

THE EVALUATION OF THE COMMUNITY DEVELOPMENT PROGRAM THROUGH ONE VILLAGE ONE PRODUCT (OVOP) BY THE VILLAGUARAENIM DISTRICT

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ABSTRACT

The One Village One Product (OVOP) program is one of the strategic initiatives to improve community welfare through the development of village superior products based on local potential. This study aims to evaluate the implementation of the OVOP program by Kumu Village, Muara Enim Regency, using a descriptive qualitative approach. Data were collected through interviews, observations, and analysis of program documents. The results showed that the OVOP program has had a positive impact in improving community skills, creating jobs, and increasing the added value of local products. However, there are several obstacles, such as limited market access, lack of sustainable assistance, and less than optimal utilization of technology. This study recommends strengthening collaboration between the government, community, and private sector, as well as optimizing digital promotion to support the sustainability of the OVOP program.

KEYWORDS Program Evaluation, Community Empowerment, OVOP, Kumu Village, Muara Enim



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Article Info:

Submitted: 05-05-2025

Final Revised:
14-05-2025

Accepted: 19-05-2025

Published: 22-05-2025

INTRODUCTION

The concept of community empowerment is often linked to a lack of confidence in the community in its ability to adapt to changes in the social environment. Empowerment, which is closely related to power, is generally understood as one's ability to influence others to act in one's favor. It is the capacity to control oneself as well as others, no matter what the needs, potential or desires of others. Reinforcement is an effort to give capacity to those who are weak. The concept of reinforcement also includes instructive interaction, which means providing increased freedom, seriousness, and the ability to live freely for individuals, groups, or society in general (Susilawati, 2014).

When attempting to drive change within the community, there is a shift in

How to cite:

E-ISSN:

Heidi Yurismasari, Yoyok Hendarso, Abdul Nadjib (2025). The Evaluation of The Community Development Program Through One Village One Product (OVOP) By The Villaguaraenim District. Journal Eduvest. 5(5): 5895-5915.
2775-3727

demand in the eyes of the public, transforming the community from an object of improvement to a subject of improvement. To truly position the network as a dynamic member under development, different local area strengthening systems should be investigated. Choosing the right procedure is expected to increase area boundaries and durability. This progress centers on the introduction of different local area strengthening procedures (Susilawati, 2014). Community empowerment requires government efforts to accelerate the reduction, according to Sumodiningrat (2009). poverty through participation, with the aim of realizing a social strengthening process that is able to lift disadvantaged community groups with the resources they have as their goal And strengthening refers to ideal social change, namely becoming specific individuals who are skilled and have the information and capacity to meet their physical, financial and social needs. This includes courage, the ability to express one's thoughts, valuable opportunities to gain employment, contribute to fellowship activities, and independence in fulfilling life obligations.

According to Hikmat (2001), community empowerment efforts consist of three main components: (1) creating an environment that fosters individual and community potential, emphasizing the belief that every human being and community has untapped potential that can be developed; (2) strengthening the existing potential in the community through positive and tangible steps, such as the provision of various resources and opportunities, such as training and ease of accessibility; and (3) supporting weaker parties to prevent unfair competition and encourage mutually beneficial partnerships that are carried out in a family manner. According to this idea, the possibility of strengthening local areas is associated with lower-class communities associated with business activities that are limited in terms of capital and business management. The one village, one product movement aims to accommodate the various businesses run by rural communities that often produce unique goods. By making these businesses compulsory, unparalleled city products can be produced, including locally created organizations, while at the same time making efforts to strengthen them. Furthermore, strengthening is an effort to build the community's ability to grow independently in the social, financial, constitutional, and social fields. Wijaya (2008:77) also emphasizes that involving people is an effort to mobilize all existing capacities to achieve goals by understanding their true capacity. This goal is achieved through inspiration, encouragement, imaginative development, and appreciation and approval of those who succeed. The capacity for courage as a way forward in strengthening one's true capacity, therefore, it is important to provide people with a range of potential open doors by providing support to encourage inspiration or energy to imagine in using accessible assets. This thinking is shared by Berger, Nenhaus, and Nisbet in Suharto (2005), who argue that intermediary structures that empower undervalued groups to communicate their goals and demonstrate their capacities to the broader social climate are currently likely to weaken the capacity of the community.

As stated by Prijono and Pranarka (1996), strengthening has two implications: first, the demonstration of giving power or position (to give power or authority), and second, empowerment or empowerment. This thinking concludes that strengthening includes empowering the capacity of people who are currently

weak or unable to have the option to be independent. It can also mean authorizing someone to participate in activities that increase social engagement. Then Sumodiningrat (2000) in Ambar Teguh (2004) presents a slightly unique translation, namely strengthening is a term that is more commonly used in Indonesia than in the West. It is translated as "empowerment" in the West, which is accurate but not entirely accurate. What is meant by strengthening is the arrangement of "power" as opposed to "strength" and not "strengthening" itself. Perhaps the most appropriate term is "invigorate", since strengthening means stimulating people to act independently.

