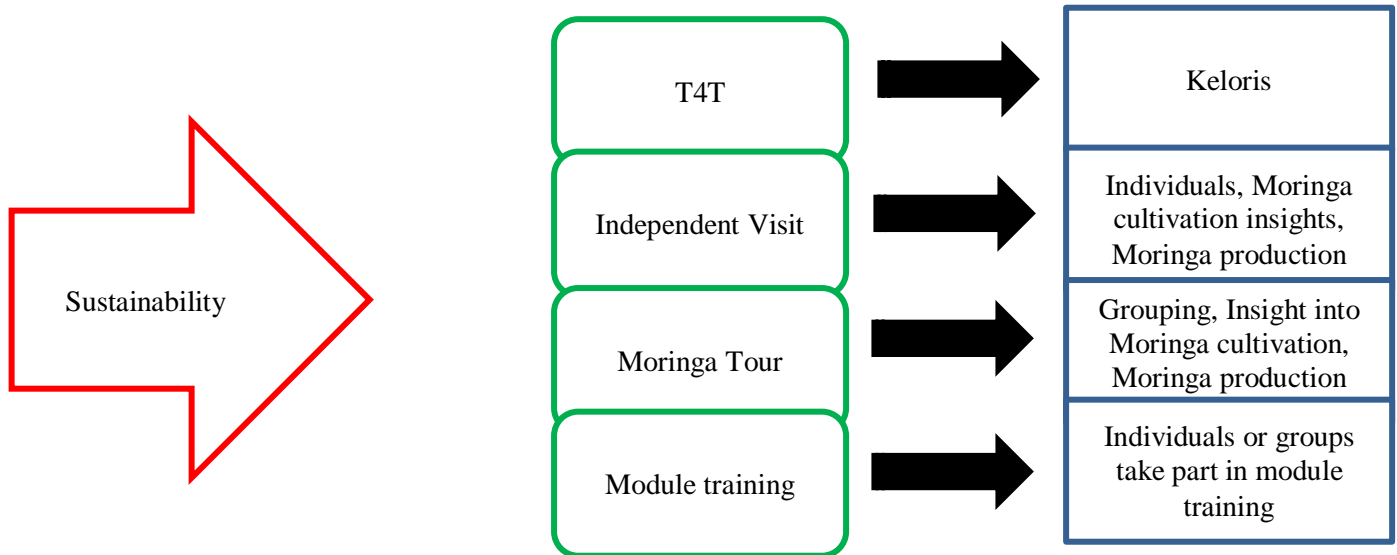


Figure 2. The stages of empowering Keloris

The stages of empowering Keloris through training include a socialization and education process. The training process takes the form of providing theory and direct practice in Moringa plantations and production processes. Training participants are able to master the theory and practice Moringa cultivation and Moringa production. Training activities in the form of Training for Trainer, Independent Visit, Moringa Tour Thematic Module Training is the process of forming an agent of change for Kelorina. Communities are able to empower themselves to utilize Moringa for daily nutritional needs and have sustainable economic benefits.

Whereas empowerment stages through the activities of Empowering Village Midwives, Family Planning Cadres, mutual cooperation with residents to overcome stunting, mentoring for MSMEs and Kube (Joint Business Groups) were carried out by the community of Ngawenomboh Village, Kunduran District. The socialization and mentoring process is an implementation of community empowerment carried out in collaboration. This aims to increase empowerment in supporting functions as family planning cadre officers and village midwives. This sustainable community empowerment aims to increase the abilities and potential of the community so that they can realize their identity, dignity and worth optimally, enabling them to survive and develop independently in the economic, social, religious and cultural fields (Widjaja (2003:169)). When communities learn how to utilize and manage moringa, which has a positive impact on health and generates financial benefits, beneficiary communities will continue to support Indonesia's organic moringa program.

Program sustainability allows for more mature and sustainable development of empowerment efforts. By continuing the program over time, there is an opportunity to identify deficiencies, refine strategies, and increase the effectiveness of the program to suit community needs and realities. Because empowerment activities require a long time, through program sustainability, the community has the opportunity to continue learning, adapting and internalizing the changes produced by the empowerment program.

Sustainable empowerment programs can help strengthen community capacity gradually. By involving the community in various activities and empowering them to take an active role, the program can help improve the community's skills, knowledge and ability to overcome challenges and improve their own conditions.

Keloris' relationship with the community can be strengthened through program sustainability; This is important for building trust and maintaining commitment, as well as for maintaining continuity and stability in empowerment efforts. The sustainability of the program allows for continuous learning, adaptation and development, so that it can create a long-lasting positive impact in the Ngawenomboh Village community.

Thus, several findings have been found regarding the sustainability of the program and its propositions:

Table 2. Sustainability of the program and its propositions

Finding 3	The sustainability of the program is realized through knowledge transfer training which has given birth to new keloris as agents of change to carry out moringa development activities in their respective regions.
Finding 4	Moringa commitment and community participation in utilizing moringa as a healthy processed product forms synergy and cooperation to carry out community empowerment activities.
Proposition 2	Keloris as an agent of change is the main actor in collaborating with the community in continuing the development of moringa as a healthy processed product..

