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The Effectiveness of Shampoo Making Training Using Local Environmental Plants through On-Line Media Socialization in Bekasi Barat District

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Abstract.

The purpose of this study was to determine the effectiveness of the use of social and online media in training in making shampoo for community service participants in West Bekasi sub-district during the Covid-19 pandemic. This study used the Lesson Study method by providing material through social media and online demonstrations containing local environmental plants that have the potential to contain active substances for making eco-friendly shampoo and hair health. The number of samples is 30 people who come from housewives in West Bekasi sub-district. The Lesson Study research method includes three stages, namely ² (1) the planning stage, (2) the implementation stage, and (3) the reflection stage. The results of this study indicate that (1) it has been planned to make video tutorials, slide material, hand-outs, and the provision of online media for participants (2) to carry out counseling and training on making shampoo online, (3) to reflect as follows, there is an increase in the respondent's knowledge (60%) regarding the types of local plants and their active substances for hair health, and an increase in the practical ability of the respondents (55%) in making shampoo made from local environmental plants. Respondents hoped that training activities could be carried out continuously because they added to the knowledge and skills of housewives so that they could improve family welfare.

Keywords: Shampoo making, environmentally friendly, local plants, social media, online learning media.

Introduction

In general, the population in Indonesia is an agricultural society. Most of their livelihoods are agricultural and gardening products. This is supported by the territory of Indonesia which has fertile soils with sufficient water irrigation.

The Indonesian population, which is increasing every year, requires a large amount of cosmetic products. Generally, cosmetic products are processed using chemical based ingredients. Local plants that live around the house and are easy to find can also be used for making shampoo. Plants of aloe vera and lemongrass leaves are widely grown in house yards.

With a population of Bekasi City in 2003 reaching 1,845,005 people consisting of 930,143 male residents and 914,862 female residents, most of whom are residents of North Bekasi sub-district. This is despite the fact that the district with the largest area is Bantargebang district. The population in North Bekasi sub-district is 236,303 people, then Pondok Gede sub-district is 232,110 people. Meanwhile, Jatisampurna Subdistrict has the lowest population of 103,952 people.

Table 2 Total Population by Gender, 2003

No	Sub-district	13 male	Female	Total
1	Pondok Gede	117.016	115.094	232.110
2	Jati Sampurna	52.406	51.546	103.952
3	Jati Asih	90.260	88.778	179.038
4	Bantar Gebang	80.850	79.521	160.371
5	Bekasi Timur	103.426	101.724	205.150
6	Rawa Lumbu	87.049	85.619	172.668
7	Bekasi Selatan	95.666	94.095	189.761
8	Bekasi Barat	112.023	110.183	222.206
9	Mewdan Satria	72.317	71.129	143.446
10	Bekasi Utara	119.130	117.173	236.303
TOTAL		930.143	914.862	1.845.005

Resource: *BPS Kota Bekasi 2003*

The total population of Bekasi City is 1,845,005 people, occupying an area of 210.49 km². Thus, the average population density of Bekasi City is 7,780 people per km². If viewed per district, the highest density is in East Bekasi District, which is 15,707 people per km², and the lowest is in Jatisampurna District, which is 3178 people per km². The following is a table of population density in each sub-district in Bekasi City.

The total population of Bekasi City aged 10 years and over is 1,322,063 people. Of that number, there were 720,697 people or 54.51% of the workforce, and 601,366 people who were not in the workforce or 45.49%. For more details, see the following table.

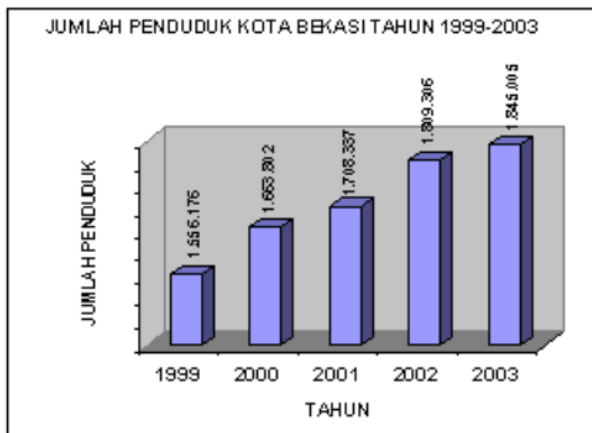


Figure 1. Description of Bekasi City Population

Source : BPS Bekasi, 2003

Table 2 Total Population Aged 10 and over by Type of Activity

No	Activity	Population	Persentase
1.	Jobforce Level	720.697	54,51
	- work	625.184	47,29
	- to find job	95.513	7,22
2.	Not Workforce	601.366	45,49
	- school	304.342	23,02
	- take care household	265.366	20,07
	- Others	31.658	2,39