The One Village One Product (OVOP) movement is a social initiative that aims to empower local economies through local product development. Originally conceived by Mirihiko Hiramatsu, it sought to increase the market value of local agricultural products with the motto "let's plant plums and chestnuts to go to Hawaii" and effectively facilitated the entry of these agricultural products into international markets. The OVOP movement has now evolved into a strategy to empower the local economy, with the aim of expanding the capacity and market reach of local products, including their potential penetration into modern markets. The main objective of the OVOP movement is to improve the welfare of rural communities by enhancing the quality and competitiveness of existing local products, thus enabling their expansion in local, regional, national, and even global markets. Through the development of local products, the OVOP movement not only stimulates the rural economy but also increases income levels and overall welfare. OVOP serves as an integrative program that aims to instill public confidence in locally produced goods, which have demonstrated high sales value and competitiveness when managed by professionals.

According to Hiramatsu in Sugiharto and Rizal (2008), the OVOP movement is guided by three basic principles. First, the "local but global" principle emphasizes that local commodities or products have the potential to be recognized internationally. The goal of the OVOP Movement is to develop and market a single product that instills pride in the local community. Second, the principle of "self-reliance and creativity" emphasizes that citizens themselves should lead the movement, not government officials. It is crucial to avoid providing direct subsidies to local communities. Finally, the movement places great emphasis on human resource development, as citizens are responsible for producing distinctiveness. This requires providing knowledge about the OVOP movement and recognizing the existing potential of the region, enabling them to become the driving force behind the movement. The development of innovative human resources capable of addressing new challenges in agriculture, marketing and tourism is essential. Therefore, collaborative efforts between the government and village communities are needed to develop local products.

In Indonesia, the implementation of the OVOP approach began in 2006 by the Department of Industry, which was established with the issuance of Official Guideline number 6 of 2007 on Increasing the Speed of Development of Original Areas and Strengthening Small, Medium and Small Enterprises (MSMEs), as well as Department of Industry Guideline Number 78/M-Ind/Per/9/2007 on Increasing the Sustainability of Small and Medium Enterprises (SMEs) through One Town

One Item, which plans to develop local products from small and medium enterprises to empower them to compete in international markets (Pasaribu et al., 2011). The revamping of the OVOP program in Muara Enim was not initiated and carried out by the neighbourhood government but by an urban youth association that calls itself "Desakumuaraenim". Desakumuaraenim is an affiliate established to assist and foster medium and small enterprises in Muara Enim Regency, to accelerate and foster the organization. Business legality assistance, product processing, product design and packaging, and marketing of production products are the main focus of the guidance and assistance provided. The affiliate was established in 2016 and was first determined by seven aspiring youth in Muara Enim. Desakumuaraenim was established as one of the efforts to support the success of the "One Village, One Excellent Product" or OVOP program launched by the local government of Muara Enim Regency. The Desakumuaraenim Association is here to respond to the government's "one village, one superior product" initiative. Desakumuaraenim does not use local government funds at all, it stands alone and provides solutions and employment to help create and help MSME players in Muara Enim work on the city's network economy. Initially the Desakumuaraenim affiliate focused on providing assistance on business validity requirements, handling of superior goods, briefing and preparation of planning and bundling as well as assistance and briefing on advertising of created goods, but has now developed into assistance and briefing on nearby batik products and advanced neighborhood tourism cities.

Until 2022, Desakumuaraenim has succeeded in assisting and fostering 163 medium and small businesses, 65 superior products that have met the standards and there are still 98 products in process, spread across 86 villages, 11 sub-districts in Muara Enim Regency. It is noted that since 2017 the program from Desakumuaraenim has increased the number of fostered and superior products, but in 2020 it has decreased due to the impact of Covid-19 and in 2021 it has increased again, here is a graph for this data:

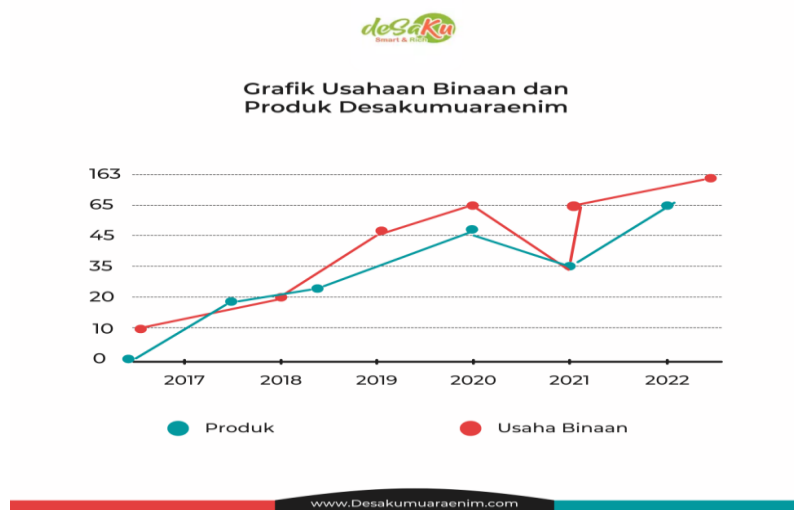


Figure 1. Graph of Assisted Businesses and Desakumuaraenim Products from

2017 to 2022

(Source: Desakumuaerenim Documentation)

The main products are snacks, crafts, and batik handicrafts. In addition, Desakumuaerenim has also successfully developed product recognition and marketing to regional and national levels using digital applications. The application can be down loaded in the play store under the name "Desakumuaerenim". Through this application, all products produced and marketed by Desakumuaerenim can be found. With this application, the local products of Muara Enim Regency can reach the market at the regional and national levels. In addition to marketing superior products, Desakumuaerenim has also prepared a product sales gallery which used to be in one of the hotels in Muara Enim Regency and now moves to a more representative one on Jalan Petrosia no 217 Pasar 1 Muaraenim Village.

