



## Economic Improvement for the Community Through Downstreaming of Miki Avocados in Polokarto Village, Polokarto District, Sukoharjo Regency

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### Abstract

The Miki avocado variety is one of the varieties grown in Desa Polokarto and managed by BUMDes Makmur Sejahtera. Currently, avocados are primarily used as fresh fruit, so the added value generated is not yet optimal. To address this issue, this activity was carried out to empower the village community by downstreaming Miki avocado products, with the aim of improving the community's economy, together with BUMDes Makmur Sejahtera and PKK Desa Polokarto. The activities carried out include socialization, business plan and financial analysis counseling, PIRT certification, digital marketing counseling, and training and demonstration practices for making avocado ice cream. The results of this activity show that the Desa Polokarto community has gained greater knowledge and skills in processing avocados into derivative products, specifically "Alpomi" avocado ice cream. In addition, the village community also understands the importance of business planning, simple financial analysis, product legality, and digital marketing. Ultimately, this activity has increased sales value and opened opportunities for a sustainable, creative economy-based business for the Desa Polokarto community.

**Keywords:** avocado; kreatif economic; downstream; empowerment; ice cream

### *Pemberdayaan Kelompok Wanita Tani Melalui Penyuluhan Pembuatan Jakaba sebagai Pupuk Organik Cair di Desa Plembutan*

### Abstrak

*Varietas alpukat Miki merupakan salah satu varietas yang ditanam di Desa Polokarto dan dikelola oleh BUMDes Makmur Sejahtera. Saat ini, alpukat terutama digunakan sebagai buah segar, sehingga nilai tambah yang dihasilkan belum optimal. Untuk mengatasi hal tersebut, kegiatan ini dilakukan untuk memberdayakan masyarakat desa dengan melakukan pengolahan produk alpukat Miki, dengan tujuan meningkatkan perekonomian masyarakat, bersama dengan BUMDes Makmur Sejahtera dan PKK Desa Polokarto. Kegiatan yang dilakukan meliputi sosialisasi, konsultasi perencanaan usaha dan analisis keuangan, sertifikasi PIRT, konsultasi pemasaran digital, serta pelatihan dan demonstrasi praktik pembuatan es krim alpukat. Hasil kegiatan ini menunjukkan bahwa masyarakat Desa Polokarto telah memperoleh pengetahuan dan keterampilan yang lebih besar dalam mengolah alpukat menjadi*

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*produk turunan, khususnya es krim alpukat "Alpomi". Selain itu, masyarakat desa juga memahami pentingnya perencanaan usaha, analisis keuangan sederhana, legalitas produk, dan pemasaran digital. Pada akhirnya, kegiatan ini telah meningkatkan nilai penjualan dan membuka peluang bagi usaha berbasis ekonomi kreatif yang berkelanjutan bagi masyarakat Desa Polokarto.*

**Kata kunci:** alpukat; ekonomi kreatif; es krim; hilirisasi; pemberdayaan

## INTRODUCTION

Avocados are among the most popular fruits in Indonesia. Avocado trees thrive in tropical regions such as Indonesia, and various types of avocados are found in different regions (Choderi et al., 2025). Avocados are rich in nutrients and vitamins beneficial to health, such as unsaturated fats, vitamin E, vitamin C, and fiber. Avocados are rich in compounds that can inhibit fat absorption in the intestines (Andajani & Rahardjo, 2020). There are various types of avocados grown in Indonesia, including butter avocados, alligator avocados, miki avocados, and others that differ in taste, size, and texture.