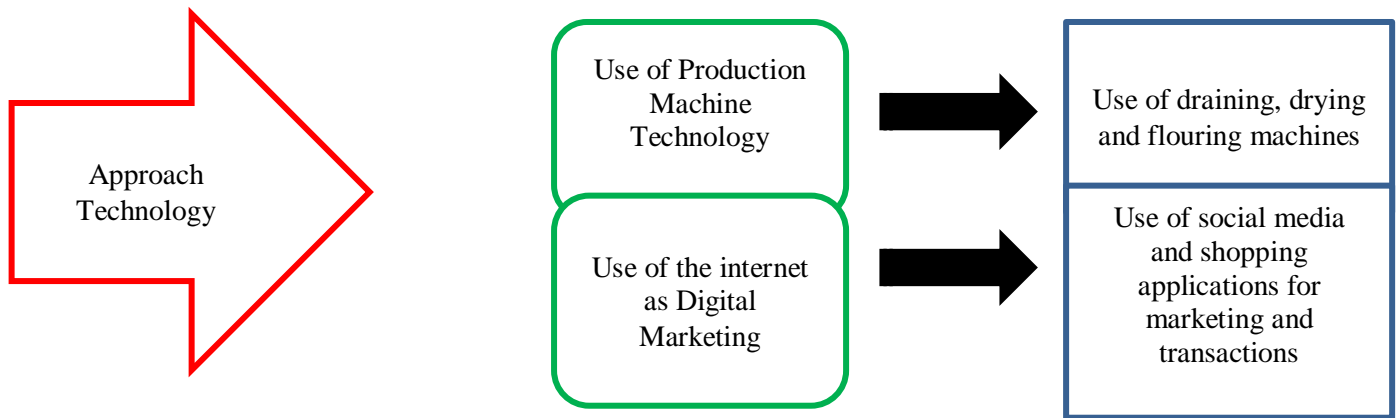
The interview results regarding the "Approach Technology" dimension in this case consist of two focus indicators, namely "Use of Production Machine Technology" and "Digital Marketing". The following is the analysis and discussion for each indicator: Use of Production Machine Technology in this case consists of two focus indicators, namely "Use of Production Machine Technology" and "Digital Marketing". The following is the analysis and discussion for each indicator:

The use of technology in the Moringa production process increases quality and quantity. The production process adapts to the use of technology, from draining, drying, flouring, to packaging. Keloris can produce Moringa leaf tea and royal moringa powder with certification and distribution permits. The use of production machine technology allows keloris to increase the efficiency and quality of moringa production. The slicing, drying, flouring and packaging processes can be carried out more effectively. This produces quality processed moringa products such as Moringa leaf tea and royal moringa powder with certification and distribution permits. The use of production machine technology is an important factor in increasing the empowerment of moringa in the moringa production sector

Social Media Management Stage in the form of learning about social media management, including creating and managing effective social media accounts. The public is taught about interesting content, use of relevant keywords, choosing the right social media platform, as well as content optimization techniques to increase visibility and audience engagement. Additionally, they are also taught about using analytical tools to monitor and measure their social media marketing performance. The next stage is to introduce the public to relevant online shopping applications. They are taught how to use shopping applications to create online stores, manage product inventory, set prices, promote products, and carry out buying and selling transactions safely. This training will enable people to utilize shopping application technology in marketing efforts and running an online business.

Keloris and the people of Ngawenomboh Village can gain many benefits from using digital marketing. They can market their products internationally, opening up new opportunities to increase sales and expand markets by using digital platforms, such as websites and social media. Additionally, digital marketing can also provide useful data and analysis, such as market trends and consumer behavior, which can be used to make better marketing decisions. There are several challenges faced in implementing digital marketing. One of them is limited access to internet technology and digital skills in village communities. An unstable or expensive internet connection may limit their accessibility to digital platforms. Apart from that, a lack of understanding of digital marketing techniques and strategies can also be an obstacle in achieving optimal results. Training and education efforts are needed to increase digital literacy and digital marketing skills among keloris and village communities

Implementation and Evaluation: The final stage is implementing marketing strategies through shopping applications and social media. In addition to utilizing the knowledge and skills gained from training, the community is given the opportunity to monitor and evaluate marketing performance.



Through these steps, people will have the necessary skills to manage social media and utilize shopping apps for marketing purposes. Keloris' assistance in using digital marketing to the community needs to be increased in intensity because the use of social media and shopping applications has helped the community better understand how to use digital technology to increase product branding and sales results.

Finding 5	The use of machine technology for the production of draining, flouring of moringa can increase the productivity, efficiency and quality of healthy processed products
Finding 6	The use of social media and e-commerce supports marketing activities in expanding target markets, accelerating transactions and brand awareness of Moringa
Proposition 3	The use of technology can increase the quantity and quality of Moringa production as well as massively increase marketing activities

5.2 Factors Behind Community Empowerment in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java

Community empowerment in a village is always related to various problems, including poverty, health and education. Access to fulfill the needs of a decent life, social inequality, independence of rural communities are illustrations of the problems of rural communities. The background of the problem in empowerment activities is an important factor for carrying out an empowerment approach. Based on the problematic phenomena of the people of Ngawenomboh Village, Kunduran Blora District, for which a solution must be found, researchers have identified the educational, health/nutrition and economic background of the family.