Based on a simple survey conducted by Desakumuaerenim, the average MSE that received assistance and guidance from Desakumuaerenim could increase sales turnover by 50 percent and business profits increased by 35 percent per sales period. In Indonesia, there are around 74,000 villages that have unique or distinctive characteristics. Where the majority or around 65% of the population is still classified as poor, low income. And the majority of these villages exist in the agricultural or agricultural sector. With this culture, it is very potential to develop the OVOP program. This program is positioned as a regional superior commodity development program to enter the South Sumatra regional market and the national market in general because it adapts to the 3 principles of the OVOP movement, namely (1) Local but global, (2) Independence and creativity, (3) Human resource development (HR). The development target of OVOP is to improve, develop, and promote one product that can make the community proud. Through OVOP there are five important points for each country, each contributing to rural development in terms of poverty alleviation, promoting region-specific products, contributing to exporting and diversification, helping to reduce the gender gap, and being able to overcome the problems of young people in rural areas. With the application of OVOP in Muaraenim district, the community, especially members, no longer need to worry about relatively unstable market prices, it is all due to the special standardization applied by Desakumuaerenim in marketing its superior products starting from good packaging and management tailored to the market. Thus, it is hoped that in the future the community in the regions will be able to produce superior products that are creative and innovative by maximizing the potential of their regions and empowering the community so that they can increase their income.

However, the one village one product empowerment program in Muaraenim Regency in its implementation still faces several obstacles in its implementation such as the following: a) the lack of facilities and infrastructure for making products at each location point which is still not fixed because it is still renting or borrowing community locations and the number is still small compared to the number of villages in Muaraenim Regency, b) the number of basic product materials is still small and less varied, c) the community in this case the members of the one village one product drive still lack understanding of how

to make and market, d) lack of promotions such as marketing posters in the implementation area, e) the community is still not disciplined (consistent) following the flow of implementation of the one village one product program, f) weakness in digital marketing knowledge and human resources.

From some of the descriptions above, the author feels interested and wants to conduct research in Desakumaraenim regarding the One Village One Product program which is related to the development of regional superior products which are expected to be a solution and be able to compete in the era of globalization with the ultimate goal of improving and increasing the income of local communities, especially farmers who are often affected by the uncertainty of market prices because of the success achieved by Desakumaraenim, so researchers are interested in conducting research on the development of one village one product by Desakumaraenim in Muara Enim Regency to be able to analyze the level of success and the possibility of making the one village one product development model to be replicated in other areas. Starting from the above background, more evaluation is needed because so far it has never been evaluated thoroughly and comprehensively so that it is not yet known with certainty the extent of the success and effectiveness of the one village one product empowerment program and furthermore empirically the aim is to be able to explain the facts and circumstances in the implementation of the program using the CIPP method (Context, Input, Process, and Product), so a study was conducted with the title Based on the explanation of the description above, the authors are interested in conducting research on "Evaluation of the Community Empowerment Program Through One Village One Product (OVOP) Desakumaraenim".

RESEARCH METHOD

This research uses a type of qualitative research. Bogdan and Taylor (Moleong, 2014: 4) define qualitative research methods as research procedures that produce descriptive data in the form of words, written or spoken from people or observable behavior. The research method used is descriptive qualitative with the aim of describing, summarizing various conditions, situations or social phenomena that are away in the object of research (Bungin, 2012: 68). The selection of descriptive qualitative methods is intended to provide an overview of the process, form and model of community empowerment through one village one product (OVOP) Mandiri by Desakumaraenim.

Researchers use several ways to obtain and obtain data, so several data collection techniques are used, namely . Observation is an observation of an object by going to the field to find out the existence of objects, situations and contexts in an effort to collect research data (Djam'an 2012: 106). In the context of qualitative research, observation is not to test the truth but to find out the truth related to the research focus.

This research uses non-participant observation, namely only as an observer and not involved in the activities carried out by employees. In this study, observations were made of Desakumaraenim in order to obtain data on the community empowerment development model at Desakumaraenim Muara Enim

Regency. Data analysis is carried out by organizing data into categories, compiling and breaking down into units, selecting the main and important ones and making conclusions so that they are easily understood by researchers and others.

The data that has been reduced and categorized regarding the process, form and model of community empowerment capacity development at Desakumuaeraim Muara Enim Regency is compiled and presented in the form of narrative text. The data is then summarized in the form of sentences and short descriptions that are easy to understand so that research on the institutional capacity development model at Desakumuaeraenim Muara Enim Regency can be concluded.

The data obtained through observations and interviews is adjusted to the data that supports the focus of the research so that it forms validity. Data that has been reduced and presented can be drawn conclusions about the community empowerment model through one village one product (OVOP) Mandiri at Desakumuaeraenim Muara Enim Regency.