One of the well-known avocado varieties is the Miki avocado, a high-quality variety cultivated in Polokarto Village, Polokarto Subdistrict, Sukoharjo Regency, Central Java. Polokarto Village has soil and climate conditions that support the growth of Miki avocados, resulting in high-quality fruit with thick flesh and a distinctive flavor. The presence of Miki avocados in Polokarto Village represents a valuable local agricultural resource with economic potential and contributes to the development of horticultural commodities in the region. The Polokarto Village avocado orchard spans 3.5 hectares and contains over 1,000 trees managed by the Polokarto Village-Owned Enterprise (BUMDes) Makmur Sejahtera. Downstream processing efforts need to be implemented, given that the development of Miki avocados is currently limited to fresh fruit production. The community must be able to manage local food resources not only as a source of livelihood but also to boost the local economy (Marbun et al., 2025).

Avocado-based products have great potential to boost the local economy in Polokarto Village. Processing avocados can mitigate the risk of losses caused by fluctuations in fresh fruit prices. Avocado-based products offer opportunities for business diversification using local resources in Polokarto Village (Wibowo et al., 2025). The development of avocado-based products requires innovation in processing methods and ingredient formulations, such as avocado juice, ice cream, and jam. Avocado-based products can serve as a sustainable business alternative for the village community (Agustini et al., 2025).

Miki avocado ice cream is one of the avocado-based products developed to increase the economic value of Miki avocados in Polokarto Village. Processing avocados into ice cream yields a higher selling price compared to selling them as fresh fruit. The avocado's distinctive flavor makes Miki avocado ice cream appealing to a wide range of consumers. The process of making avocado ice cream can be implemented by the village community through mentoring and simple technology. The development of Miki avocado ice cream is an effort to boost the economy of the Polokarto Village community through business diversification based on local potential.

## METHOD

The UNS Village Development Impact Learning Grant Program (*Kegiatan Hibah Pembelajaran Berdampak Membangun Desa UNS*) was implemented in Polokarto Village, Polokarto Subdistrict, Sukoharjo Regency, with a series of activities taking place over several meetings from August through December 2025. The main partners in this program include the Polokarto Village Government, the Makmur Sejahtera Village-Owned Enterprise (BUMDes), and the Polokarto Village PKK, which also serves as the program's primary target audience. The initiative began with a socialization phase, during which the implementation team presented the activity plan to the village head, the BUMDes chairperson, and the Deputy Chairperson of the Polokarto Village PKK. Subsequently, coordination was conducted with village officials to design the technical aspects of the activity's implementation, including determining the schedule, location, and necessary facilities and infrastructure, ultimately agreeing that the core activities would be carried out from August to September 2025. This phase is a crucial component of a participatory approach that emphasizes active community involvement in the planning and implementation of development programs, thereby enhancing the effectiveness and sustainability of the activities (Widodo et al., 2025).

The next phase involves training sessions covering a variety of topics, including the creative economy, business plan development, financial analysis, obtaining a PIRT (Home-Based Food Industry) license, and digital marketing. The implementation team coordinates with partners to define the program's technical aspects and to bring in experts in their respective fields. The training aims to provide the community with a comprehensive understanding of business management based on local potential, particularly in leveraging avocados as the village's flagship commodity. In addition, the team provides guidance, monitoring, and evaluation of the implementation of the material presented to ensure the knowledge provided can be effectively applied by the community. This approach aligns with the concept of participatory research, which creates an inclusive space for the community to independently identify development issues and solutions (Dey de Pryck & Elias, 2023).

The activities continued with the maintenance and harvesting of avocados, carried out through close coordination with BUMDes Makmur Sejahtera. The team, together with its partners, prepared the necessary tools and materials and then carried out maintenance activities, such as fertilizing and pruning the avocado trees. The harvesting process was also conducted with careful attention to the fruit's ripeness to maintain the quality of the produce. This stage is a crucial component in ensuring the sustainability of raw material production, which will be processed into value-added derivative products.

