



## **Utilization of Chicken Harvest as a Community Economic Improvement in the Covid-19 Pandemic**

**Desrina Hardianti**

Muhammadiyah University Lampung  
INDONESIA

**Noprisa\***

Muhammadiyah University Lampung  
INDONESIA

**Fitria Lestari**

Muhammadiyah University Lampung  
INDONESIA

**Dwi Desmayanasari**

Muhammadiyah University Lampung  
INDONESIA

**Suryatul Aini Asyhara**

Muhammadiyah University Lampung  
INDONESIA

**Retno Dumila**

Muhammadiyah University Lampung  
INDONESIA

**Triyana Dara**

Muhammadiyah University Lampung  
INDONESIA

**Wahyu Alfusori**

Muhammadiyah University Lampung  
INDONESIA

---

### **Article Info**

#### **Article history:**

Received: July 28, 2022

Revised: August 18, 2022

Accepted: November 18, 2022

---

#### **Keywords:**

Chicken;

Covid-19;

The economy of the resident;

Frozen food.

---

### **Abstract**

The COVID-19 pandemic has impacted various aspects of people's lives, including the economic sector that occurred in Tanjung Waras Hamlet, Merak Batin Village, RT 15, South Lampung. The observations show the residents' lack of knowledge and creativity in managing the harvest of chicken livestock to improve the creative economy of the residents. Therefore, to maximize this potential, our community service team from the University of Muhammadiyah Lampung assists the community by utilizing chicken harvest to improve the economy. The research method used is qualitative, with activities consisting of preparation, assistance, implementation, evaluation, and monitoring. Data is collected using observation techniques, questionnaires, interviews, and group discussion forums (FGD). This activity was carried out on 6-12 July 2021 in Tanjung Waras Hamlet, Merak Batin Village, RT 15 participants with 20 participants. The results of this activity show that: 1) 90% of respondents succeeded in making frozen food products made from chicken. 2) sales results after being processed into frozen food products provide profits of up to more than 75%. This also makes residents more creative in processing raw chicken pieces into processed products that can provide income and help residents overcome economic problems during the COVID-19 pandemic. Marketing of processed products is carried out by residents from home and also through social media.

---

**To cite this article:** Hardianti, D., Noprisari, N., Lestari, F., Desmayanasari, D., Asyhara, S. A., Dumila, R., Dara T., Alfusori, W. (2022). Utilization of chicken harvest as a community economic improvement in the covid-19 pandemic. *Smart Society : Community Service and Empowerment Journal*, 2(2), 47-54.

---

## **INTRODUCTION**

The COVID-19 pandemic has impacted various aspects of people's lives. One of the aspects affected is the economic sector (Fahraka & Juliansyah, 2020; Nicola et al., 2020). This economic impact has a wide impact throughout Indonesia. The economy of each region is threatened (Dwivedi et al., 2020; Kramer & Kramer, 2020; Kurniasih, 2020). Each experience decreased productivity in

---

#### **\* Corresponding author:**

Noprisa, Muhammadiyah University Lampung, Indonesia. ✉ [noprisaica@gmail.com](mailto:noprisaica@gmail.com)

© 2022 The Author(s). **Open Access.** This article is under the CC BY SA license ( <https://creativecommons.org/licenses/by-sa/4.0/>)

that individual's economic activities (Torrido & Aryan, 2021). Another impact is an increase in layoffs, which causes some people to lose their income and purchasing power. As a result, the demand for animal food decreases among lower-middle-income people (Ilham et al., 2020). This influence occurs throughout Indonesia. One of the affected villages is Dusun Tanjung Waras, Merak Batin Village. Merak Batin Village is located in the Natar sub-district and is 90 km west of Kalianda, the capital city of the South Lampung Regency. The potential area of Merak Batin Village, of which the average resident has an area of 20-40 m<sup>2</sup>, about 60%, is used to develop chicken farms. However, villagers still need to maximize this potential. The results of observations that can be obtained in the field show:

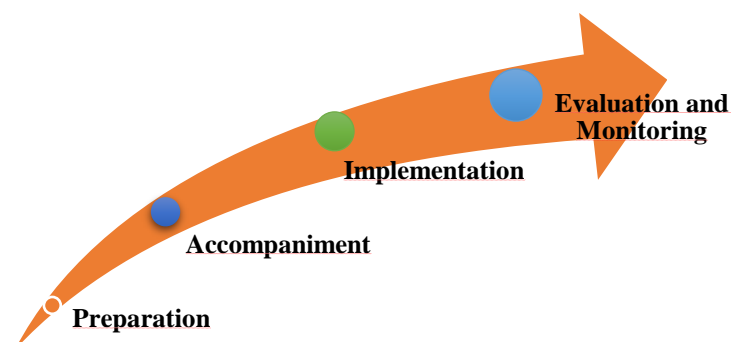
1. Location Most residents who work as chicken farmers experienced a significant decrease in income during the pandemic.
2. Chicken Price Decreased from Rp. 25,000 per kg to 12,000 per kg.
3. The residents need to gain knowledge in processing the results of the harvest of chicken livestock using only selling chickens valued per Kg.

Because of this, it is necessary to provide assistance to improve the community's creative economy by making processed chicken products or frozen food. Research (Bernando, & Faisal, 2015; Sula & Chamalinda, 2021) said that the average food and beverage market growth reached 16.6%. Changes in people's behavior and lifestyle during the Covid-19 pandemic could impact people's consumption patterns. It is predicted that each individual will need ready-to-eat food with a long shelf life, compared to maintaining the intensity of shopping for fresh goods, as was the habit before the pandemic.

Some of the services engaged in improving the community's economy include: (Biyatmoko & Rostini, 2020) providing training to the community so that they can carry out broiler farming with good technical requirements for chicken production to provide higher economic value and will further prosper the local community, (Utami et al., 2020) by providing training and assistance in raising chickens in Camplong II Village, (Utpalasari et al., 2021) providing education in improving quality free-range chicken entrepreneurs from breeding to harvesting and even utilizing chicken livestock waste, (Sinolungan & Lalamentik, 2019) empowering the community's economy through chicken farming business training and forming a joint business group for chicken farming and (Muthoharoh et al., 2022) about utilization of egg shells as a business opportunity effort. The difference between this service and the service that has been done is that this service focuses on the utilization of chicken harvest. This activity aims to achieve: 1) the public obtains wider information about processed products with raw material for chicken pieces; 2) improving the community's economy during the Covid-19 pandemic.

## METHOD

The method used is qualitative with implementation in community service activities, as seen in Figure 1.



**Figure 1.** Stages of Activities

The activity will be held on July 6 – July 12, 2021. The series of activities can be seen in Table 1.

**Table 1.** A Series of Frozen Food Processing Assistance Training Activities

No	Activity	Time	Person Responsible
1	Conducting student recruitment and debriefing	July 6	Chair and faculty members
2	Conducting Focus Group Discussions (FGD) in coordination with village officials	July 7	Chair and faculty members
3	Develop topics to be delivered and demonstrated	8-11 July	Chairperson, faculty members, and student members
4	Implementation of activities (discussions, cooking demonstrations of processed chicken meat in the form of nuggets and dim sum)	July 12	Chairperson, faculty members, and student members

- **Preparation phase**

The preparatory activities will be carried out from July 6 to July 9, 2021. The activities carried out in this preparatory stage are:

1. Student recruitment, three students are involved in this service activity.
2. Focus Group Discussion (FGD) is intended to build mutual awareness about the impact of covid-19 on the local economy and find the potential of broiler chicken, which is carried out in coordination with village officials. The team tries to find additional information regarding other community needs related to the theme, which is an asset that can be used as an asset to be developed and agreed on the program to be implemented.
3. Student debriefing, at this stage, students are given directions about the activities to be carried out. Students are also involved in preparing the material to be delivered. In addition, students also help assist the community.

