

The MSME Activities of *Amplang* Process as a Learning Resource on Social Studies

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ABSTRACT

MSMEs are part of a productive economy carried out individually or as business entities and are not subsidiaries of companies, so that they can encourage economic growth in the country and the region. MSMEs in the field of Natural Resources (SDA) are one of the business sectors chosen by the community to start a business. The form of the MSME SDA sector is found in the *Amplang* business, namely its utilization in the aquatic sector in the form of fish as a raw material product. The activities in MSMEs processed in *Amplang* consist of production, distribution, and consumption, which can be used as social studies learning resources at the junior high school level. This study aims to discover how MSME activities are processed in *Amplang*, which can be used as social studies learning resources using a qualitative approach and descriptive methods based on economic activity theory. The results of this study state that processed fish SMEs are included in an economic activity covering aspects of production, distribution, and consumption that aim to create a product of use value, which can then be utilized in the world of education, namely as a learning resource developed in class VII material in economics learning. They are namely meeting the needs of the community, which contains sub-discussions regarding production, distribution, and consumption which are included in one economic concept, useful in forming the positive character of students as good citizens and the benefits of creativity in building entrepreneurship so that they can build knowledge about economic problems themselves as well as the community environment in the economic field through MSME activities.

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1. INTRODUCTION

Economic activities are an essential aspect of human relations to meet the needs of life (Asnawi et al., 2017). The economic activity contains moral foundations in the implementation process. Therefore the economy amid society must adhere to ethics so that the intended human relations become a relationship that has morals and creates peace in society (Hayani, 2018). Good economic behavior can help someone improve their standard of living because there are economic procedures that contain the right way for economic actors to act to minimize mistakes while at the same time knowing the steps to be taken afterward.

Fulfilling the needs of life can be done by humans by working or opening a business by utilizing the natural resources around humans, as types of natural resources, namely land natural resources and marine natural resources, which have the same great potential for human life and the welfare of the nation. The welfare of the nation is closely related to the existence of HR (Human Resources) in a region which is expected to be an asset for development because it has reason and mind as distinguishing characteristics from other resources given by God (Hadi et al., 2022; Subiyakto et al., 2022; Zaman, 2021)

God inspires humans with their minds and minds to be able to use them in pursuing life, such as the ability to read opportunities, the ability to find work, and the ability to open a business. This ability can be proven by the existence of MSMEs in an area, such as an *Amplang* processing business occupied by one of the residents of the Banua Anyar Village, to earn income. MSMEs processed in *Amplang* include production, distribution, and consumption activities which also play an essential role in national development because of their relatively dominant existence in the field of Natural Resources (SDA) and labor-intensive in an area (Sofyan, 2017; Yuniar et al., 2022).

MSME can also be related to contextual learning in social studies subjects because they link learning to real-world situations that aim to determine the meaning of material in life. For example, subjects regarding people and places In previous research of Jumriani (2018) wrote that Social Studies Education is intended to equip students with knowledge that emphasizes the learning process's cognitive, affective, and psychomotor aspects (Jumriani, 2018).

Therefore, linking MSMEs as social studies learning resources is expected to give students the awareness that they are Indonesian citizens who must understand various activities and activities in social life as provisions in society (Riswan et al., 2022; Subiyakto et al., 2022). Based on the description above, MSME activities can be used as social studies learning resources because they can be linked to discussions that instill knowledge and skills in society. Therefore, this study will explain how MSME activities are used as a source of learning to instill skills in students and provide understanding in making decisions in the economic field.

2. METHODS

This study uses a qualitative method to determine the activities of MSMEs processed in *Amplang* as social studies learning resources described in real terms with valid data. Valid data were obtained from informants utilizing interviews and recorded by a voice recorder. This is done by collecting primary data based on interviews and secondary data, which will answer what, who, how, when, why, and where (Darmalaksana, 2020).

The subjects that will be the target of this research are the MSME owners of processed fish in Banua Anyar Village, especially the MSME owners of processed fish in the RT. 04, Banua Anyar Kelurahan secretary, local community, and RT head and teachers from SMPN 14 Banjarmasin with interviews. Next, do data reduction by copying the recording form into the writing needed to answer about MSME activities in the processing of *Amplang* as a social studies learning resource. As for the extension of the observations made by researchers, namely by returning to the research location to make observations and test the validity of the data by triangulating data (Sugiyono, 2019).

3. FINDINGS AND DISCUSSION

Economic activity can occur anywhere with the condition of society and life. However, the economic activity that can never be separated from the community is buying and selling goods and services. Goods are created because the production process goes through several stages, from processing to distribution. Finally, distribution is carried out by sending goods to consumers or what is known as the transfer of hands, which ultimately leads to the sale of goods (Lumintang et al., 2020).

