

Penguatan Kemandirian Ekonomi Masyarakat Eks Syi'ah Pasca Rekonsiliasi Konflik di Rusun Jemundo Sidoarjo

*Strengthening the Economic Independence of the Ex-Shia Community After Conflict
Reconciliation in the Jemundo Sidoarjo Flats*

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Abstrak

Focus pengabdian kepada masyarakat ini adalah bagaimanakah komunitas eks. Syiah di Rusun Jemundo Sidoarjo melakukan pemenuhan kebutuhan ekonomi mereka sehari hari pasca rekonsiliasi konflik pengikut ajaran Sunni vs Syiah Sampang pada tahun 2012 yang lalu, sehingga mereka bisa kembali hidup normal di daerah asal. Pengabdian ini bertujuan untuk melakukan pendampingan partisipatif kepada masyarakat eks pengikut aliran syiah yang telah kembali ke ajaran Sunni di Rusun Jemundo dengan menggunakan proses kolaboratif antara masyarakat dan perguruan tinggi untuk meningkatkan aset individual, aset kelompok maupun aset institusi. Hasil dari kegiatan pendampingan ini adalah meningkatnya skill literasi dalam budidaya burung hias keterampilan dalam penangkaran, menentukan lokasi, ukuran, peralatan pendukung kandang serta menjaga kebersihannya. Sedangkan dalam pengembangan produk petis Madura terlihat dalam kemampuan packaging product yang menarik serta selling skill serta pencantuman masa kedaluwarsa

Abstract

The focus of this community service is to know how the ex. Syiah community in the Jemundo Sidoarjo Flats are fulfilling their daily economic needs, especially preparing for living generally in their home area of Sampang Madura. This service aims to provide participatory assistance to the community of ex-Shiah followers who have returned to Sunni teachings in the Jemundo Flats using a collaborative process between community organizations and university academic researchers to increase community capacity assets after being identified collectively, whether in the form of individual, group or institutional assets. This activity results in increased literacy skills in cultivating ornamental birds, skills in captivity, determining the location and size, supporting equipment for the cage, and maintaining its cleanliness. Meanwhile, the development of Madura petis products can be seen in the ability of attractive product packaging as well as selling skills and the inclusion of an expiration date.



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INTRODUCTION

The case of the conflict between Sunni vs Shia followers of Sampang Madura left several problems experienced by community affected with the conflict, around 350 people left their homes to take refuge in safer places. M. Ali Humaidi (2014) wrote that the chronology of Shia conflict violence in Sampang, Madura, was actually not only caused by issues of differences in religious sects, but was related to aspects of socio-spiritual legitimacy which contained economic and political dimensions. The pressures that occur within the refugees cause them to continue to adapt to what is happening or even accept whatever conditions they experience so that there is a need for a way for the refugees to continue to survive in conditions full of pressure and uncertainty (Bima Pusaka Samedhi, Sumi Lestari 2015). The process and ways of Shia refugees in dealing with pressure during conflict and when they are displaced is one illustration of resilience. According to

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Reivich and (Reivich, K. & Shatte 2002). Resilience is the ability to overcome and adapt to serious events or problems that occur in life, survive under stressful conditions and even deal with adversity or trauma experienced in one's life.

Several social problems that befell the refugees in the Puspa Agro Jemundo Sidoarjo Flats emerged, including problems of employment, marriage, death, availability of economic needs and children's education. So far, as a way of surviving to meet their daily needs, some of the refugees work as coconut peelers at the Puspa Agro Jemundo main market stand, some sell around and most of them are unemployed.

In an effort to ease the burden on refugees, the East Java Provincial Government has provided cash assistance to refugees since 2014. The Governor of East Java said there is still a long process that must be carried out, one of which is regarding living allowances, it is still being coordinated with all parties as to how the transition period will be, However, from the start the state was present to fulfill the rights of its citizens. So far, the refugees have received Rp. 700 thousand per head per month from the East Java Provincial government. This is to ensure the lives of ex-Shia refugees in Sidoarjo (<https://sidoarjo.news.id/>).