The activities then continued with training and a demonstration of avocado ice cream production as one of the processed product innovations. The implementation team coordinated with village officials regarding the activity's execution, followed by the preparation of necessary tools and materials. The demonstration covered all stages, from preparation and processing to evaluation of results, and was supported by activity documentation for publication on social media. This initiative aims to enhance the community's skills in processing avocado-based products to achieve higher economic value. The

final phase of this initiative involves ongoing support, monitoring, and evaluation. The implementation team actively supports partners in implementing the outcomes of outreach and training sessions, monitors progress on activities, and conducts evaluations through discussions with partners.

## RESULT AND DISCUSSION

### Socialization Program

The Polokarto Village Impactful Learning Grant Team under the Village Development scheme conducted an outreach activity to present the program plan to key stakeholders at the village level, namely the Village Head, the Chairperson of the Village-Owned Enterprise (BUMDes), and the Vice Chairperson of the Polokarto Village Family Welfare Movement (PKK), in Polokarto Subdistrict, Sukoharjo Regency (Figure 1). This outreach aimed to provide an overview of the program's activities and to establish an initial understanding of its objectives and benefits. Subsequently, the implementation team, together with the involved village officials, conducted technical planning for the activities, including determining the timing, location, and readiness of supporting facilities and infrastructure. The coordination resulted in a mutual agreement that the entire series of Impactful Learning Grant programs would be implemented between August and December 2025, taking into account the readiness of all parties involved.



Figure 1. Socialization Process  
Source: Team's personal documentation (2025)

### Creative Economy Outreach

The outreach session was held on September 20, 2025, and was attended by the management of BUMDes Makmur Sejahtera and the Polokarto Village PKK. The event began with opening remarks by the head of the Polokarto Village Impactful Learning Grant team, Irfan Firmansyah, who explained the Impactful Learning Grant program, its background, and the objectives of the activities in Polokarto Village. This workshop also served as the kickoff for the Impactful Learning Grant activities in Polokarto Village. Following that, the speaker, Safrudin Musthofa, delivered a presentation on the creative economy sector (Figure 2). During the session, the speaker discussed the village's potential

that could be leveraged to boost community economic development. According to Yuniarrachmi dan Wahyunadi (2025), the creative economy sector has demonstrated significant potential as a driver of economic growth and job creation. Following this event, the village community gained knowledge of the creative economy, the importance of product innovation to increase income, and strategies for transforming avocados into high-value-added derivative products. This event has sparked new enthusiasm among the management of BUMDes Makmur Sejahtera and the PKK of Polokarto Village to develop the village's existing product, avocados.



Figure 2. Presentation of the Creative Economy  
Source: Team's personal documentation (2025)

### Maintenance and Harvesting of Avocado Farming



Figure 3. Maintenance and Harvesting of Avocado Farming  
Source: Team's personal documentation (2025)

Maintenance of the avocado farming was carried out jointly by BUMDes officials and students on-site during the second through fourth weeks of September 2025. The objective of this activity is to increase crop yields and maintain avocado quality (Figure 3). Farming maintenance began with coordination efforts, including scheduling activities and preparing the necessary tools and materials.

The maintenance involved several steps: weeding, pruning, and fertilizing. The avocado harvest took place during the first week of October. This activity aims to harvest ripe avocados and prepare them as ingredients for making avocado ice cream. The activity continued with the fruit sorting process. This stage aims to separate fully ripe, half-ripe, and physically defective fruits. Through this sorting, the number of fruits suitable for consumption and of good quality can be determined for preparation in the next processing activity.

### **Training in Ice Cream Production from Avocados**

A training session on making avocado ice cream was held on October 29, 2025, to enhance the skills and creativity of the residents of Polokarto Village, particularly the management of the Village-Owned Enterprise (BUMDes) and the Family Welfare Movement (PKK). The session began with an explanation of the steps involved in making avocado ice cream, starting with preparing the tools and ingredients. The session continued with a hands-on practice (Figure 4). Participants were divided into several groups to practice making avocado ice cream. The residents of Polokarto Village benefited directly from this activity through increased knowledge, skills, and motivation to develop the local economy using local agricultural products, namely avocados.



