



Yoghurt making training to build women’s resilience in developing local economy and healthy lifestyle

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2022-05-04 Revised: 2022-06-18 Accepted: 2022-07-23 Published: 2022-07-23</p> <p>Keywords Cangkiran City branding Healthy lifestyle Thematic village Yoghurt</p>	<p>Lifestyle modifications are becoming increasingly important, especially following the epidemic era. Healthy living is a continual lifestyle that aids the attempt to transform a healthy culture and the production of healthy cells. A healthy lifestyle is one that consider all facets of a person's health. Not only about food but also about exercise and lifestyle practices. Health is vital to all our actions. One of the important things in supporting health can be done with healthy food intake. Making homemade yogurt, changing other foods, and changing one's lifestyle are all part of this activity. Thus, this activity aims to train partners in yogurt making to build women's resilience in developing local economies and healthy lifestyles. Activities are hybrid, with some participants and resource personnel working online and others offline at the activity site. The method of activities is carried out using lectures, discussions and hands-on practice which is carried out in a hybrid between online and offline. Some participants and resource persons carry out activities online and partly offline at the activity location. This activity is women's independence to build a home industry producing yogurt and other nutritious foods has increased, as has the production of processed yogurt. It is anticipated that the independence of these women will encourage the self-assurance necessary to construct a healthy family and environment, making their residence a place of business and a healthy gastronomic destination at home.</p>
<p>Kata kunci Cangkiran Desa tematik Gaya hidup sehat Pencitraan kota Yogurt</p>	<p>Pelatihan pembuatan yoghurt untuk membangun ketahanan perempuan dalam mengembangkan ekonomi lokal dan gaya hidup sehat. Perubahan gaya hidup menjadi semakin penting saat ini, terutama setelah era pandemic yang baru saja berlangsung. Hidup sehat adalah gaya hidup yang berkelanjutan yang diharapkan mampu memberikan budaya sehat dan menghasilkan imunitas tubuh sepanjang hayat. Gaya hidup sehat adalah gaya hidup yang mempertimbangkan semua aspek kesehatan seseorang. Salah satunya ditunjang oleh makanan berkualitas. Tidak hanya tentang makanan, tetapi juga tentang latihan dan praktik gaya hidup. Kesehatan sangat penting dalam semua perilaku keseharian kita. Membuat yogurt rumahan sendiri, memodifikasi makanan dengan berbahan dasar ini, dan mengubah gaya hidup seseorang menjadi lebih sehat adalah tujuan utama dari kegiatan ini. Dengan demikian, kegiatan ini bertujuan untuk melatih mitra dalam pembuatan yoghurt untuk membangun ketahanan perempuan dalam mengembangkan ekonomi lokal dan gaya hidup sehat. Kegiatan ini dilakukan bersifat hybrid, dengan beberapa peserta dan narasumber bekerja secara online dan sebagian lainnya secara offline di lokasi kegiatan. Metode kegiatan yang dilakukan secara hybrid, beberapa peserta dan narasumber melakukan kegiatan secara online dan sebagian offline di lokasi kegiatan. Hasil kegiatan ini adalah tumbuhnya kemandirian wanita untuk mengembangkan industri rumah tangga berupa pembuatan yoghurt dan makanan sehat lainnya pengembangan dari olahan yoghurt. Kemandirian para wanita ini diharapkan mampu menumbuhkan kepercayaan diri untuk membangun keluarga dan lingkungan yang sehat, menjadikan tempat tinggalnya sebagai tempat bisnis sekaligus tujuan kuliner sehat rumahan.</p>
<div data-bbox="260 1713 391 1836"></div> <div data-bbox="175 1848 470 1915"></div>	<p>Copyright © 2022, Nursanty et al This is an open access article under the CC-BY-SA license</p> <div data-bbox="1133 1859 1316 1926"></div>

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INTRODUCTION

City branding has joined the current daily vocabulary, especially for politicians and city officials around the world. Most of the academic research and application activities in this field, focus on the concept of branding the city itself (Braun, 2012). These different creative activities go into making a brand activity implements city branding, especially in very heterogeneous urban expansion areas and especially in existing village settlements. Cangkiran Village is part of the development of the area in Semarang City. The development of the area is essentially inseparable from socioeconomic activities and relatedness to the back area, which then awakens and demands the activities that exist in the community in the area. This will require space to allocate their needs (Chakravorty, 2005).