In Ngawenomboh Village, Kunduran District, Blora Regency, Central Java, community empowerment is influenced by education, health and nutrition, and the family economy. Simplified interview data are presented in Table 5.7. Simplification of interviews results in changes in people's perspectives through outreach and education. A healthy lifestyle starts with opening your mind about a healthy lifestyle, and moringa is an alternative to increase the family's economic independence.

The focus of the Ngawenomboh Village community empowerment program is to improve healthy lifestyles. Based on nutritional monitoring (PSG) in 2017, stunting in children under five in Blora Regency was 34%. The results of the Puskesmas' simultaneous weighing from 15.5% in 2017 decreased to 8.3% in 2018, and 8.2% in 2019. This shows awareness that a healthy lifestyle affects physical and mental health. (<https://www.blorakab.go.id>). The results of the Indonesian Toddler Nutrition Status Survey (SSGBI) show that the stunting rate fell by 27.67 percent in 2019, but is still high (BKKBN 2019). This program aims to change the perspective of the people of Ngawenomboh Village so that they pay more attention to health in their daily lives. That changes to a healthy lifestyle starts with a change in mindset. By opening people's minds about the importance of health and the positive impacts it can have, it is hoped that they will be more open to adopting healthy behaviors such as regular exercise, a balanced diet, and the use of moringa as a daily nutritional intake.

Seeing the potential of Moringa as a resource that can be used to increase family economic independence. Moringa has various benefits and economic value, such as as a nutrient-rich food, raw material for the food industry, or as a traditional medicinal plant. Moringa is said to contain 539 compounds known in traditional African and Indian medicine (Ayurvedic), and has been used to prevent more than 300 diseases in traditional medicine (kelorina.com). The goal of this strategy is to inform people about the potential of moringa and teach them how to manage and utilize it economically. By adopting moringa as one of the focuses of the empowerment program, it is hoped that the community can increase their family's income and economic independence. By optimally utilizing the potential of moringa, such as processing and marketing moringa products, people can develop micro-businesses or increase income from the agricultural sector.

The first internal factor is education. To change people's mindset towards moringa, non-formal education/training is needed. The educational factor is a fundamental need because through education you can increase knowledge and increase awareness of changes for the better. Education has not become a primary need for the people of Ngawenomboh Village. So the lack of information results in slow development of society. In the educational dimension, there is a problem that education is not yet considered a basic need by society. Limited knowledge and insight also become obstacles in empowering the community. Therefore, practical outreach and education is needed to introduce the benefits of Moringa to the public and change their mindset regarding this matter

The process of increasing the knowledge, awareness and abilities of individuals, families and communities in the health sector is known as community empowerment in the health sector. By utilizing moringa through an educational and participatory approach, they play an active role in improving public health. A healthy lifestyle begins with opening a healthy lifestyle mindset through an educational approach to change the mindset that a healthy lifestyle doesn't have to be expensive, namely by consuming moringa. A healthy lifestyle has long been considered an expensive item for society. There is an opinion that only poor people consume moringa. Moringa is considered an easy and cheap solution to fulfill community nutrition. In the health/nutrition dimension, there is a problem that a healthy lifestyle is considered expensive by society. Apart from that, there is also a mindset that only poor people consume moringa. To overcome this, a change in people's mindset regarding healthy lifestyles is needed, as well as education about the benefits of moringa as an easy and cheap solution to fulfill people's nutrition.

Moringa is an alternative to increase family economic independence because so far society's dependence on one natural product has affected the family's economic independence. Community dependence on one natural product poses a significant risk to the family's economic independence. When sources of income or superior products that are relied upon experience problems, such as price fluctuations or supply shortages, families who depend on them can experience economic instability. Therefore, looking for alternatives and diversification in the use of local resources is important to increase family economic independence

In this case, Moringa is identified as a local potential that can be utilized to increase family economic independence. Moringa is a plant that has many benefits, such as high and varied nutritional content, as well as potential use as a raw material for various products such as food, drinks or health products. By processing and utilizing moringa, people can create new opportunities to increase family income and provide better nutrition for the family

Finding 7	Internal factors in the form of education level, health and family economy are opportunities and challenges for keloris in carrying out community empowerment activities using moringa as a healthy processed product
Finding 8	Keloris in carrying out community empowerment activities based on the educational, health and economic needs of the community in utilizing Moringa as a healthy processed product
Proposition 4	Regarding findings 6 and 7, the influence of internal factors, level of education, health and family economy, becomes a pattern of approach for the success of community empowerment activities

Family economic independence through utilizing the local potential of Moringa is an alternative where the community is able to process and utilize Moringa to fulfill family nutrition and increase family income. In the family

economic dimension, there is the problem of community dependence on one natural product, which can affect the family's economic independence. Therefore, family economic independence can begin by utilizing the local potential of the Moringa plant. In the context of family economic independence, exploiting the local potential of moringa is an important first step. Through training and mentoring, people can learn how to process moringa into value-added products that can be marketed. By diversifying the family economy and developing moringa-based businesses, families can increase their income, reduce the risk of dependence on one natural product, and achieve greater economic independence.