RESULT AND DISCUSSION

Implementation of One Village One Product (OVOP) Program by Desakumuaeraenim

Indonesia began implementing the *One Village One Product* (OVOP) program in 2007 based on Ministry of Industry Regulation No. 78/M-IND/9/2007. OVOP is the development of the potential of Small and Medium Industries (SMIs) in a region to produce one distinctive local product, with global class by utilizing surrounding resources. *The One Village One Product* (OVOP) program is intended to explore and promote local innovative and creative products and resources that are unique to the region, high added value, while maintaining environmental sustainability, have a high image and competitiveness. This movement mentions *One Village One Product* (OVOP), but in reality the products developed are not limited to one product. One village can develop two or more products. The types of SME products that have been determined as OVOP products are snack foods, fruit juice and fruit syrup drinks, woven fabrics, batik fabrics, wickerwork, and pottery/decorative ceramics. *The One Village One Product* (OVOP) program implemented by BumDes Bersama "Desakumuaeraenim" is a community economic empowerment program in the form of mentoring SMEs that are members of the Desakumuaeraenim Village SME group. The *One Village One Product* (OVOP) program was initiated by the local sub-district head in 2017.

The *One Village One Product* (OVOP) program was implemented in line with Desakumuaeraenim's main objective to improve and maximize the quality of SME products in Lawang Kidul Sub-district. There are many SMEs whose product quality is still poor due to lack of attention to SMEs scattered in the village. Even so, this SME product still exists. This indicates that SME products in the village can still survive. Therefore, the local government at that time wanted Desakumuaeraenim to provide assistance so that SMEs in Desakumuaeraenim would progress. On the other hand, Bumdes Bersama Desakumuaeraenim aims to be able to favor at least one SME in each village to become the village icon.

***One Village One Product* (OVOP) Concept**

The Evaluation of The Community Development Program Through One Village One Product (OVOP) By The Villaguaraenim District

The main concept of the One Product One Village Program is a program to develop and improve SME products. Product improvement in question is an improvement ranging from quality to quantity of a product. In an interview conducted by researchers with Mr. Ade, he said.

"One Village One Product (OVOP) is a program where in one village there is at least one superior product, one product that is made continuously and does not stop all this time. This OVOP program is our own program by utilizing and utilizing the human resources and SMEs in Muaraenim because Desakumuaraenim's job is to lift, encourage the economy in the villages to continue to move and develop "
(Source: Interview with Mr. Ade, member of Desakumuaraenim)

In the OVOP program, Desakumuaraenim tries to continue to fix and maximize SMEs in the Muaraenim area by providing continuous and sustainable assistance so that later superior products will appear in each village. The SMEs involved in the OVOP program are SMEs that have been around for a long time but cannot develop. In addition, the *One Village One Product (OVOP)* program also facilitates SMEs engaged in crafts. Desakumuaraenim through the OVOP program is trying to continue to optimize and try to increase their income.

Empowerment Activities

Based on the results of interviews with informants and documentation studies related to aspects of MSME empowerment by Startup Desakumuaraenim, information was obtained that Startup Desakumuaraenim has empowered MSMEs by exploring, fostering and empowering existing potential. To find out the results of informants' responses regarding aspects of MSME empowerment by Startup Desakumuaraenim, researchers have conducted interviews regarding health aspects with the results as below.

Interviews related to empowerment aspects were also conducted with Mr. Azhari, an MSME player assisted by Startup Desakumuaraenim with the following results:

"At that time I was training at the One-Stop Integrated Investment and Licensing Office, I expressed my difficulties in taking care of licensing my product because to take care of licensing to the Office there are so many requirements that I have to fulfill with the distance of my location to the office making it difficult for me. So at that time I was told by the village head who is my nephew that in Muara Enim Regency there is a Startup Desakumuaraenim which helps many MSMEs to help take care of licensing to marketing. Getting this news, I was interested and found out the truth of the news."



Figure 2.



Figure 3.

(The Process of Assistance for the Production of Typical Muaraenim Batik by Desakumuaraenim to the Beneficiary Community)

Based on the results of interviews with informants, it can be stated that in the aspect of empowerment, Startup Desakumuaraenim has made efforts to raise the quality of MSMEs through empowerment strategies. The efforts made by Startup Desakumuaraenim are to explore the potential owned by the village, foster the quality of Human Resources of MSME actors and empower the results of the potential that is owned into something of economic value.

Aspects of Strengthening Production Factors and Capitalization

Based on interviews with informants, information was obtained regarding the strengthening of production factors and MSME capital empowered by Startup Desakumuaraenim. The results of the interview excerpts are as below.

Interview with Hambali from Banuayu Village. He is an MSME player who also receives assistance from Startup Desakumuaraenim. Here are the results of his interview:

"At that time I was visited by the Desakumuaraenim team when my village team visited the village. And our shredded fish business group was recorded by the Desakumuaraenim team at that time we shared about our obstacles in marketing our shredded fish. In addition to marketing, we are also constrained by capital, licensing and packaging. The Desakumuaraenim team facilitated us to apply for business licenses, while we were assisted with capital and packaging to get assistance from CSR funds. It is very helpful for us sir, our shredded production has increased and our village has become the best quality shredded producer in Muara Enim Regency."