The Sustainable Development Goals (SDGs) are defined as development that ensures the continuous improvement of people's economic well-being, a development that ensures the sustainability of people's social lives, a development that ensures the quality of the environment, and development that ensures fairness and the implementation of governance that can ensure that people's quality of life continues to improve from generation to generation. TPB/SDGs is a global and national commitment to a prosperous society that encompasses seventeen goals, including (1) no poverty; (2) no hunger; (3) a healthy and prosperous life; (4) quality education; (5) gender equality; (6) clean water and proper sanitation; and (7) clean and affordable energy. (8) Affordability of work and economic growth; 9) Infrastructure, industry, and innovation; (10) Inequality reduction; (11) Sustainable Cities and Settlements; (12) Conscious Consumption and Production; (13) Climate change adaptation; (14) Ocean Ecosystems; (15) Land Ecosystems; (16) Institutions of Peace, Justice, and Resilience; (17) Collaboration to Achieve Goals (Hák, Janoušková, & Moldan, 2016).

Global cities are often the focus of research in urban rebranding efforts given the concentration of global capital and their ability to attract investment. However, in developed countries in America, urban rebranding is also common practice, as it plays an important role in building the positive image of the former industrial city (Masuda & Bookman, 2018). In Indonesia, city branding can be understood as a form of local government communication policy to introduce and market the region (Kamil, 2017). This action results in a very strong top-down effort. The term "urban village" refers to a place or location that encapsulates the state of Urban villages are walkable, bicycle-friendly, transit-oriented, mixed-use neighborhoods that can provide housing and employment opportunities, as well as environmental benefits and enhanced quality of life for city and region residents. Urban village plans have the potential to transform blighted and neglected areas into safe and inviting gathering spaces for people of all ages, income levels, and backgrounds (Savini, 2014). They have the potential to create a vibrant environment that is a perfect match for in the iconic landscape and growth economy (Anttiroiko, 2014). Innovation can provide a critical housing option for the workforce and people from all socioeconomic backgrounds. This can promote a more bicycle-friendly environment that is also walkable, resulting in a more active lifestyle and improved health outcomes. Additionally, it has the potential to alleviate development pressures on our priceless open spaces (Pancholi, Yigitcanlar, & Guaralda, 2015).

Referring to the above, this activity aims to align itself with achievement efforts on several things, namely: without poverty, a healthy and prosperous life, decent work, and economic growth. To achieve the condition of a people without poverty, this activity refers to the formation of competitive ability using the potential of the creation of healthy food products carried out by residents on a household industry scale, specifically housewife whose income levels are classified as economically weak independently (Krauss, 2022). As a city undertaking regional development, Semarang has expanded urban settlements in several areas, including the Cangkiran District. This community is primarily comprised of migrants from the lower middle class, young households, and adolescents with significant nutritional and educational needs. Healthy and Prosperous Life is paid for in this activity through household business plan planning training using canvas applications that help in planning business strategies and market planning to increase family income through improving business planning science and marketing of processed food products from yogurt ingredients (Umar, Sasongko, & Aguzman, 2018). Using the study that has been conducted by Umar etc., we believe that empowering women to use healthy food ingredients that are needed every day by both consumers and producers would ultimately lead to an improvement in people's health, productivity, and the prosperity of the community and the environment. Planned and effective processing of daily necessities would truly maximize the daily activity of housewives.