Figure 4. Training in Ice Cream Production from Avocados  
Source: Team's personal documentation (2025)

### **Business Plan and Financial Analysis Workshop**

The business plan and financial analysis workshop was conducted to equip PKK members with the skills to design structured business plans and perform basic financial analysis of their businesses. This activity was held on November 18, 2025, at the Polokarto Village Hall. The session was conducted through a combination of material presentation and interactive discussions between PKK members and students (Figure 5). The topics covered included an introduction to the Alpomi ice cream product (Polokarto Miki Avocado), business opportunities, business processes, and production workflows.

According to Soelaiman dan Liusca (2022), business owners should use business plans to conduct a deeper self-assessment of their businesses by examining the components they include. In addition, participants were provided with an understanding of simple financial analysis, ranging from calculating production costs and determining cost of goods sold to calculating receipts and revenue, as well as conducting business feasibility analysis. Through this activity, participants can improve their understanding of business management, thereby minimizing the risk of loss.



Figure 5. Business Plan and Financial Analysis Workshop  
Source: Team's personal documentation (2025)

### Product Certification and Digital Marketing Workshop



Figure 6. Product Certification and Digital Marketing Workshop  
Source: Team's personal documentation (2025)

An educational session on product certification and digital marketing was held on November 28, 2025, to educate PKK members on the importance of product legality and digital marketing strategies in the digital age. The session on product certification focused on the Home Industry Food Production Certificate (PIRT), presented by Mr. Suyanto S.Farm., Apt., from the Department of Health (Figure 6). The material covered included the definition of PIRT, the benefits of holding a PIRT license for business

owners, and the application procedures and requirements. According to Tirtawati et al. (2024), PIRT refers to food products manufactured in the owner's home using standard kitchen equipment typically used in daily life. Additionally, the implementation team conducted a session on digital marketing, discussing the use of digital media as a promotional tool, expanding market reach, and enhancing the competitiveness of local products. This activity is expected to enhance participants' knowledge and skills in legally and sustainably developing their businesses.

### **Ice Cream Production, Packaging, and Marketing**

The production, packaging, and marketing of Alpomi ice cream took place at the Polokarto Village Hall from December 12 to 16, 2025. This activity was organized to develop and enhance training in Alpomi ice cream production (Figure 7). Alpomi ice cream is a product derived from Miki avocados from Polokarto Village, produced by members of the PKK and several members of the Makmur Sejahtera Village-Owned Enterprise (BUMDes). The production process for Alpomi ice cream takes two days. Packaging involves providing cups and stickers containing information about Alpomi ice cream, such as the product name, manufacturer's name, ingredients, and so on. Marketing is carried out by creating content in collaboration with PKK members to showcase the Alpomi ice cream product, which is then uploaded to Alpomi's social media accounts and those of the relevant PKK members. According to Darsana et al. (2023), in the era of globalization, marketing strategies face unique challenges and opportunities, making them a platform for product promotion. Therefore, innovative, effective, and market-oriented marketing strategies are needed so that the products offered can compete and be attractive at both the local and global levels.



Figure 7. Ice Cream Production, Packaging, and Marketing  
Source: Team's personal documentation (2025)

### **CONCLUSION**

The Community empowerment activities through the downstream processing of Miki avocados in Polokarto Village have proceeded smoothly through collaboration among the implementation team, the Makmur Sejahtera Village-Owned Enterprise (BUMDes), and members of the Polokarto Village PKK.

The series of activities carried out has successfully enhanced the village community's knowledge, skills, and participation in developing avocado potential. The downstream processing of Miki avocados into a derivative product, the “Alpomi” ice cream, has proven to add value and open new business opportunities focused on the village’s creative economy. Overall, this initiative has positively contributed to efforts to boost the community’s economy and can serve as a model for sustainable business development based on local commodities in Polokarto Village. This initiative should be carried out with thorough preparation to minimize errors from start to finish.

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