The East Java Provincial government's assistance certainly cannot provide enough for former refugee residents. Shia for their and their families' daily needs, especially since there is talk that the lives of the refugees in the Jemundo flats are expected to be able to return to their homeland in a new normal life as before, whereas during the post-conflict period, their houses and yards and farms were on the ground. birth has been neglected and neglected.

Some of the problems above encourage researchers to carry out community service in a participatory manner, especially towards members of the community who are ex-followers of Shia teachings led by Ustadz Tajul Muluk in the Jemundo Sidoarjo Flats who have declared their shahadah vows to return to Sunni teachings at the end of 2020. Assistance in this community service carried out to provide strengthening, especially in their economic independence, in welcoming the normalization of life after the conflict between Sunni – Shi'a followers in Sampang in 2012. It is hoped that in the future they (followers of Ustadz Tajul Muluk) who have been living in Jemundo Sidoarjo flats will be more prepared and independent economically when they return to their area of origin and can live with the community of origin without becoming an economic burden for the local government of Sampang district or the government of East Java Province.

Rusunawa Puspa Agro is located at the location of the Puspa Agro Main Market, namely on Jl. Sawunggaling 177 – 183, Jemundo, Taman (Klethek), Sidoarjo. The area of this flat is around 12 hectares. The East Java Provincial Government established the Puspa Agro wholesale market with the aim of becoming a center for agro-commerce in the East Java region, this is where ex-Shia refugees live. To provide an alternative for former residents. Shia in meeting their daily needs as well as preparing their skills when they return to their homeland, it is necessary to strengthen their skills in accordance with the availability of assets within them, so that the skills they have will lead to a more independent condition, especially in the aspect of economy.

Among the aspects that need to be strengthened for former Shia residents or refugee communities is the nature of independence, namely a person's effort to ensure their survival by separating from parents or other people so that they can carry out activities independently and without dependence and influence from other parties. Initiative to fulfill one's own needs to manage and solve problems without relying on others. This ability is only possible if a person is able to think carefully about what he does or chooses, both in terms of the benefits and in terms of the losses he will experience. Hill and Holmbeck in (Collins *et al.*, 2007) define economic independence as freedom from other people (for example, parents), the freedom to take action on one's own behalf while maintaining appropriate connections with important other people.

Realizing an attitude of independence is very important as an alternative solution in entrepreneurship to meet economic needs. The study of independence is always related to discussions of self-development, Carl Roger calls it self which is the essence of independence (Desmita, 2014). Independence can be interpreted as a person's efforts to ensure a person's survival so that they can carry out activities independently without being influenced by the surrounding environment and not relying on other people, the freedom to be responsible (Sri Nuryanti, 2015).

Independence can be interpreted as a person's efforts to ensure a person's survival by separating from parents or other people so that they can carry out activities independently and without the influence of the surrounding environment and

relying on other people, the freedom to be responsible. This ability is only possible if someone is able to think carefully about what he does or chooses, both in terms of usefulness and in terms of the losses he will experience (Parker, 2005) In an Islamic perspective, empowerment is a sustainable movement. The Islamic paradigm as a religion drives or emphasizes change, so it is relevant to the urgency of the principle of empowerment itself. (Nanih, 2001) states that empowerment of Muslims is empirical capital in developing individual and collective actions in the aspect of good deeds (the best work) with an emphasis on solving social problems. Group. The individual target group is all Muslims, with a personal approach.

Burnadib in (Mu'tadin, 2002) stated that independence is a condition when a person has the desire to compete and can make decisions and take the initiative to find solutions to his or her own problems. (Susetyo, 2006) explains that a person is said to be independent in the economic field if he is free to have beliefs, free from consumer debt and has investments. In development theory, it is stated that development is actually an effort that can take humans through a stage and process to improve life which was previously considered unfit or less good towards a better situation(Kuncoro, 1997).