The external factors behind community empowerment are Government Policy, Natural Change and Information Technology. In table 5.10 are simplified interview results regarding the legal umbrella for carrying out moringa activities, weather changes encourage innovation in local products and the use of the internet accelerates the flow of information about moringa products. That a clear legal umbrella can facilitate moringa activities, weather changes can be an impetus for innovation in local products, and the use of the internet can accelerate the dissemination of information about moringa products.

Policies implemented by the government with legal force to bind government officials and society to carry out the general tasks of government, development and society are known as government policies. This policy is usually made in the form of a formal decision to implement predetermined decision products or statutory regulations. (Sadana, 2011).

Natural changes are the underlying factor behind empowerment, because the influence of natural changes, for example drought and weather changes, causes the emergence of various kinds of diseases. The phenomenon of the Covid 19 virus which attacks the body's immune system requires nutritional intake to increase the body's resistance. Innovations based on local potential to create Moringa products that can increase body resistance are much needed. Natural changes in the form of weather anomalies and the spread of viruses must be responded to by encouraging local potential innovation. Thus, external factors in the form of natural changes become the driving factors for community empowerment. The community must be empowered in responding to natural changes, opportunities for community empowerment activities in utilizing local potential in the form of Moringa plants. In the dimension of natural change, changes in weather or environmental conditions can cause the emergence of various diseases. Moringa is an alternative that can help increase people's immunity. Apart from that, natural changes also encourage innovation in the development of local products, including moringa products, to deal with weather anomalies or environmental changes.

Ngawenomboh Village can improve digital marketing and social media capabilities by empowering the community in social media and information technology literacy. Increasing digital literacy will make searching, evaluating, and purchasing goods and services on the internet easier (Kisti 2022). In the long term, this can help expand market reach, increase moringa sales, and make the moringa brand better known to the public. The following are the findings and propositions:

Finding 9	Social facts originating from outside have become both a driving force and an obstacle to empowerment activities
Finding 10	The influence of external factors requires adaptation to changes in government policy, changes in nature and information technology.
Proposition 5	External factors in the form of changes in government policy, changes in nature and information technology require adaptation in community empowerment activities

Participatory communication is an important factor in community empowerment activities where in table 5.11 the focus indicators of participatory communication are in accordance with Rahim SA's theory. 2004. Participatory Development Communication as a Dialogical Process in White, SA. 2004 consists of heteroglasia, dialogue, polyphony and carnival. As a result of the interviews, data was obtained that the diversity of community backgrounds can encourage synergy between groups to increase community participation because it is supported by open dialogue and mutual acceptance.

Participatory communication is an important way to increase public participation in various contexts. Inclusive,

open and fun communication can help appreciate the diversity of society, reconcile differences and increase participation. This supports community empowerment and improves the environment that supports the achievement of empowerment goals. in a number of studies and investigations. According to Karmila Muchtar's (2016) findings regarding the application of participatory communication in development in Indonesia in the journal Makna, Volume 1, Number 1, March 2016, in several cases of community empowerment, participatory communication did not work as expected and the principle of "top down" development was still strong, which results in low participation in programs needed by the community.

Through the construction of a pleasant informal communication reality that is built between Keloris and the community in community empowerment activities, such as joking and sharing humorous stories, it is able to create happiness. The relaxed atmosphere created in empowerment activities provides opportunities for interaction between Keloris and the community in an egalitarian manner. In the end, through the construction of activities that are created freely, openly, it can encourage the level of community participation in empowerment programs in utilizing moringa as a healthy processed product.

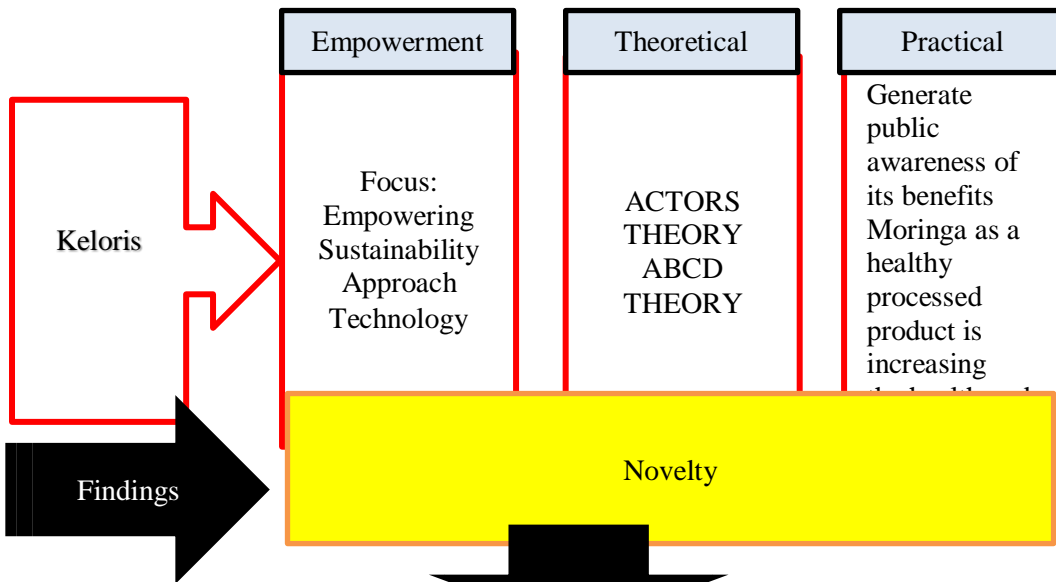
The following are the findings and propositions as follows:

Finding 11	The participatory communication approach is an important pillar in the community empowerment process because there is equality and dialogue between Keloris and the community
Finding 12	The participatory communication approach is able to increase community participation in community empowerment activities using moringa as a healthy processed product
Proposition 6	Participatory communication is able to encourage community involvement in empowerment activities

5.3 Theoretical and Practical Discussion

The study in the Social Facts Paradigm in the Keloris Community in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java uses the theory of Sarah Cook and Steve Macaulay to determine how to empower the community in using Moringa as a healthy processed product. By giving authority to carry out empowerment activities, beneficiary communities can change themselves. The most important thing is to have the ability to take responsibility for one's decisions, ideas and actions, authority. In the context of trust and ability in community empowerment activities in Ngawenomboh Village, the community has the confidence and ability to manage moringa empowerment activities. To improve their abilities, they are given training from cultivating moringa to how to market it. Thirdly, trust, trust between the community, production partners, distribution partners and all parties involved in empowerment activities is very important. Trust builds strong relationships, facilitates collaboration, and increases the effectiveness of empowerment. Fourth opportunity, the people of Ngawenomboh Village need to be given the opportunity to be involved in all stages of moringa empowerment activities. This includes the opportunity to participate in moringa cultivation, processed production, as well as becoming a production partner and distribution partner. Fifth, Responsibilities, community empowerment provides responsibility for carrying out moringa empowerment activities so that the community feels they own the activities they are carrying out.

What was stated by the founder of The Asset-Based Community Development (ABCD) Institute, John McKnight and Jody Kretzmann. is a model of empowerment a society that prioritizes utilizing the assets and potential of the local community. This ABCD approach is an alternative to community empowerment that emphasizes local assets. Wealth owned by society is the asset in question, such as natural resources (SDA) in the form of Moringa plants and human resources (HR) in the form of labor, creativity, caring and mutual cooperation. This research looks at natural resources in the form of Moringa plants and human resources in the form of participation and concern from the Ngawenomboh Village community as capital for empowerment.



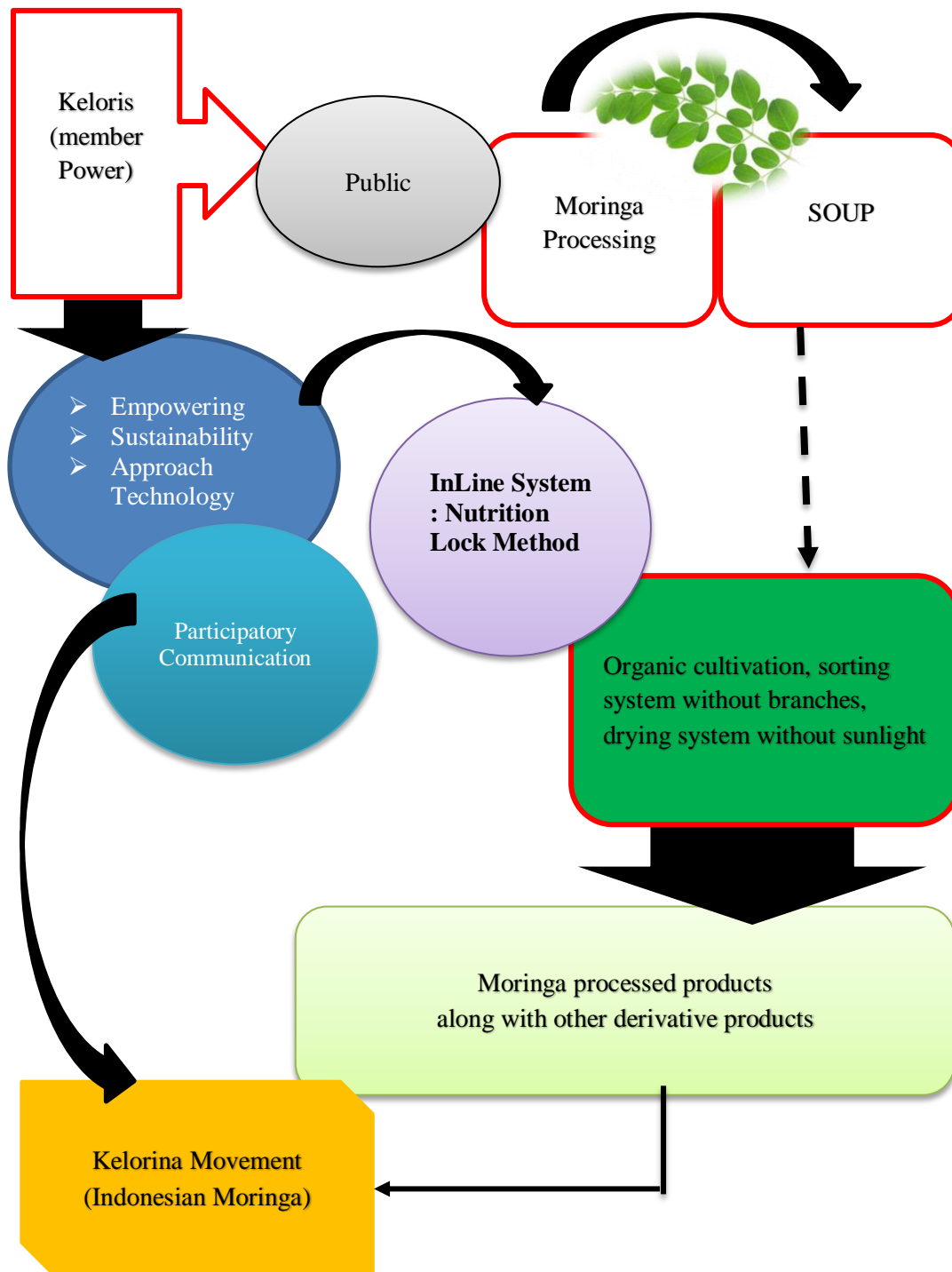
Research focus	Empowerment	Novelty
EMPOWERING EMPOWERMENT	Cultivation	That the empowerment carried out by keloris to the people of Ngawenomboh Village gave birth to a new model, namely the use of moringa as a healthy processed product based on the InLine System: Nutrition Lock Method, namely a nutrition lock method. SOPs are strictly determined starting from organic cultivation, a sorting system without twigs, and drying without the sun thus ensuring that Moringa processed products are naturally healthy, which can be duplicated elsewhere.
	Production process	
	Production Partners	
	Distribution Partners	
SUSTAINABILITY CONTINUITY	Training	
	Community Empowerment Program	
APPROACH TECHNOLOGICAL TECHNOLOGICAL APPROACH	Use of production machines	
	Digital Marketing	