Total

1.322.063

100,00

Sumber: BPS Kota Bekasi 2003

The number of labor force in Bekasi City, amounting to 720,697 people, is divided into two categories, namely 625,184 people who are working and the remaining 95,513 people are job seekers. Of the 625,184 people who work, divided into various fields of business. The largest number worked in the services sector, with 188,435 people or 30.14%, followed by the trade, hotel and restaurant sector with 148,260 people or 23.71%, then followed by other sectors.

The following is a table of the total working population, according to business fields. One of the government programs to help the poor is providing rice for the poor (Raskin). In 2017, 4.71% of households received Raskin. The percentage of households that received the Smart Indonesia Program (PIP) was 97.14%, and the percentage of households that received the Indonesian ¹⁹ Social Protection Card (KPS) / Prosperous Family Card (KKS) Program was 1.49%.

The increase in community creativity is increasing rapidly. Many of them are now successful in doing business and express their creative ideas to show their existence. This creative idea must have assistance and be provided with useful knowledge so that it can support. One proof of this is that many successful entrepreneurs in various fields have been working with them since they were young.

Community Service is one of the duties of a lecturer in realizing the Tri Darma of Higher Education. Community service program is one of the programs that must be implemented by lecturers based on the principles of: academic competence, entrepreneurial spirit (entrepreneurship), and professionalism, so that it can produce quality, relevant, and synergistic community service programs in increasing community empowerment. (Yuniarti, et al. 2016).

The villages in West Java Province are areas that carry the concept of being trade and agricultural areas. Agricultural products still available in West Bekasi are fruits and vegetables, while the village produces community plantations that are quite available. So far,

the two commodities have only been used as agricultural products which are sold fresh by the local community

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The purpose of this study was to determine the effectiveness of the use of social and online media as Lesson Study in making shampoo for community service participants in West Bekasi sub-district during the Covid-19 pandemic

The formulations of the research problems are: (1) Is there an increase in the respondent's knowledge before and after training the community using social media? (2) Was there an improvement in practical skills in making shampoo from local plants before and after the training. The objectives of this study were (1) to determine the increase in knowledge before and after the training of making shampoo, (2) to determine the increase in the practice of making shampoo before and after the training.

Materials and Methods

This research method is descriptive quantitative with the Lesson Study method (Hadi, 1998). Lesson study is a set of educational methods in which students are given treatment from planning, implementing, evaluating and reflecting. Lesson studies can be shared via social media or handouts. In the research, respondents were given material in the form of a short module summary and an explanation for making shampoo.

- This study used the Lesson Study method by providing material through social media and online demonstrations containing local environmental plants that have the potential to contain active substances for making eco-friendly shampoo and hair health. The number of samples is 30 people who come from housewives in West Bekasi sub-district
- The Lesson Study research method includes three stages, namely (1) the planning stage, (2) the implementation stage, and (3) the reflection stage.

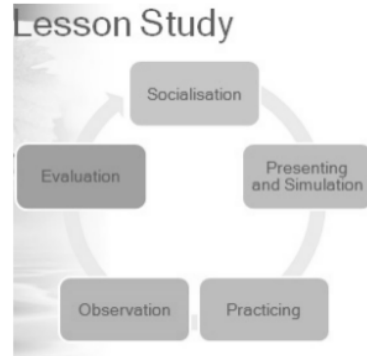


Figure 2 The stages of Lesson Study Methods

Result and Discussion.

Activity Steps 1. Material Exposure The materials presented are general knowledge of shampoo, definition of shampoo, types of shampoo, transparent herbal shampoo, ingredients used, properties and functions of ingredients and manufacturing processes. The presentation of this material was conducted in a lecture and conducted questions and answers to the training participants. With this explanation, it is hoped that participants will be able to theoretically know about shampoo.