Empowerment is a person's ability to join with other people in a community in order to build empowerment for that community. Empowering society means empowering the empowered elements of society to strengthen the dignity and dignity of strata of society that are in decline by relying on their own strength to help them get out of the trap. backwardness towards an independent society (Anwar, 2007). According to (Sumudiningrat, 2000) community empowerment which is characterized by independence can be achieved through a process. Community empowerment can be carried out through a form of community participation, facilitated by empowerment actors.

The aim of this community service activity is to provide strengthening to the ex-Syiah refugee community in the Jemundo Flats by providing them with skills in improving their literacy skills in ornamental bird cultivation in the form of skills in breeding, cage support equipment, maintaining cleanliness and also training in developing Madurese petis products at the same time. in attractive product packaging capabilities and selling skills.

METHOD

The Implementation of empowerment of ex-Shi'ah community in the form of strengthening community skills in literacy in ornamental bird cultivation and training in product development and selling skills at Jemundo Sidoarjo flats in July, August September 2021. This activity was attended by groups of women, men and teenagers, approximately 40 participants and also attended by the Sunan Ampel State Islamic University, Surabaya.

The method is :

1. Preparation, in the form of inculturation in an effort to find potential that will be developed for ex-Shia refugee residents in the Jemundo Sidoarjo Flats by communicating with the figure of Ust Tajul Muluk. Through this communication, the team from UIN Sunan Ampel Surabaya built their trust to be able to establish a good partnership.
2. Counseling, providing education about literacy in ornamental bird cultivation, attractive product packaging and selling skills which are followed by ex-Syiah refugee residents from groups of men, women and teenagers.
3. Assistance, firstly making attractive product packaging (packaging) so that consumers are interested in buying, secondly including an expiry date, functioning as an instruction on when to consume the product for consumers as well as branding product packaging that is safe and trustworthy, thirdly advertising is one technique to attract consumers' attention to pay attention to the products offered. Advertising is a space for presenting and promoting ideas, products or services to the general public by certain people or groups.

Indicators of success in this service activity are an increase in knowledge regarding ornamental bird cultivation literacy, knowledge about product packaging and product branding and advertising. Apart from that, there has also been a change in the attitude of the refugees who are more optimistic and their savings have increased. Evaluation by means of post-activity monitoring of the production process, getting answers from participants about the activity process, communication carried out offline and online regarding the sustainability of activities carried out by the community

RESULT AND DISCUSSION

A. Preparation for Inculturation

The initial stage in the effort to find potential that will be developed for ex-Shia residents in the Jemundo Sidoarjo Flats is communication with Ust Tajul Muluk. Through this communication, the team from UIN Sunan Ampel Surabaya built their trust to be able to establish a good partnership. In this service, society is placed as a family, a social network that has similar values, rules, interests or destiny. In the management and sustainability of the partnership during the process of social change desired by both parties. Collaborative activities between the team from UIN Sunan Ampel and residents to identify problems and potential were carried out by compiling several activities which were carried out for three months with the following stages;

Firstly, a Forum Group Discussion (FGD) was conducted with refugee residents in the Jemundo Sidoarjo Flats to identify the strengths and resources available to the community as well as discussing program plans or activities that were expected to be used in the long term, including the potential possessed by the community. refugee community who like to keep ornamental or singing birds. The FGD forum was attended by five male and ten female representatives. The results of the FGD also explain that the use of potential and resources in the flats as assets that can be developed will not stop even though residents will be relocated back to their original areas.

Through identification patterns regarding the strengths and assets possessed by refugee residents by carrying out active communication with one of the male refugee residents who was present at the FGD as a representative of the ornamental bird breeder community in the Jemundo Sidoarjo Flats regarding their knowledge and experience in raising ornamental birds and other types of birds. anything that has the potential to be good in the business world.



Figure 1. Bird cage created by the ex-Shia community in Jemundo.