The practical implications of the results of this research can provide input for the development of social sciences in the Doctoral Program at Merdeka University Malang, especially those related to community empowerment in the use of Moringa as a healthy processed product for studies in the social facts paradigm in the Keloris Community. Practically in the field, community empowerment in the use of Moringa is able to increase quality Moringa products because it uses the InLine System approach: Nutrition Lock Method, namely a nutrition lock method. For Keloris, in carrying out community empowerment programs consistently and sustainably, utilizing local potential in the form of moringa as an empowerment tool has an impact on increasing community awareness in processing and utilizing moringa correctly to meet the nutritional needs of the community easily and cheaply and improve family welfare. The empowerment program is carried out in a sustainable manner, so Keloris carries out collaborative, synergistic cooperation with various stakeholders, this is a form of the Kelorina movement (Indonesian Moringa).

The research results gave birth to a new model of community empowerment in utilizing moringa as a healthy processed product and provided a basis for encouraging further innovation in the use of moringa and realizing the potential for community empowerment. This can be a stepping stone for further research, development projects, or even further engagement with the community and relevant stakeholders. Thus, the results of this research not only contribute to academic knowledge, but also have a significant practical impact on community empowerment in utilizing moringa as a healthy processed product to meet nutritional needs and improve the family economy.

This research has produced a new model of community empowerment in utilizing moringa as a healthy processed product, which can be duplicated in other places while still taking into account community characteristics, natural resource potential and support from other stakeholders, as follows:

Empowerment Model



5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

1) Community empowerment carried out by keloris for the people of Ngawenomboh Village in using moringa as a healthy processed product is carried out in the form of moringa cultivation, moringa production partnership cooperation, distribution partnerships, various kinds of education in the form of training and program development.

The focus of research on empowering is in the form of moringa cultivation, moringa production, moringa production partners, moringa distribution partners based on the InLine System: *Nutrition Lock Method* has created empowerment, independence, entrepreneurship in the community, this has provided positive benefits in economic empowerment and awareness of processing and using moringa correctly to fulfill family nutrition. The obstacle faced by moringa in implementing the Nutrition Lock Method is that people's mindset only relies on quantity, not quality. Meanwhile, the research focus on sustainability in the form of training activities and development of community empowerment programs is able to produce keloris as agents of change who are responsible for the development of moringa in the community. However, these new keloris cannot guarantee the sustainability of the program because it is related to community commitment and support. This indicates that the empowerment program has created sustainability and a long-term positive influence in society. As well as the research focus on the Technology approach, the use of technology is able to produce effectiveness and efficiency and brand image, brand awareness of Moringa products, thereby helping to expand the market and increase the marketing potential of Moringa products via the internet. Due to the rapid development of technology, society has not been able to adapt to the use of production machines or digital marketing. The community empowerment carried out by Keloris in Ngawenomboh Village includes various interrelated aspects. From cultivation to marketing with the help of technology, every step is designed to empower society as a whole, both in terms of improving the family economy and improving nutrition.