Buying and selling goods is included in economic activities that have gone through production and distribution until they are ready for consumption and trading, such as the *Amplang* MSME, which Mrs. Rohyani manages with *Amplang* "Banjar House" which started from 2000 to 2022 now. As for the

activities in processing *Amplang*, "Rumah Banjar" consists of production, distribution, and consumption, which can be used as a source of social studies learning because it relates to human life. Even so, the use of learning resources must remain through consideration for the continuity of learning, as the Director General of Higher Education (1983) states that learning resources are anything that can be used as a source and to what extent a person can learn it so that it becomes meaningful learning and reaches learning goals (Syaharuddin & Mutiani, 2020).

Learning resources on Social Studies can come from anywhere but still prioritize the ability of students to understand the practical aspects of a social problem in society, even in a limited environment (Mutiani et al., 2019). Therefore, the existence of K-13 can be a bridge to shape students' character to become better individuals and contribute to society in small and large scopes through education in meeting the necessities of life. As the objectives of the curriculum itself are based on Law no. 20 of 2003, article 1 paragraph 19 concerning the National Education System that the curriculum is a set of arrangements containing objectives and content as well as guidelines for using materials for lessons in order to achieve educational goals.

The purpose of Social Studies education using K-13 is to make students more active and educative because the teacher is a facilitator who is required to develop a learning system that can provide space for students to hone their potential. An integrated learning system is used to raise a theme based on events from books or the surrounding environment, then discuss its implementation in every human life using various aspects of social studies (Syaharuddin & Mutiani, 2020). For example, one of the Social Studies on the activities of MSMEs processed in *Amplang* is on the economic aspect, which can be linked to several discussions such as social interaction and production, distribution, and consumption activities, which are developed according to textbooks according to the interests of learning.

Learning resources are generally complex and aimed at successful learning, meaning that everything around the place of learning can be used as a source of learning if it is supportive and has good potential (Subiyakto & Mutiani, 2019). This economic activity material is included in learning at the VII grade junior high school level, which can be linked to community life in thematic learning because it is developed based on themes taken from the students' environment (Putro et al., 2021, 2022).

One material related to learning resources on Social Studies regarding MSME activities is the discussion of production which becomes an economic activity when there is a relationship between one individual and another individual or group regarding efforts to sustain life. This can also be linked to other disciplines that can help students become aware that social studies learning is a complete science because it can be used to solve individual and social problems. Apart from discussing the economy, there is also a discussion about sociology, such as social interaction and human relationships (Mariati et al., 2021)

Furthermore, the production of *Amplang* is routinely carried out because it has become the primary source of income for business owners in meeting the family's daily needs. So it can be said that MSME activity material can instill in students a consistent nature and a sense of responsibility for the needs and necessities of life because progress in business is supported by the potential of human resources (Rusmaniah & Nugroho, 2022). The benefits of this material are that students can learn from other people's experiences and add inspiration and enthusiasm in preparing quality Human Resources (HR). This is done by providing knowledge and skills guided by the teacher so that students can recognize the environment's potential to sustain life supported by social science disciplines (Subiyakto et al., 2022)

Amplang is a typical food from Kalimantan, precisely in Samarinda, which is believed to enliven the foreign market, so it is not only in Samarinda that *Amplang* must be developed but throughout Kalimantan (Setiawati et al., 2018). The use value of *Amplang* lies in its taste and origins in an area because, in addition to its unique taste, *Amplang* is also a culinary specialty so it can be used as souvenirs for tourists visiting Kalimantan (Hantoro & Soewito, 2018). The *Amplang* business "Rumah Banjar" which Mrs. Rohyani has managed for generations, tries to be consistent with flat fish because it is well known in the market and has become a product identity. Product identity helps label a business so that

it can be differentiated from other products because, without product identity, it will not have distinctive characteristics that can attract consumers (Sari & Purwantoro, 2019).

Prices set can change at any time for various reasons, such as ingredients that have experienced price increases or because the availability of fish is dwindling. This *Amplang* processed product is included in a helpful product, so attention is needed for the packaging to make it more attractive and hygienic and to support the product to be more competitive and guaranteed. Processed *Amplang* "Rumah Banjar" also has a business license to get guaranteed protection in government programs based on PP No. 7 of 2021 concerning convenience, protection, and empowerment of MSMEs.