From the FGD process, it was discovered that the obstacles experienced by the ornamental bird breeder community in developing their business were a lack of knowledge in operating sophisticated technology to develop the ornamental bird farming business and a limited network of friends within the ornamental bird community. Secondly, follow-up to the FGD stage is in-depth interviews and participatory observation in the lives of displaced residents in the flats. Individual interviews with several selected informants were carried out to maximize the potential or assets owned by residents in the flat. Gathering information by interviewing the main figure among the former Shia refugee residents, namely Ustadz Tajul Muluk, through him gained knowledge about the culture of the flat residents, the habits or hobbies of the flat residents, and the daily economic activities carried out by the flat residents.

These interviews and active observations were also carried out with representatives of women who live in the Jemundo Sidoarjo flats. According to the results of the interviews, there is a lot of potential or skills that can be developed to improve the economy of the flat residents, especially if they return to their hometowns. The women agreed to develop ornamental bird farming through market places or online. However, they also want to participate and be equipped with knowledge about operating online sales or online selling skills, because several women also have the ability to make spicy chili paste which is typical of Madura. With this provision, it is hoped that they will gain new knowledge and experience in

marketing the homemade products they have. So in this case there needs to be activities to strengthen residents' skills through training in using the internet, especially in the field of online buying and selling.

Identification of individual assets was obtained through someone who owned a turtle dove and ornamental bird breeding in the Jemundo flats. This business was carried out by five male community members who enjoyed and had a hobby of keeping ornamental birds and used it as an opportunity to earn financial income for the family. Meanwhile, identify the assets of community groups in the Jemundo Flats through a collection of fathers who breed ornamental birds and women who have a passion for cooking. Community in this case is not a community in the general sense that has legal institutions, but this community is a group of citizens who have the same passion and have the same goal, namely developing their potential.

B. Mentoring Training.

The mentoring process is based on the results of identifying assets and problems in the Jemundo flats through Forum Group Discussion (FGD), interviews, observations and asset identification, the UIN Sunan Ampel team and the residents came to a joint agreement to plan changes to develop the potential of the residents in the flats. Jemundo by optimizing the cultivation of ornamental birds and turtle doves for men, and developing processed Madurese chili paste products for women in the online marketing process. Cultivating singing birds and ornamental birds is an option because their maintenance does not require a large place or area and does not have an impact on environmental pollution. For chirping birds, apart from generating income, they can also provide entertainment because of their beautiful sounds, so they need a touch of good management.

Selling skills training aims to develop the potential or assets owned by community. The activity took the form of material briefing and sharing of experiences in a small forum attended by forty member of community in the Jemundo Flats hall on October 7 2021 with the resource person Mr. Tsanin. He began to explain marketing knowledge about the steps to starting an online sales business so that it can be successful. According to him, there are six steps to successfully starting a business, namely (1) strengthen determination and courage, (2) identify hobbies and passions, (3) build a customer base, (4) determine a supplier base, (5) strengthen capital or money, (6) build an office or place of business.

Resource persons and the community were involved in active forum discussions when discussing building sales skills by utilizing psychological and technological approaches. Through a psychological approach, selling skills will be honed by first, attention building customer attention or awareness about the products being sold with lots of promos both offline and online on various existing social media. Second, interest builds customer interest by explaining the quality, benefits, function of the product being sold. Third, desire, namely by attracting the customer's desire to own or consume the product being sold. Fourth, namely the technological approach, Action because the desire to own arises, the action is to influence the customer to immediately make a transaction, if necessary, provide promising offers such as discounts. Fifth, satisfaction, namely maintaining customer satisfaction by providing guarantees, refunds or service.

