

PIM FOR PEOPLE'S SALT BUSINESS GROUP IN JETIS BEACH, PATUTREJO VILLAGE, GRABAG DISTRICT, PURWOREJO DISTRICT

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ABSTRACT

The Covid-19 pandemic has caused shrimp pond farmers on the south coast around Central Java and DIY to switch to salt ponds. This is because the results of research from several sources stated that the salt NaCl content on the coast was very high, namely 97%. In fact, salt pond farmers at Jetis Beach, Purworejo, made one of the salt pond tunnels a place for health therapy. Unfortunately, salt production in these places is still relatively small, namely only 4 tons per month. Meanwhile, a salt company in Jakarta is ready to absorb 100 tons per month from just one salt pond. As a result, salt consumers only come from the surrounding community and therapy visitors. On the other hand, the demand for salt for consumption and therapy from the public increases when visiting salt therapy. Moreover, farmers have not been equipped with the ability to manage and package products properly.

Salt therapy has also not been commercialized properly. Service management is still sober, queues are not orderly, and therapy payments are still voluntary. To overcome the existing problems, the urgent solution needed is the problem of technology-based production and services. The goal is for salt pond farmers to be able to sell their products, both salt and therapeutic services, with a wider reach, namely on a national scale.

The solutions offered for production problems are assistance with obtaining SNI and BPOM permits, providing assistance with sachet packaging sealer machines, digital scales, and providing training on machine operation and maintenance/repair, as well as training on making packaging labels. The solution to the problem of technology-based services is to create an official website for therapy registration, install temperature sensors in therapy pools, install electronic displays for therapy information, and train in making testimonial videos to upload on YouTube.

Based on the two solutions offered, the output is 1 website, 1 display unit for therapy pool temperature, 1 article on the proceedings of the LPPM UNY national seminar, as well as increasing partner empowerment including skills improvement, partner turnover, assets, production capacity, and product and service quality.

Kata Kunci: *management, therapy, salt, website*