Figure 4.
(Logistics Assistance for Business Capital for MSME Players assisted by Desakumuaraenim)

Most of the MSME players felt the positive impact of the empowerment carried out by Startup Desakumuaraenim related to strengthening production factors and capital. They admit that their production capacity has increased significantly, even during the pandemic. This is as said by Mr. Azhari above, "The need for nutrition as a source of vitamin C from lemon juice is increasing with our competitive selling price." This increase in production capacity cannot be separated from the strengthening of production factors. Such as managerial, access to capital and maintaining production quality.

Distribution and Marketing Mastery Aspects

The aspect of mastering distribution and marketing is very important in the business world, including the businesses carried out by MSME players assisted by Startup Desakumuaraenim. To find out the mastery of distribution and marketing, researchers conducted interviews with informants who are MSME players assisted by Startup Desakumuaraenim. The results of the interview are as below:

Interview with Mr. Suratin, an MSME player assisted by Startup Desakumuaraenim. The interview is related to mastering distribution and marketing, here are the results:

"Alhamdulillah, sales have increased, especially since Desakumuaraenim regularly orders their coffee. The good thing is this, although we are coached by Desakumuaraenim, but for sales we are free to sell anywhere, we don't have to sell to Desakumuaraenim, Alhamdulillah, our coffee has also entered the Supermarket in Muara Enim. Sales are increasing and there are also more places to sell now, there is direct selling, selling at Desakumuaraenim outlets and also Stores, oh yes one more time our coffee is also sold at Diva Mart." current sales continue to increase, Startup Desakumuaraenim held a muara enim batik festival event which really helped introduce our village durian motif jumputan batik and the Eid moment also greatly increased our production and also the role of the local government during the local government event event also introduced our Durian

Motif Jumputan Batik to be used as district batik which greatly helped our jumputan batik marketing. And also do not forget the role of Desakumuaenim startup in promoting and marketing so that our jumputan batik can be available in the Regency making our Batik Jumputan distribution without obstacles. We also once received an order from the Netherlands, which happened to be our resident who lives there. He saw a promotional post on social media and was interested in buying. Proud of the local handicrafts.

Startup Desakumuaenim is expanding distribution and marketing to increase the production capacity of its fostered MSMEs. This empowerment strategy has a positive impact on MSME players, helping to improve community welfare.

Aspects of Reinforcement for Acquiring Information, Knowledge and Skills

Researchers conducted interviews with informants to find out the aspects of reinforcement to obtain information, knowledge and skills. The following are the results of interviews conducted by researchers.



Figure 5.
The Marketing Process of Muaraenim's



Figure 6.
Typical Batik Cloth from the
OVOP Program

An interview with Mr. Azhari, an MSME player assisted by Startup Desakumuaenim, regarding the aspect of strengthening to obtain information, knowledge and skills. The following are the results of the interview:

"Yes Mba, we often participate in training, for example at that time Desakumuaenim held SPKP (Food Safety Training Certification) training for two days at Griya Serasan Hotel. There we can learn or be given training on how to manage production, which came yesterday from the Health Office and BPPOM Palembang. And we were also given training to get a halal certificate from MUI, well if the Desakumuaenim training was used to take care of PIRT (Pangan

Industri Rumah Tangga), besides that we have also received training from the Cooperative Service and are often included in exhibitions. We were also introduced to the plantation office. Some time ago we were also included in the Sriwijaya Expo Exhibition. That's where we learned a lot and finally our coffee business was widely recognized."

(Source: Interview with Mr. Azhari Plaku UMKM Muaraenim)



Figure 7



Figure 8

(Product production process assistance and exposure of product results from the One Village One Product program from Desakumuaraenim to the village community)

Discussion

Strategy of community empowerment program through One Village One Product (OVOP) By Desakumuaraenim

Startup Desakumuaraenim has a vision of "one village one superior product". To realize this vision, Startup Desakumuaraenim empowers the communities who are members of the *One Village One Product* (OVOP) program by Desakumuaraenim in the villages in Muara Enim Regency. As stated by Informant 6 in the interview, there are three steps taken in an effort to empower the people who are members of the *One Village One Product* (OVOP) program by Desakumuaraenim. The three steps are first extracting potential, second coaching and third empowerment. In an effort to empower the people who are members of the *One Village One Product* (OVOP) program by Desakumuaraenim, there are several strategies carried out by the Desakumuaraenim Startup Team, namely: assistance in penetrating access to capital, marketing assistance, business legality assistance and increasing the human resources capabilities of community actors who are members of the *One Village One Product* (OVOP) program by Desakumuaraenim.

Business Legality Assistance

Business legality is very important because it is an identity that validates a business so that it is recognized directly. MSME business legality is SIUMK (Micro and Small Business License) and NIB (Business Identification Number). Meanwhile, processed businesses are required to have PIRT business legality. The

problem faced by informant 2 during the pandemic is business legality. What Startup Desakumuaraenim has done is to provide assistance in licensing processed food products with related offices and agencies. One of them is the Desakumuaraenim Startup team using integrated online licensing or what is commonly referred to as online single soft submission (OSS), which is a license issued by the OSS institution for and on behalf of the minister, head of institution, governor / regent through an integrated electronic system. With the rapid pace of technology today, the existing licensing process has undergone many changes. The licensing process that was previously done manually can now be done online. The changes made are expected to provide convenience to the community. Especially for those who want to take care of licensing to establish their business so that it is more practical and not hampered. Therefore, to support this convenience, the government issued the OSS registration system.