- **Implementation**

This activity was carried out on July 12, 2021, in the Tanjung Waras, RT 15. This community service activity was a follow-up to the previous activity. A total of 20 residents participated in activities regarding the utilization of the harvested chicken, which is the residents' biggest source of income. This activity was carried out as a discussion forum with residents regarding using harvested chicken, the largest source of income for residents. To increase public interest in the utilization of this harvest, performances were carried out in the form of making nuggets and dim sum as examples of processed products. In addition, the public is also given an overview of the income that will be obtained if they do online marketing.

- **Assistance**

The community easily applies assistance to residents in processing products. Assistance activities for the manufacture of processed chicken products by students and assisting residents in processing frozen food can be seen in Figure 2.



**Figure 2.** Assistance Process for Making Frozen Food Processors

### • Evaluation and Monitoring

Evaluation will be carried out at the activity's beginning, middle, and end. At the beginning of the activity, the level of understanding of group members will be evaluated on the material that will be given in the training, which includes an understanding of the management of making processed chicken products. At the end of the training, an evaluation of the mastery of the material provided is carried out. The evaluation was also carried out on increasing the productivity of processed chicken products, evaluating participants' understanding using structured interviews, and measuring performance. LP3 M carried out monitoring in the middle of the activity to determine the level of success and the possibility of completing activities. At the same time, an evaluation at the end of the activity will be carried out to determine the activity's success level and the possibility of program continuation. Overall indicators of the activity's success include several parameters: a) maximizing the processing of harvested chickens; b) carrying out the online marketing process.

## RESULTS AND DISCUSSION

The impact of the outbreak of the COVID-19 pandemic in our country, especially in Lampung and, more specifically, in the Inner Merak Village, greatly affects the community's economic sector. Lack of information and motivation limits residents from maximizing the yield of broiler chickens, which are the main source of income for most of the community. Rasyid and Sirajuddin stated that one of the advantages of broiler/beef chicken is that it can be harvested within 32-35 days ([Istiqamah et al., 2019](#)).

However, the lack of information and motivation of the community resulted in limited knowledge of the community to carry out their production of crops. This service activity is carried out to help residents improve their economic conditions during the pandemic. Furthermore, it is hoped that the community can develop a processing business for the residents' chicken harvest through MSME processed chicken products. This activity can be seen in Figure 3.



**Figure 3.** Processing Chicken

Initial activities were carried out through discussion forums with the community. The first thing carried out in this discussion was to inform residents about the importance of maximizing the processing of the chicken harvest. For example, suppose income decreases drastically because the existing beef-chicken resources are sold without processing. In that case, residents can maximize it by selling the chicken with various processed chicken products. For example, residents continue to sell unprocessed chicken but spare the harvested chicken to make other processed products. Therefore, the implementation team motivated the residents to use the land in this discussion forum. This looks very simple, but if it is not maximized, it will only become an empty land overgrown with grass that cannot be processed into anything.

One of the well-known processed chicken products is processed frozen food. Frozen food processed products during this pandemic have become a choice for residents to meet their animal protein needs. This is supported by a survey showing that as many as 60.2% of respondents prefer to buy frozen food products to minimize the virus transmission risk (Amalia et al., 2021). One factor is to reduce the risk. The transmission of this virus is temperature controlled in the storage of frozen food products (Evita, 2018). The survey also showed that as many as 74% of respondents bought frozen food products made from chicken. Therefore, in this service activity, the team provided information to residents about processed products. Frozen food, which is not familiar to people's ears, and cooking demonstrations make examples of processed frozen food products such as nuggets, chicken sempol, and chicken meatballs.