1. Training Participants who have received material presentation and question and answer, then proceed with practice by the participants. The practice of making this shampoo is carried out in groups accompanied by students who understand the process of making this shampoo. This training is carried out until the participants are proficient in making facial soap. Every trainee uses personal protective equipment (PPE) such as gloves and masks to avoid direct contact with hazardous materials.

2. Activity procedures This service activity includes several stages, including: 1. Coordinating with the local village head who has become a partner to determine the day of the training and registering the participants who will participate., 2. Training preparation, buying training materials for making facial soap, 3. Implementation training in the seminar room and setting up. 3. Partner Participation The participants were 30 residents of the West Bekasi community and - were very enthusiastic about participating in this training. They actively ask questions and observe enthusiastically during each stage of making facial shampoo. Here are the steps for making a facial shampoo. This community service activity

will involve residents, especially mothers in Bintara West Bekasi village and - which will be held in local villages around July-August 2020. In this program it is hoped that the participants will increase their knowledge, especially facial shampoo making and skills. These skills can be used as capital for them to apply in their daily lives and can open up business opportunities.

The results showed: most of the training participants were housewives aged between 25-50 years with educational background from junior high school, high school and college.

Table 3 Respondents' Knowledge Condition before and after Training Activities

Score Interval	Knowledge Before		Knowledge After	
	Frequency	%	Frequency	%
41-70	0		3	10%
21-40	7	21%	22	74%
≤20	23	79%	5	16%
total	30	100%	30	100%

Table 4. Achievements and Practical Ability of Training Participants before and after the activity

Score Interval	Practice Before		Practice After	
	Frequency	%	Frequency	%
41-70	0		25	83%
21-40	5	17%	4	13%
≤20	25	83%	1	4%
total	30	100%	30	100%

Table 5. Statistics of Research Data

Variable	Analysis
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	Frequency	Mean Rank	Z	p-Value
The knowledge Before and After	30	16	-5.353	0.000
The Practice skill Before and After	30	23.50	-6.132	0.000

- The results of this study indicate that (1) it has been planned to make video tutorials, slide material, hand-outs, and the provision of online media for participants (2) to carry out counseling and training on making shampoo online,
- The table shows that all respondents are women, there is an increase in knowledge of making shampoo from plant ingredients, an average of 38% increases and the practicum of making shampoo is 55%.



Figure 3 The Activity of Shampoo Making by Bekasi Barat Community

Evaluation of training activities in Bintara Village, West Bekasi District was carried out by comparing the level of knowledge and understanding of training participants before and after training. The training activity began with the holding of a pre-test to find out the initial knowledge about soap making. Of the 10 questions, the training participants could answer an average of 3-4 questions. At the end of the training the training participants did a post-test with the average number of correct answers 7-8 questions. So it can be stated that the level of understanding of the participants' material towards extension materials has an average increase of 31.11% for participants in West Bekasi sub-district and 38% in Bintara. The training participants also conveyed several messages, suggestions and impressions on the

back of the posttest sheet, so that the data can be used as material for evaluating the implementation of training activities. The criteria and indicators for the success of this training are shown in the report.

The driving factor for this training activity included good cooperation between the team of lecturers who carried out the training, students and the village / sub-district of West Bekasi sub-district starting from the process of inviting participants from each Feminine organization then conducting training.

The factor that hinders the activity is the short time allocation, so that participants are required to receive material in the form of training related to soap making techniques followed by knowledge on the managerial side including strategies for developing small soap industries, simple business feasibility analysis and examples of collaboration in efforts to market soap products. In fact, to produce a competent soap industry, it requires preparation both from a technical, managerial and development research perspective. Efforts to overcome these obstacles were carried out by providing an explanation at the time of counseling about the need to continue to apply appropriate technology for making shampoo from aloe vera and lemongrass.

Conclusion

to reflect as follows, there is an increase in the respondent's knowledge (38%) regarding the types of local plants and their active substances for hair health, and an increase in the practical ability of the respondents (55%) in making shampoo made from local environmental plants

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