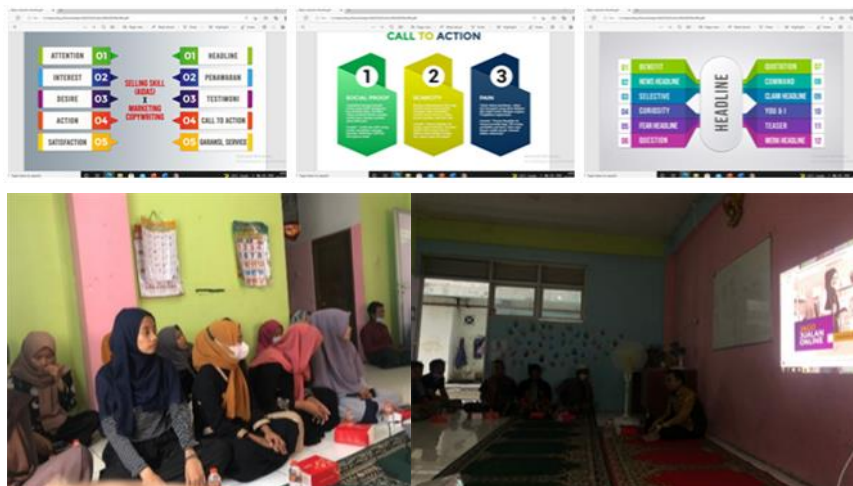


Figure 3. Selling skill training process

C. Marketing Optimization

1) Decorative Birds. The dove (*Geopelia Striata*) is a type of bird belonging to the dove tribe (Columbidae). In general, the characteristics of the turtle dove are that it has feathers with a grayish brown base color, head and neck feathers are bluish gray, there is a black and white transverse stripe pattern on the chest and neck, and has a body length of around 25 cm (9 inch) (Sarwono 1997). Doves have been known to people for a long time. In ancient times, doves were the pet birds of important people, such as kings, nobles or nobles, royal officials and community leaders (Sanjaya, A. L., Purwantoro, A., & Wahyuningsih 2017). However, with developments nowadays, everyone can keep turtle doves as a hobby and even as a livelihood.

The ex-siah community, especially men, have hobbies and skills in raising birds, so there is a need to disseminate knowledge and methods of raising birds to fellow community members. Improving and strengthening skills in breeding and cultivating doves and ornamental birds starts from determining the location of the cage, determining the size of the cage, supporting equipment for the cage, maintaining the cleanliness of the cage, how to provide cages, how to develop polygamous birds and caring for ornamental birds. Mr. S has captive production in the form of two month old baby birds that have various colors. At the age of two months the baby birds can live independently and are separated from their parents for cultivation. According to Mr. S, baby birds aged two months already have quite high economic value, namely around five million rupiah per bird, this depends on maintenance costs and the type of bird.

After receiving training and education, Mr. S optimized sales (promotion) by utilizing social media platforms, such as OLX, Instagram and Facebook because according to him social media is more effective and can reach various regions. Of the three platforms, the most widely used is Facebook as an advertising medium. Marketing of ornamental turtle dove cultivation which is carried out through the market place in marketing ornamental bird cultivation is carried out on a community network on Facebook with the name "Dove and Ornamental Bird Community". Apart from using social media and the internet, Mr. S also carries out the marketing process of these ornamental birds by utilizing the services of collectors. Buyers who want to make a purchase can come directly to the location in the hope that they can see it in person so they can choose and make their choice.

The ornamental bird cultivation community carries out sales processes both with regular customers, with new customers and also with loyal customers through events or performance bird competitions by providing information and updates to each other through WhatsApp and Facebook groups. Decorative bird owners who have a wide network will find it easy to promote their birds. As Mr. S did, because his ornamental birds already had a good name and good quality, many customers came to his house so he no longer needed to send them to collectors or novice breeders.

Different from Mr. I, he doesn't sell his birds through events or competitions but markets them directly online by uploading them to community groups so that community members immediately update information about good birds and can immediately buy them. According to Mr. I, this method is more effective until he often out of stock. For loyal customers, they already know the quality of bird he has, because of good care with quality food, besides that, there is something unique about Mr. I's ornamental birds, namely the ring on the bird's feet, there is even a brand made by Mr. I with the code "Sakti" and his contact number is listed on the bird's ring. . This is a way to make things easier for consumers so that they increase their loyalty. Another way that Mr. I uses to maximize sales is by going offline, namely by communicating at the POP (point of Purchase Communication) point of purchase.