Capital Assistance

Capital is the main problem often experienced by MSME actors. The lack of capital owned by business actors, resulting in production activities being hampered. Especially during this pandemic, the various obstacles that have occurred have disrupted MSME finances which have reduced business capital. According to Informant 6, the empowerment strategy they carried out in overcoming MSME problems during the pandemic was to submit a business proposal to a bank with the lowest KUR interest system. So far, the terms and conditions that must be met in order to obtain loans from banks are often not met by MSME actors consisting of communities who are members of the *One Village One Product* (OVOP) program by Desakumuaraenim. This is where the role of Startup Desakumuaraenim is to foster and guide MSME players consisting of communities incorporated in the *One Village One Product* (OVOP) program by Desakumuaraenim to make business proposals to banks.



Figure 9.
(Handover of Business Capital Assistance to Village Communities)

For design and packaging, Startup Desakumuaraenim has a program to provide free packaging design for fostered MSMEs. This is a concrete solution to overcome the packaging design problems experienced by MSME players in Muara Enim Regency.

For marketing, this is where the central role of Startup Desakumuaraenim is

needed by MSME players consisting of communities who are members of the *One Village One Product* (OVOP) program by Desakumuaraenim. Desakumuaraenim is a startup that specializes in promoting and marketing MSME products in Muara Enim Regency digitally.

Packaging improvements

Packaging is currently the most important thing in a product to be recognized by the wider community and can attract consumers to buy a product. Packaging improvement activities carried out in the *One Village One Product* (OVOP) program by Desakumuaraenim are carried out with packaging innovation training for SMEs in Lawang Kidul District. This training is carried out by bringing in resource persons in their fields who can then increase knowledge and can improve the quality of human resources in these SMEs.

Then Mr. Ade also added

"Training like this is also not easy, because they still think that in the past they made packaging just plasticized and then gave a photocopy of the name divided by two. If they make packaging like this, they object on the grounds that if they make packaging like this, the price of the product will double. But if they are not forced to make packing like this, they will find it difficult to get new markets and will continue to get low-end markets. We give them reasons why they should use this kind of packaging while not abandoning their traditional packaging because they must open up new markets because there will be other segments that cannot be filled with the old packaging concept. For example, if this SME product is taken to hotels or to tourist attractions in Batu, which may be above the traditional packaging like this, it will not sell well, the buyers there certainly want products whose packaging is bAde and efficient such as being able to be carried. That's what SMEs rarely understand because they start a business from the beginning, the important thing is that the work is sold, not thinking about developing new markets. Although we try to improve the packaging, we never tell them to leave the old packaging because it has its own market."

(Source: Interview with Ade Member of Desakumuaraenim)



Figure 10.
(Product packaging assistance and training to the community of Desa Oleh Desakumuaraenim)

Based on these interviews, researchers can conclude that with the packaging training activities, there has been a lot of improvement in terms of product packaging by SMEs in Desakumuaenim, where previously the packaging used only used clear plastic with the product name inserted in it without any design or tagline so that it seemed monotonous.

New product innovation

Based on the results of observations and interviews that have been conducted, Desakumuaenim also provides assistance and direct direction and training to SMEs in Lawang Kidul Sub-district regarding the importance of new product innovation for the development of a business. An introduction to the importance of adding a new product to how to make a new product is also taught through this OVOP program.

As a result, some SMEs now not only sell one type of food but sell many other food innovations. Like Kripik Wijaya, which initially only sold cassava chips but now sells a variety of chips such as cassava chips, gadung chips, tempeh chips, macaroni, banana sale, etc. The many types sold are also the result of repacking that they buy from other stores and resell. The many types sold are also the result of repackaging that they buy in other stores and resell.

Opening new markets

An interview obtained from Ms. Sari as the director of Desakumuaenim, she said:

One of our tasks besides fostering like this is to find new markets. The language of new markets here means that they already have a market, we create a special segment where this segment requires a different concept as they did before. For different segments of SME products, we usually take them to exhibitions so that they can be seen by many people from various regions, and later if there are orders, we return them to them.

From the results of these interviews it can be concluded that the assistance activities to open new markets carried out by Desakumuaenim through the One Village One Product (OVOP) program by esakumuaenim are by including SME processed products to exhibitions and also introducing SME products in Desakumuaenim sub-district through visits made by Desakumuaenim and also selling products in retail stores managed by Desakumuaenim directly by making their own shelves specifically for local SME products. With the creation of this special shelf, buyers who shop at the store can see and shop for these SME products.

Stages of the OVOP Program

The One Village One Product (OVOP) program by Desakumuaenim is not implemented in a structured or scheduled manner but conditionally as needed. As for the formation of activities Desakumuaenim conducts an analysis first which then forms a program that may be needed by SMEs to support the development of these SMEs. The implementation stage of the OVOP program begins with collecting ideas or information through direct observation in the SMEs involved

which is then discussed to determine the right activities according to the conditions. Implementation and mentoring are then carried out continuously to monitor the development of SMEs.