As for how to process the manufacture of frozen food, namely nuggets:

1. Grind or blanch the chicken with cold water (ice water)
2. Prepare a container, tear the skinless white bread, and then soak it in milk
3. Mix the ground chicken into the soaked white bread, and add the finely chopped garlic, salt, pepper, seasoning, and four eggs.
4. Prepare a pot for steaming.
5. Prepare a baking sheet, grease it with butter, and line it with parchment paper.
6. Put the dough into the pan, then steam for about 45 minutes
7. Once cooked then cool, then cut into pieces according to taste
8. Prepare the batter (flour, water, and eggs) in a separate container, and then prepare the breadcrumbs
9. Roll the cooked dough flour into the dipping dough, then roll it into the breadcrumbs until it runs out
10. Store in a container, then freeze.

Figure 4 shows the processed products of Frozen Food as follows. Nuggets are among the most popular foods today (Mulyaningsih, E., & Ramadhani, 2019).

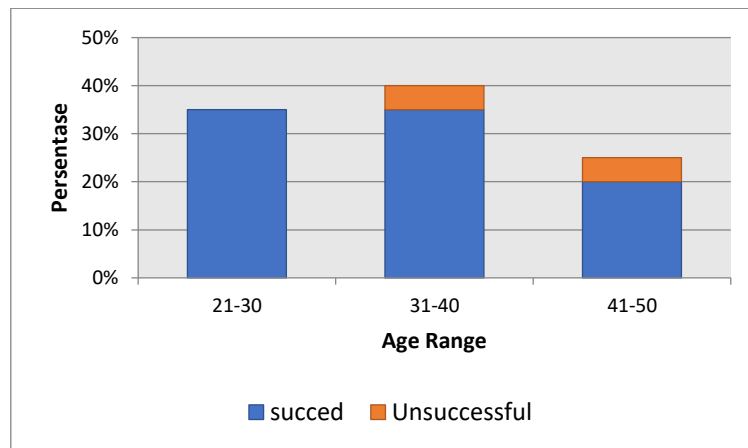


**Figure 4.** Processed Results

The residents' interest in processing chicken meat into frozen food can be seen from the enthusiasm the residents when asking questions. Not only asking questions, but some also suggested other possible variations that can be made from this chicken meat. For residents to be more motivated to maximize the yield of the chicken harvest to overcome this economic problem, the activity implementation team provides information in the form of calculating how much capital is needed and how much will be obtained if residents can process these resources.



The interview and questionnaire results are displayed in Figure 5.



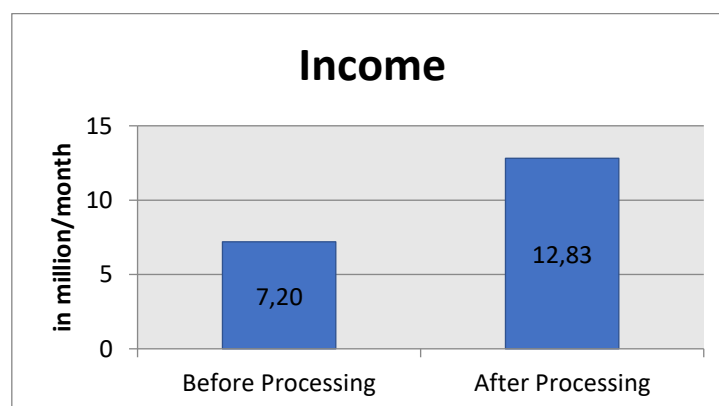
**Figure 5.** Understanding of Respondents in the Process of Making Frozen Food

Based on the data, it was found that respondents understood frozen food processed ingredients, namely 35% of the age group of 21-30, 35% of the age group of 31-40, and 20% of the 41-50-year-old age group. In contrast, 10% are participants who do not know about frozen food processing.

Meanwhile, other data showed an increase of more than 75% in frozen food sold by respondents and informants. This increase in sales can be seen in table 2.