Furthermore, there are MSME activities in distribution, which is an essential part of business progress, because it contains elements such as price, quality, and product ownership. Products that are well distributed will be readily accepted by the market and will quickly increase profits, while in this product distribution is carried out to expand sales in two ways, namely direct and indirect distribution. The *Amplang* business "Rumah Banjar" carries out the distribution process in stages from the start of the business. Every marketing in a business influences product development. Therefore, the distribution process carried out by business owners must be in a way that is right on target (Agustin, 2022; Naimah et al., 2020; Putro et al., 2021, 2022)

Production material that can be related to MSME processed fish with the explanation that every human being certainly has needs that must be met for the sake of his survival. Amid rampant unemployment in this country, humans must have the motivation to hone creativity that can be utilized in earning income. Therefore, it is essential to understand the potential of students so that they can be developed in the learning process based on the stages of development to become human beings who are insightful and able to adapt to the environment and have a stable personality in spiritual strength, self-control, intelligence, courtesy, and skills to live in a society (Dewi & Mahyuni, 2022)

In economic activities, a business, whether goods or services, is included to meet needs. In this regard, fish processing MSMEs in Banua Anyar is a community business that utilizes creativity based on the region's natural wealth in creating products. According to Saidah, a Social Studies teacher at SMPN 14 Banjarmasin at Banua Anyar, this can be used as a concept raised in social studies learning, namely as a center of national excellence in the form of marine products. Furthermore, this material can then be linked to an explanation regarding the process of creating local products using integrated learning in social studies and has characteristics that make it more meaningful for students (Riswan et al., 2022; Yuniar et al., 2022).

The material for economic activities in processed fish SMEs is explained based on the stages of production, such as preparation and consideration of opportunities for continuity of production. Furthermore, in distribution activities, it is explained how a product can reach the hands of consumers, as Rohyani is an MSME actor in processing *Amplang* fish, which distributes its products to gift shops and several food stalls so that it is easier for them to reach consumers. That is, the distribution process does not just happen but requires an effort to achieve the goals of economic activity (Jumriani, 2018).

The distribution of "Rumah Banjar" *Amplang* in Banua Anyar was initially carried out in two ways, namely directly by selling products from production houses and offering them directly from market to market, and indirect distribution methods, which were carried out by entrusting products or goods to several food stalls and souvenir shops like at the beginning of marketing at Ramayana. Now the indirect distribution site the entrepreneur chose for the "Rumah Banjar" amplification product is Andalas. This shop is a souvenir shop in Banjarmasin that sells various types of food and souvenirs typical of Kalimantan at prices that match the quality of the products or goods.

The *Amplang* business "Rumah Banjar" can be used for consumption at various events because its dry texture and delicious taste make it the right choice to serve as a snack. Consumers' needs for an item they buy are also regulated by Consumer Protection Law no. 8 Article 4 of 1999, which regulates consumer rights and obligations in transactions, including the right to comfort, security, and safety while consuming certain products or goods, the right to obtain correct and honest information from business actors, the right to have their complaints heard, the right to be served, the right to obtain

compensation for specific reasons, and the rights regulated in other laws. The consumer obligations are also regulated in Article 5 of Law no.

The benefits of consuming processed fish *Amplang* can be seen based on the benefits of fish as a source of animal protein to meet the needs of the Indonesian people. In general, fish has various advantages, including as a source of essential nutrients, as a food, an excellent and prospective source of fat, vitamins, and minerals. Furthermore, it has an advantage as a source of animal protein due to its quantity which contains protein in the range of 15-24%, and its quality, as indicated by the completeness of its essential amino acids and its digestibility which reaches 95% (Djunaidah, 2017).

The material presented is not just providing knowledge about economic activities and motivates teachers to hone the skills needed in economic activities to meet needs. Motivation is needed to support learning so that it takes place effectively and succeeds in achieving learning objectives. This MSME-processed fish in Banua Anyar Village is included in the home industry group that still uses traditional tools and skills passed down from the family for generations.

Two sub-discussions can be discussed in this material, namely creativity, and entrepreneurship, which are interconnected because entrepreneurship results from a person's creativity in expressing his ideas. Therefore, both materials are significant for students to learn to increase knowledge about expressing themselves and hone skills to sustain efficient natural resources. Another benefit of the MSME process of *Amplang* as social studies learning resource is to attract students' interest in entrepreneurship because, to this day, interest in becoming an entrepreneur in Indonesia is relatively low.

Therefore, motivation and interest in entrepreneurship must be grown early. This can be realized, among other things, by linking it to learning materials at school. Then the social interaction material can also be seen by buying and selling activities between producers and consumers. So the interaction results in the emergence of social contact and communication that can be associated with learning, such as the definition of social interaction, the benefits of social interaction, and the conditions for social interaction.

4. CONCLUSION

MSMEs are closely related to the natural wealth of an area, such as Banjarmasin, where most of its territory is water, so many people use these resources as a source of income. Economic activity not only plays a role in producing goods and services but also promotes benefits to spread benefits to many people because people's lives are always bound to one another. Economic activity aims to meet the diverse needs of life and is a bridge to prosperity measured based on income. MSME processed fish can be used as a source of learning based on the material contained in the curriculum, namely community economic activities related to production, distribution, and consumption, which play a role in the community's economy so that they can foster creativity in students. Then it can increase students' knowledge about potential businesses in each region by analyzing their impacts based on social sciences in social studies learning.

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