Evaluation of community empowerment program through One Village One Product (OVOP) By Desakumaraenim

The explanation of the results of the research Evaluation of community empowerment *through One Village One Product* (OVOP) by Desakumaraenim using the CIPP evaluation model where the evaluation process is divided into 4 parts, including:

Context Evaluation

A context evaluation is intended to answer the question of what needs to be done. It identifies and assesses the needs that underlie the program. *One Village One Product* (OVOP) is an approach to developing regional potential to produce superior products with global value by utilizing local resources. *The One Village One Product* (OVOP) program is a collaborative governance-based program, which involves the government, the community, and the private sector in the implementation of the program.

One Village One Product (OVOP) programs by Desakumaraenim have three principles that must be carried out by the regions implementing the *One Village One Product* (OVOP) program by Desakumaraenim as shown in the following figure:

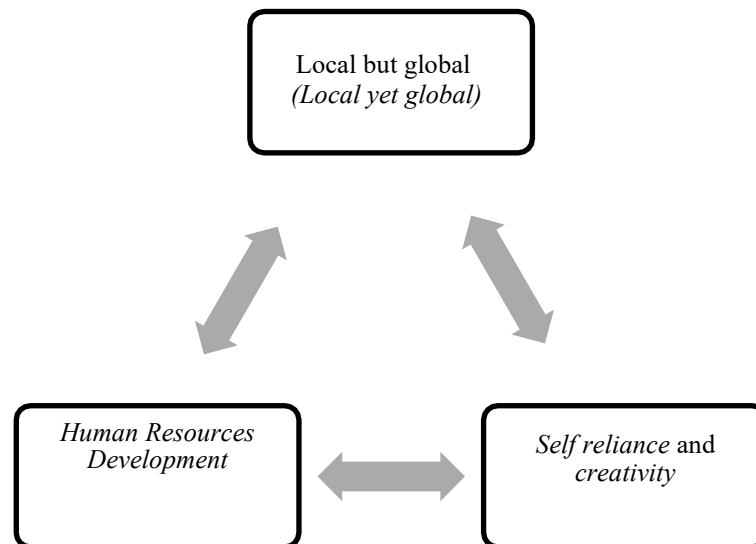


Figure 11. Basic principles of OVOP
(Source: Deputy Minister for MSME Resource Assessment 2013)

a. Local yet global

The OVOP program is aimed at making local products that can penetrate the global market. That way the community will develop regional superior products that have uniqueness, superior quality, and good packaging, so that the products produced will have the potential to be marketed abroad, because the higher the value of the authenticity and local uniqueness of a region, the higher the value and attention globally.

b. Self reliance and creativity

The principle of independence and creativity means that in general the community is the business actor in the OVOP Program, so they are given the freedom to determine which local products should be developed.

c. Human Resources Development

The success of the One Village One Product (OVOP) program by Desakumaraenim can be seen from the *determinant factors* that determine the program to be successful. The determinant elements of the success of the One Village One Product (OVOP) program by Desakumaraenim are as follows: Potential Human Resources in a community group have basic capital in the form of skills, work ethic, and spirit of cooperation. This basic capital can be formed with the provision of training, consultation, and mentoring funds for human resource development. The training provided uses a continuous *hands-on practice* format, and is conducted free of charge.

- 1) Desakumaraenim established an SME Promotion Office, SME Development Institute. This is done to strengthen bargaining position, capture market opportunities and penetrate new markets.
- 2) Capital support in the form of loans, which have low interest rates and no physical collateral, using only one or two individuals (*individual guarantor*) as collateral and *revolving funds* to develop home industries and handicrafts.
- 3) The government provides technological tools to the community, such as providing *websites* as electronic information sources, which can be used for trading purposes (*e-commerce*).
- 4) There is solid support and coordination between government institutions, which is done in the style of a *Chief Executive Officer* (CEO). The OVOP program was born from policies and strategies set by the government, so the development of the OVOP program must be continuously monitored, evaluated and updated through various policy instruments in order to achieve optimal program success.

From these principles, it can be seen that the OVOP Program in Muaraenim Regency supports the development of production, productivity, and marketing carried out by the community independently with support from the government and SKPD. That way an independent community will be created and able to improve its economy so that community welfare is achieved. So it can be said that the OVOP program in Muaraenim Regency is an effort to empower the economy by the Muaraenim Regency government.

Input Evaluation

Input evaluation focuses on the various elements that go into the implementation of a program. The purpose of input evaluation is to capture, analyze,

and assess the adequacy of the quality and quantity of inputs needed to plan and implement the program. The elements that are part of this input evaluation include human resources and facilities and infrastructure. The following is an explanation of these elements such as Facilities and infrastructure in the implementation of the *One Village One Product* (OVOP) program are divided into 2, namely facilities and infrastructure during training and post-training facilities and infrastructure. Facilities and infrastructure during the implementation of training are provided in the form of a comfortable training venue located in the secretariat of Desakumaraenim or in the implementation village which is conceptualized in such a way. In addition, other forms of facilities and infrastructure during training are trainers who are tailored to the forms of training that are deliberately presented by the *One Village One Product* (OVOP) program implementers.

Process Evaluation

This process evaluation is basically intended to determine the extent to which the program has been implemented and what components must be improved in its implementation. In the process of implementing the Kelurahan Community Empowerment Program, at least several processes were held, including pre-activity meetings, making activity proposals AND implementing activities.