- 2) The empowerment of the Ngawenomboh Village community in using moringa as a healthy processed product was influenced by internal and external factors. Internal factors include education, health and family economic levels; External factors include natural changes, government policies, and the impact of information technology. The first internal factor, namely the level of education of the people of Ngawenomboh Village, can influence their understanding of the benefits of moringa and their ability to use it optimally. The higher the level of education, the more likely people are to understand the nutritional and health value of moringa, and develop skills in processing it. Apart from that, training programs or workshops on the use of Moringa as a healthy processed product can increase people's knowledge and skills. This can include how to process moringa, make health products, and marketing strategies. These two factors, family nutritional health, play an important role in receiving health benefits from processed moringa products. People who understand the relationship between moringa consumption and the nutritional health of their families may be more motivated to use it. Access to health services: providing explanations about the benefits of moringa can support people to use moringa for health. These three factors of economic empowerment through processed Moringa products can increase family income. Communities who see positive economic opportunities may be more motivated to get involved in moringa utilization activities. People are more likely to invest their time and money in developing processed moringa products. This can include investments in processing equipment, raw materials, and product marketing

The first external factor, in the form of government policy in supporting the cultivation of moringa as a healthy food, could be an opportunity for moringa to develop processed moringa products. The existence of incentives or assistance programs from the government in overcoming stunting can encourage moringa to be more active in developing processed moringa products. Both natural disasters such as floods or droughts can impact moringa production. Risk mitigation strategies and emergency response plans may be required to ensure business continuity. Keloris needs to adapt to changing climate conditions and take advantage of new opportunities or overcome new challenges as they arise. Third, information technology can provide better access to information about Moringa processing techniques, markets and the latest innovations. Keloris can use information technology to improve knowledge and skills. Online platforms can help Keloris to market their processed Moringa products to a wider market. Participatory communication factors play a very significant role, influencing the smoothness and success of empowerment activities. Because the community is actively involved and feels they own the program in question.

5.2 Suggestions

- 1) Keloris' role in developing a community empowerment model is to use a participatory communication approach where the community has independence in innovating to develop new Moringa-based products, so that the community has the empowerment to use Moringa as a healthy processed product.

- 2) To increase community empowerment, it is recommended that keloris collaborate with other stakeholders, both from government and private institutions, because this type of empowerment is expected to become a massive and sustainable national movement to utilize moringa as a healthy processed product.

5.3 Research Implications

1) Theoretical Implications

ACTORS Theory Sarah Cook and Steve Macaulay strengthened by research in the Study in the Social Facts Paradigm in the Keloris Community in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java regarding the Use of Moringa as a Healthy Processed Product. This theory considers community empowerment activities as subjects rather than objects. If people were given the freedom to take responsibility for their own thoughts, decisions and actions, society could change the world. This ACTORS theory includes *authority* (authority); confidence and competence (confidence and competence); trust (trust); opportunities (opportunities); responsibilities (responsibility); and support (support). The Ngawenomboh Village community plays a role as an empowerment actor in terms of moringa cultivation, moringa production, production partners and distribution partners. The active role of the community as subjects of empowerment is the focus of research in the form of empowering, sustainability and technological approaches.

In the context of research on community empowerment regarding the use of Moringa as a healthy processed product in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java, this research developed the ACTORS theory by Sarah Cook and Steve Macaulay. This theory views community empowerment activities as subjects rather than objects, by giving freedom and responsibility to the community to take initiative, develop ideas, make decisions and act responsibly. There are six development elements of ACTORS theory in community empowerment in the context of community empowerment research on the use of moringa as a healthy processed product in Ngawenomboh Village:

First, Authority, the community is given the authority to make decisions regarding the use of Moringa as a healthy processed product. This means they have the authority to control and manage the Moringa cultivation process, production, production partners and distribution partners. Second, Confidence and competence: In this context, the community in Ngawenomboh Village needs to have confidence and competence in managing moringa empowerment activities. People believe in their own abilities and believe they can achieve the desired results. Thirdly, trust, trust between the community, production partners, distribution partners and all parties involved in empowerment activities is very important. Trust builds strong relationships, facilitates collaboration, and increases the effectiveness of empowerment. Fourth opportunity, the people of Ngawenomboh Village need to be given the opportunity to be involved in all stages of moringa empowerment activities. This includes the opportunity to participate in moringa cultivation, processed production, as well as becoming a production partner and distribution partner. With this opportunity, people can develop their potential and skills. Based on the five responsibilities, or responsibilities, community empowerment also involves giving the community responsibility for carrying out moringa empowerment activities. In this case, the community in Ngawenomboh Village is expected to take responsibility for maintaining the sustainability of empowerment activities, managing resources wisely, and maintaining the quality of processed Moringa products. Sixth, support, in the context of this research, support from various parties is very important. This support can take the form of technical assistance, financial resources, mentoring, and collaboration networks. This support helps communities overcome obstacles and challenges they may face in developing moringa empowerment activities.

That the success of empowering the Ngawenomboh Village community depends on the interaction between keloris as actor empowerment and local communities. The partnerships that exist and Keloris' contribution to improving the quality of life of the community are important aspects of empowerment. In this context, keloris, communities and their partnerships have a significant role in achieving successful empowerment. shows the importance of factors related to sustainability in community empowerment. Sustainability of the empowerment program requires a knowledge transfer training model and participatory communication between Keloris and the community. Sustainability is also a social responsibility that must be carried out by Keloris. In this case, aspects of actors, communication and social responsibility have an important role in maintaining sustainable empowerment. shows the important role of technology in empowering society. The use of moringa production machines and digital marketing has had a positive

impact in increasing productivity, quality and sales of moringa products. This emphasizes the importance of developing people's skills in adopting and managing social media.