**Table 2.** Average net income from frozen food processed products

Net Income	Average (Day/Month)
Sales before being processed into frozen food	Rp. 7.200.000, -
Sales after processing into Frozen food	Rp. 12.825.000



**Figure 6.** The Differences in Income between the Processed and Unprocessed Harvested Chickens

This happens for reasons of efficiency and effectiveness for alternative food needs because people are now completely practical in processed frozen food products that are easy to store and use at any time (Sula & Chamalinda, 2021), and consumers buying interest in frozen food products is very significant (Setiadi et al., 2020), and Frozen food is known as a food that is one of the lifestyles in today's society (Rahardjo, 2016; Yunitasari et al., 2014). These results prove that community service has achieved the set goals. The public obtains wider information about processed products

with raw material for chicken pieces and improves the community's economy during the Covid-19 pandemic.

### CONCLUSION

Utilization of the chicken harvest in the manufacture of frozen food for residents of Tanjung Sari Hamlet, Merak Batin Natar Village, South Lampung, is expected to be an alternative for making processed products that can be easily accessed and can open up business opportunities, especially during the COVID-19 pandemic and post-pandemic as an effort to increase the economy as well as reasons for efficiency and effectiveness for alternative food needs and the proceeds from the sale of processed frozen food products help improve the community's economy during the covid19 pandemic.

### ACKNOWLEDGMENT

The author would like to thank the implementing team for Community Service activities for the Mathematics Education Study Program, FKIP University of Muhammadiyah Lampung so that this article can be written and published.

### REFERENCES

- Amalia, A., Riezqie, S., Suhartiningsih, S., Soeyono, S., & Dewi, R. (2021). Faktor Penentu Pemilihan Produk Pangan Beku (Frozenfood) pada Generasi Y dan Z di Masa Pandemi Covid-19. *Jurnal Tata Boga*, 10(01).
- Bernando, & Faisal, R. (2015). *Office of Chief Economist PT. Bank Mandiri (Persero)*.
- Biyatmoko, D., & Rostini, T. (2020). Peningkatan ekonomi masyarakat melalui intensifikasi budidaya ayam pedaging desa Haur Gading kabupaten Hulu Sungai Tengah. *Jurnal Pengabdian Al-Ikhlash*, 6(2), 249–259. <https://doi.org/10.31602/jpaiuniska.v6i2.3901>
- Dwivedi, Y. K., Hughes, D. L., Coombs, C., Constantiou, I., Duan, Y., Edwards, J. S., Gupta, B., Lal, B., Misra, S., Prashant, P., Raman, R., Rana, N. P., Sharma, S. K., & Upadhyay, N. (2020). Impact of COVID-19 pandemic on information management research and practice: Transforming education, work and life. *International Journal of Information Management*, 55(1), 1–20. <https://doi.org/10.1016/j.ijinfomgt.2020.102211>
- Evita, Y. (2018). Tantangan Industri Cold Supply Chain Produk Makanan Beku. *Jurnal Logistik Indonesia*, 2(2). <https://doi.org/10.31334/jli.v2i2.295>
- Fahrika, A. I., & Juliansyah, R. (2020). Dampak pandemi covid 19 terhadap perkembangan makro ekonomi di indonesia dan respon kebijakan yang ditempuh. *JOURNAL FEB UNMUL*, 16(2), 206–213.
- Ilham, I., Nyak, N., Haryanto, H., & Gito, G. (2020). *Dampak Pandemi Covid-19 pada Produksi dan Kapasitas Peternak*. IAARD PRESS.
- Istiqamah, N., Suherman, D., & Zain, B. (2019). Tingkat Kepuasan Aspek Sosial Ekonomi dan Lingkungan Perusahaan Peternakan Ayam Broiler di Kecamatan Sukaraja Kabupaten Seluma. *Jurnal Penelitian Pengelolaan Sumber Daya Alam Dan Lingkungan*, 08(01).
- Kramer, A., & Kramer, K. Z. (2020). The potential impact of the Covid-19 pandemic on occupational status, work from home, and occupational mobility. *Journal of Vocational Behavior*.
- Kurniasih, E. P. (2020). Dampak Pandemi Covid 19 Terhadap Penurunan Kesejahteraan Masyarakat Kota Pontianak. *Prosiding Seminar Akademik Tahunan Ilmu Ekonomi Dan Studi Pembangunan*.
- Mulyaningsih, E., & Ramadhani, Y. (2019). Pengaruh Kualitas Produk , Harga Dan Word Of Mouth Terhadap Keputusan Pembelian Produk Kibif Kasus Pada Karyawan Pt . Mattel Indonesia. *Ilmu Manajemen Pemasaran*, 1(1), 1–15.
- Muthoharoh, L., Permata, R., Muhammad, S., Pamungkas, P., & Komarudin, A. (2022). Damen (rice straw) waste and eggshell as liquid organic fertilizer: An effort for new business opportunities. *Smart Society: Community Service and Empowerment Journal*, 2(1), 1–8. <https://doi.org/10.58524/SMARTSOCIETY.V2I1.81>
- Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., Agha, M., & Agha, R. (2020). The socio-economic implications of the coronavirus pandemic (COVID-19): A review. *International Journal of Surgery*, 78(1), 185–193. <https://doi.org/10.1016/j.ijsu.2020.04.018>