Product Evaluation

After discussing the three stages of evaluation above, in this sub-chapter the author will describe the final stage of the CIPP evaluation where the final stage of the evaluation is product evaluation. Product evaluation is intended to identify and assess the planned or unplanned, short-term and long-term outputs and benefits of the program.

The following is a description and analysis of the product evaluation of the *One Village One Product* (OVOP) program by Desakumaraenim to the village community, especially the Lawang Kidul sub-district of Muaraenim.

Output

Another impact expected from the implementation of this activity is the realization of the objectives of the *One Village One Product* (OVOP) program by Desakumaraenim itself as mentioned by Ms. Sari who acts as the program organizer. This is also reinforced by the objectives of the *One Village One Product* (OVOP) program by Desakumaraenim as increasing the competitiveness of community members and increasing the role of community institutions in gathering and developing community capabilities and increasing social solidarity, social care and cooperation between elements of the community. The OVOP program has quite an impact on the community who are trainees, because through the training they participate in the participants get increased skills and welfare. In addition, through the *One Village One Product* (OVOP) program by Desakumaraenim, it also opens the relationship between residents.

Outcome

The benefits of the lawang kidul Village Community Empowerment Program include:

1. Increase the competitiveness of trainees because they have been equipped with skills through training.
2. Increase participants' confidence to open their own jobs with the skills they have learned.

3. Reducing the unemployment rate in the capital city of Muara Enim because some trainees can open their own jobs.
4. Creating economic independence through the businesses they run.
5. Strengthen the role of community institutions at the Kelurahan level.
6. Increase community participation by involving them in program planning.
7. Enhance cooperation between community elements to create collective prosperity within the community.

Table 1. Evaluation Table of *One Village One Product* (OVOP) Program by Desakumaraenim

Variables	Sub Variables	Indicator	Description
Context Evaluation			
Identify and assess the needs on which the program is based.		Relevance	The implementation of the One Village One Product Community Empowerment Program by Desakumaraenim through skills training is considered appropriate because these trainings provide the skills needed by the community to develop their skills. improve their welfare.
Input Evaluation			
Capture, analyze, and assess the adequacy of the quality and quantity of inputs required to plan and implement the program.	1. Human Resources 2. Facilities and Infrastructure	Availability	The implementation of the Village Community Empowerment Program in Kelurahan by looking at the input aspects, namely Human Resources and Facilities and Infrastructure, the implementation of One Village One Product by Desakumaraenim is considered good. However, it is expected that the existing human resources will then receive special training to increase the role of community institutions in gathering and developing community capabilities in order to realize community empowerment. in the neighborhood of Lawang Kidul Muaraenim Subdistrict
(Process Evaluation)			
Knowing the extent to which the program has been implemented and what components must be improved in its implementation.	1. Pre-activity Meeting 2. Activity Proposal Writing 3. Activity Implementation	Efforts and availability	Implementation By looking at aspects of the process, namely pre-activity meetings, making activity proposals and the implementation of the program itself, the One Village One Product Community Empowerment Program by Desakumaraenim is good. However, it is expected that in the future the program can carry out a monitoring and evaluation process so that it can be a reference in the preparation of the next program.
(Product Evaluation)			
Identify and assess the planned and unplanned, short- and long-term outputs and			One Village One Product by Desakumaraenim by looking at the product has had a better impact by providing training that is constructive In terms of program organizers, One Village One Product

benefits of the program.	1. <i>Output</i> 2. <i>Outcome</i>	Impact	by Desakumuaraenim has had a good impact in terms of good coordination between elements of the community so that good cooperation between the community and the government is realized.
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CONCLUSION

Based on the results of the evaluation of program implementation with the CIPP evaluation model, the author concludes that the OVOP Program in Muaraenim Regency by Desakumuaraenim has been running well. This can be seen from the context side which shows that the objectives of this program are in accordance with the conditions needed by the business actors assisted by Desakumuaraenim by looking at the environmental conditions and their commitment as well as considering the strengths and weaknesses of the program targets. In terms of inputs, the results of the analysis show that the existing human resources still require continuous coaching, while the budget obtained has been sufficient as well as the existing supporting facilities that are adequate and support the implementation of this program. From the process side, the results of the analysis show that the implementation of the program starting from socialization, planning, implementation to monitoring has been in accordance with the plan. In addition, from the product side, it shows that the implementation of program activities has been as expected.

The obstacles found in the implementation of the program are as follows: a. Difficulty in changing the mindset of the village community because there are still farmers who have not been able to change their mindset of thinking about business patterns that tend to still use traditional approaches by not using the development of digitalization technology. b. Community pessimism due to the experience of failure of the previous program. The experience of failure of the previous program made the community pessimistic about the new program. c. Market demand that is still difficult to anticipate by entrepreneurs who are constrained by distance and time. Based on the results of the author's research using the CIPP evaluation model, the results of the context evaluation in terms of relevance are considered appropriate because the trainings carried out in *One Village One Product* by Desakumuaraenim provide the skills needed by the community to improve their welfare.

The results of the product evaluation show that *One Village One Product* by Desakumuaraenim has a good impact, namely by providing constructive training through the skills they get, including packaging training, jumputan motif batik training, training in making typical Muaraenim packaged food products, In terms of program organizers, Desakumuaraenim has a good impact in terms of good coordination between elements of the community so that good cooperation between the community and the government is realized.

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