Selling using the POP method has the advantage that there is communication between the breeder and the customer at the breeder's location, in natural communication the quality and type of bird can be known. Another advantage is that customers can understand tips for breeding, for example differentiating the gender of birds, quality feed, how to mate birds and how to handle birds when they are not healthy, so that buyers who want to breed are happy because they get information that is useful for their needs. With a good and complete service pattern from breeders, it will produce loyal customers.

Marketing output in Mr. S's business can be seen in the following chart:



2) Petis Madura Product Development. Initially, the women had the habit of making chili sauce for personal consumption and then distributing it to neighbors and colleagues around the Jemundo Flats. This habit eventually became a productive activity, namely by producing typical Madurese petis chili sauce as well as increasing income. The basic ingredients for petis are shrimp or fish with salt, granulated sugar, tamarind water and straw ash as supporting ingredients. Additional raw materials include garlic, chili, pepper, granulated sugar, rice flour/tapioca flour/starch/wood charcoal flour, table salt and water. The taste of petis is more determined by the type of spices used. If the spices used are the same, even though the raw materials are different, in the end it will produce petis with the same taste as each other. Madura is one of the regions that produces petis made from shrimp and fish. Apart from Madura, this type of petis is widely in coastal areas of East Java, such as Sidoarjo, Gresik, Lamongan and Tuban.

Processing petis according to (Widyaningsih 1976) the raw materials are washed clean and then put into a small-mouthed pot. Then enough water is added, then boiled approximately four times, then lifted and the water is filtered until the dirt is separated, salt, sugar and acidic water are added to make it color. black is given finely filtered strawberries, to make it thick it is given starch then cooked until it looks like dodol, after that it is put in a storage place. Petis Madura is one of the flavors of petis chili sauce available at Jemundo Flats. The Jemundo flat women use this as an opportunity and opportunity to develop their skills. Through training and mentoring, women took quick action in efforts to develop local homemade products, especially in the packaging, branding and marketing processes.

Currently, business actors can no longer take the situation for granted because there is intensive competition and it will become even tougher in the future. The prospect of a competitive market in the future for the business world has placed great pressure on business actors to market their products or services so that it requires business actors not only to survive but to expand or enlarge their market share (Ahmad, S. Z., Basir, M.S., & Kitchen 2015). The strategic role of marketing and sales today is not just to hand over purchased products or services to consumers, but also how these products or services can meet consumer needs on an ongoing basis so that consumers feel satisfaction, so that business actors can gain profits from repeat purchases (Almassawa, Syafieq Fahlevi dan Suhartono 2019), that is why it is very important after production how to market it both directly and digitally.

The steps taken in marketing are in accordance with the training material is:

First, make attractive product packaging (packaging). Attractive packaging will make consumers interested in buying. Product packaging is one of the first things seen by consumers, and will then determine consumer interest in buying the product. By itself, products that are not packaged well will certainly attract less attention from consumers. Because packaging that is beautiful and supports the product will function as an icon that can make customers always remember the product being sold. The standard for attractive packaging is to make packaging that is creative and economical, has distinctive colors and characteristics, is informative, has the right size, has a special package, and lastly, adapts it to the target consumer. By adjusting the target, the packaging can be done in a simple but attractive way, thus making consumers interested in buying.



Figure 4. Stages of making petis chili sauce.

Second, including an expiry date, the chili packaging that has been made attractive is strengthened by the quality of the product in the form of including an expiry date. The inclusion of an expiry date functions as an instruction on when to consume processed petis chili sauce for consumers as well as branding for safe and trustworthy chili packaging. By indicating the expiry period, it will avoid risks for consumers and at the same time, it will also assure consumers that honesty is always maintained.