Apart from that, this research supports the Asset-Based Community Development theory (ABCD), proposed by John McKnight and Jody Kretzmann, founders of The Asset-Based Community Development (ABCD) Institute. is a model of community empowerment that emphasizes the utilization of assets and potential by the local community. This ABCD approach is an alternative to community empowerment that emphasizes local assets. Wealth owned by society is the asset in question, such as natural resources (SDA) Moringa plants and human resources (HR), which consist of labor, creativity, caring and mutual cooperation. This research looks at natural resources in the form of Moringa plants and human resources in the form of participation and concern from the Ngawenomboh Village community as capital for empowerment.

That community empowerment focuses on developing the assets or potential that exist in the community. Keloris has succeeded in identifying and utilizing the assets owned by the Ngawenomboh Village community, such as health and economic potential, to increase community empowerment. The ABCD approach views the community as a subject who has strength and potential, and Keloris acts as a facilitator who helps the community optimize the assets they have. Emphasizing the importance of continuing community empowerment with actively involve the community in the decision-making process and program implementation. These findings and propositions show that it has succeeded in giving birth to a new keloris as an agent of change through a knowledge transfer training model and implementing participatory communication. Sustainability of the program is Keloris' social responsibility, which means that the Ngawenomboh Village community also has an active role in maintaining and continuing the empowerment program. The use of technology and innovation is considered an asset that can increase community empowerment. These findings and propositions show that Keloris has succeeded in utilizing technology, such as the use of moringa production machines and digital marketing, to increase productivity,

The novelty of this research is specifically the role of keloris in empowering communities to use moringa as a healthy processed product through an empowering, sustainability and technology approach influenced by internal and external factors. So this research finds new things, propositions and theoretical implications. This paradigm is the novelty of this research so that it provides theoretical and practical contributions. Novelty or novelty in the context of community empowerment regarding the use of Moringa as a healthy processed product in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java, can be identified in this research as follows:

The focus of this research is community empowerment in the use of Moringa as a healthy processed product carried out by Keloris, novelty in choosing Moringa as a food ingredient powered by Keloris. Moringa is a plant that is rich in nutrients and can be processed into many healthy, easy and cheap products. This research also highlights the power of human resources in the form of collaboration, participation, care and mutual cooperation between Keloris and the Ngawenomboh Village community. The difference with previous research is that Moringa is only used to develop agribusiness and rural youth entrepreneurship and diversify Moringa leaves to increase the income of the PKK women group. Not studying the beneficial values of moringa as a healthy processed product as an easy and cheap nutritional fulfillment that keloris does in community empowerment.

In the context of research on community empowerment, the choice of research location provides novelty. The only village in Indonesia that has been designated as a moringa conservation village is Ngawenomboh Village, which makes it a relevant and special case study. To encourage people to develop healthy processed moringa products, the moringa conservation village has set a goal. This study can provide new knowledge and understanding about community empowerment and serve as a model for empowerment elsewhere.

Development of ACTORS theory Sarah Cook and Steve Macaulay in the context of community empowerment is a new theoretical mode or methodology in this research. This method places the community as active subjects in empowerment, not just as objects that are influenced or empowered by other parties. This opens the door to a new understanding of what community empowerment is and offers new ways to implement it. This theory sees society as subjects who have the freedom and responsibility to take initiative, develop ideas, make decisions, and act responsibly. The use of this theory in the context of using moringa as a healthy processed product offers a new understanding of community empowerment and the methods used to achieve it.

In addition, this research develops theory through an asset-based empowerment approach. ABCD theory, or asset-based community development, emphasizes the use and development of existing assets in the community as a means of achieving empowerment. Natural assets, namely Moringa plants, and human assets, namely participation, concern and mutual cooperation of the Ngawenomboh Village community, were used as empowerment capital in this research.

2) Practical Implications

Results This research has contributed to the development of social sciences in the Doctoral Program at Merdeka University Malang, especially those related to community empowerment in the use of Moringa as a healthy processed product. Studies in the social facts paradigm in the Keloris Community. Practically in the field, community empowerment in the use of Moringa can improve community nutritional health and family welfare.

For the implementation of the empowerment program to run as expected, several things need to be done, including: :

- a. For Keloris, in carrying out community empowerment programs consistently and sustainably, utilizing local potential in the form of Moringa as an empowerment tool has beneficial value in improving nutrition and family welfare.
- b. A partnership built in a participatory manner or participatory communication by keloris with the Ngawenomboh Village community in utilizing moringa as a healthy processed product through mutual agreement, mutual benefit and the principle of equality.
- c. The empowerment program is implemented in a sustainable manner, so Keloris carries out collaborative, synergistic cooperation with stakeholders from both government and private institutions.
- d. With the characteristics of cultivating and processing moringa as a healthy processed product, Ngawenomboh Village, Kunduran District, has become an educational tourism destination, it can attract the interest of people from outside the village to come to learn about moringa cultivation, moringa processing and moringa business as well as enjoy processed moringa products.

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