- Rahardjo, C. R. (2016). Faktor yang menjadi preferensi konsumen dalam membeli produk frozen food. *Jurnal Manajemen dan Start-Up Bisnis*, 1(1), 32–43.
- Setiadi, A., Santoso, S. I., Setiawan, B. M., Nurfadillah, S., Sasana, H., Prayoga, K., & Susanti, S. (2020). Economical Performances and Cholesterol Profiles due to the Incorporation of *Salvinia molesta* in the Diets of Kampong Chicken. *Tropical Animal Science Journal*, 43(4), 347–353. <https://doi.org/10.5398/tasi.2020.43.4.347>
- Sinolungan, A. Y. R. M., & Lalamentik, O. J. (2019). Pemberdayaan masyarakat melalui pelatihan dan pembentukan kelompok usaha bersama (KUB) peternakan Ayam di desa Tatelu, Kecamatan Dimembe, Kabupaten Minahasa Utara. *Edupreneur: Jurnal Pengabdian Kepada Masyarakat Bidang Kewirausahaan*, 12(2), 135–144. <https://doi.org/10.36412/edupreneur.v2i2.989>
- Sula, A. E., & Chamalinda, K. N. L. (2021). Analisis bisnis dan tren konsumsi masyarakat kabupaten bangkalan terhadap frozen food pada masa pandemi covid 19. *Jurnal Ilmu Ekonomi*, 14(1).
- Torrido, T., & Aryan, A. (2021). Penanganan Dampak Sosial dan Ekonomi Akibat Pandemi Covid-19 melalui pendekatan kewirausahaan sosial studi: Pemberdayaan usaha kecil menengah (UMKM). *Jurnal PKS*, 20(01).
- Utami, T., Sanam, M. U. E., Djungu, D. F. L., Sitompul, Y., & Tophianong, C. T. (2020). Pelatihan dan pendampingan beternak ayam kampung super untuk peningkatan ekonomi dan perbaikan gizi masyarakat di desa Camplong II. *Jurnal Pengabdian Masyarakat Peternakan*, 5(1), 37–45. <https://jurnal.politanikoe.ac.id/index.php/jpmp/article/view/419>
- Utpalasari, R. L., Rochyani, N., Gunawan, H., Rachmawati, D. W., Pramika, D., Pratiwi, N., & Nindiati, D. S. (2021). Edukasi wirausaha ayam kampung dalam proses menaikkan kualitas peternakan. *Jurnal Pengabdian Masyarakat IPTEKS*, 7(2), 177–182. <https://doi.org/10.32528/JPMI.V7I2.4373>
- Yunitasari, F. I., Bahrudin, M., & Dewanto, T. H. (2014). Perancangan media promosi diva snack frozen food sebagai upaya meningkatkan brand. *Jurnal Art Nouveau*, 1(1), 9–16.