Based on the results of discussions with women from the community. In fact, they have received women's empowerment training on different themes several times, either in the form of providing material on making food such as bread or skills such as sewing. However, according to Brother Z, empowerment has not yet reached the process of utilizing potential and marketing efforts for products that are already owned. As stated by one community member

"We were given sewing training, Sis, but it only took two meetings and after that there was no follow-up, then there was also an institution that came to provide training in making bread until I could make it but couldn't market it" (Interview with Mrs. Z).

Based on the interview above they need a sustainable programs including optimize online marketing, this program was chosen because the pandemic conditions at that time made it impossible to open an offline shop kiosk. The main forms of marketing communication strategies carried out are Firstly, advertising, advertising is a technique to attract consumers' attention to the products being offered. Advertising is defined as purchasing space to present and promote ideas, products or services to the general public by certain people or groups, entering market places and culinary communities on social media. Brother Z has included his product in his personal Shopee online shop. Even though there has been no significant increase, Brother Z continues to promote his product as an effort to spread Madura chili sauce so that it can be reached by consumers, especially Madura chili sauce.



Figure 5. Product marketing via social media.

Second, personal selling, which is communication between individuals in sales by trying to help and serve consumers in the purchasing process. Testimonials from neighboring Jemundo flat residents are the capital in this personal selling, Mrs. Z gives a 5% bonus every time someone from the community helps sell their sambal petis products. This effort is made to continue to build trust and increase the enthusiasm of product resellers. Third, sales promotions are marketing activities that provide more intensive value to increase sales, and can be used to stimulate purchases in the short term. For some Madurese petis chili sauce makers, they carry out sales promotions, usually when they get a lot of product, they give a discount price if they buy the petis chili sauce in bulk with the assumption that capital will return quickly and they will immediately produce the Madurese petis chili sauce again.

D. Success of Activities

The success of mentoring activities for the community, especially for ex-Shi'ah refugees in the Jemundo Sidoarjo flats, can be seen from the activity and post-activity processes. From the activity process, it can be seen that the enthusiasm of the residents is very high, starting from the inculturation process, FGD and the realization of an agreement to carry out mentoring activities for them. In the process of outreach and literacy education on ornamental bird cultivation, education on making and product packaging and branding strategies, as well as marketing tips, they follow them seriously and enthusiastically.

Meanwhile, the success of post-service activities can be seen from the aspect of knowledge of the ex-Syiah refugee residents in Jemundo Flats, in general there has been an increase, both among mothers and among fathers, after providing assistance, receiving counseling and educational material about literacy in ornamental bird cultivation, education about neighbors. product packaging and branding

The changes experienced by residents are not only in the field of knowledge, but also in aspects of awareness of the importance of independence, cooperative attitudes and also increasing their income. Through interviews with residents when they first arrived at the ex-Shi'ah refugee community in the Jemundo Flats, the team shared experiences with the residents, they stated that there were many obstacles they experienced. After the service activities were carried out, the refugee residents conveyed their testimony that there were many benefits obtained. not only science or knowledge but also production has increased and they can now sell through the market place independently.

Several aspects of the changes they feel can be classified into several aspects such as skills, organizational capacity, attitudes, real assets and changes in income.

Table I. Change Indicator

Cange	Example
Skill	Increasing in ability of bird cultivation Increasing in ability to make product packaging Increasing product branding capabilities Increasing in ability to use market places
Orgonizational Capacity	Increasing in value of cooperation Increasing group inclusive values Increasing in relations with external actors Increasing in motivation increases resources Strengthening leadership
Attitude	Appreciate positive values Increased self-confidence
Real asset	Increasing the number of ornamental birds Increasing variety of ornamental birds Increasing petis product yield Increasing in loyal customers Increasing in Social Networking
Income	Sale of baby birds Bird sales Petition sales

CONCLUSION.

This community service activity, especially for ex-Syiah refugee residents in the Jemundo Flats, proves that even though they are in less than ideal conditions, after they have the confidence to develop, they are finally able to rise and show their independence, especially in the economic sector, by developing ornamental bird cultivation and Home made Trasi Madura which can inspire other people to do something that is useful for them.

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