Economic growth is expected to emerge when the branding of Kampung Yoghurt is known and visited sustainably, making it a tourist destination (Sebestyén, Bulla, Rédey, & Abonyi, 2019). Cangkiran Village is in Mijen District, Semarang City, with an area of ± 2.76 km². Currently, Mijen District is considered very productive in planning the branding of its villages by having 17 (seventeen) thematic villages, namely: Vegetable Village, Durian Village, Dragon Fruit Village, Ceplok Piring Village, Tape Ketan Village, Fruit Village, Convection Village, Rice Field Village, and Owl, Jamu Village, Asri Village, Orchid Village, Pande Besi Village, Labu Village; Woven Village, Furniture Village, Hawker Village, Ketela Pohon Village (Riyadi, 2019). While the number of residents of Cangkiran Village, illustrates the largest number of residents in the productive age range, namely the age of 15-64 years, by 71%. Jatisari Village ranks at the top of the total population in 2020, and Cangkiran Village has the 4th largest population among the total of 14 villages in Mijen District, Semarang City. The problem that comes at this time is that housewives who have the capacity in the form of time and space at home to expand current companies must be able to improve the quality of their daily activities to provide for family nourishment

without incurring additional expenses. Consequently, it is crucial to engage in a variety of activities that enhance the capacity to build healthy food processing.

One of the impacts of globalization that occurs today is that the increasing number of residents in the suburbs can have a positive impact on economic growth that was initially not moving enough in the suburbs. Grossman & Krueger describe two components: economic globalization, which refers to integrating global markets, and ideological globalization, which refers to the political ideologies that underpin the spread of markets, commerce, and democracy (Grossman & Krueger, 1995). Economic globalization has had a limited impact on developing countries; some cities have prospered; others, while not globally integrated, have regional interests. Large swaths of land and many cities have been passed (Lanz, Dietz, & Swanson, 2018). Ideological globalization encompasses a much broader range of intellectual and policy concerns. Ideological globalization's principles work against cities/regions on the global periphery (Jackson, 2021). At this time, global competition cannot always be done by people in urban centers alone, but also in suburban settlements, with newly grown heterogeneous communities (Karachyna, Vakar, Moroz, Semtsov, & Vitiuk, 2020). One of them is as depicted at the location of this activity.

Empowerment of women and housewives has been widely done in this village, where all villages already have stalls or places to eat managed by housewives in this area. Cangkiran Village, until 2020, had 29 (twenty-nine) stalls and places to eat. Stalls and places to eat that have managed by women of productive age who have proven to have the spirit to change themselves and their environment for the better and be sustainable. Starting from various non-formal meetings that have been conducted both through study events and WA group chats (WhatsApp), it was found that the addition of knowledge about health, nutrition, and opportunities to develop a home economy is the biggest hope and dream so far.

It is envisaged that by empowering women and housewives in dense residential areas with low incomes, they will be able to strengthen food security and the existing local economy. Young women with children under the age of adolescence have potential in the sense of time and space that can be utilized by remaining at home near to their families. Any development in their talents will have an immediate economic effect on their families and the community. Thus, this activity aims to train partners in yogurt making to build women's resilience in developing local economies and healthy lifestyles.

METHOD

Cangkiran Village is in Mijen District, Semarang City, with an area of ± 2.76 km², as illustrated in Figure 1. The target location of the activity is in Cangkiran Village; Delta Asri housing is depicted in Figure 2 below which shows the entrance and a house that has a household trade function in it. The target of this activity is 25 (twenty-five) housewives in the Cangkiran Village Area, which has been one of the community groups affected by the pandemic that hit Indonesia. Most housewives work in home businesses and services, where the position of Cangkiran Village is ranked 5th among 14 other villages in Mijen Subdistrict, Ngaliyan, as depicted in figure 4 above. The activity method is carried out using the incorporation of online, offline, and hybrid systems in the preparation, implementation, and evaluation of activities a total of 3 (three) video explanations regarding the types, benefits, content, and business plans that can be carried out and 1 (one) video of yogurt making practice. As shown in figure 5 below. Participants who received training and assistance with yogurt making tools have uploaded in to their registered social media accounts and will collaborate to publish new products and the growth of consumers as a marketing effort as well as an evaluation for the sustainability of their activities.

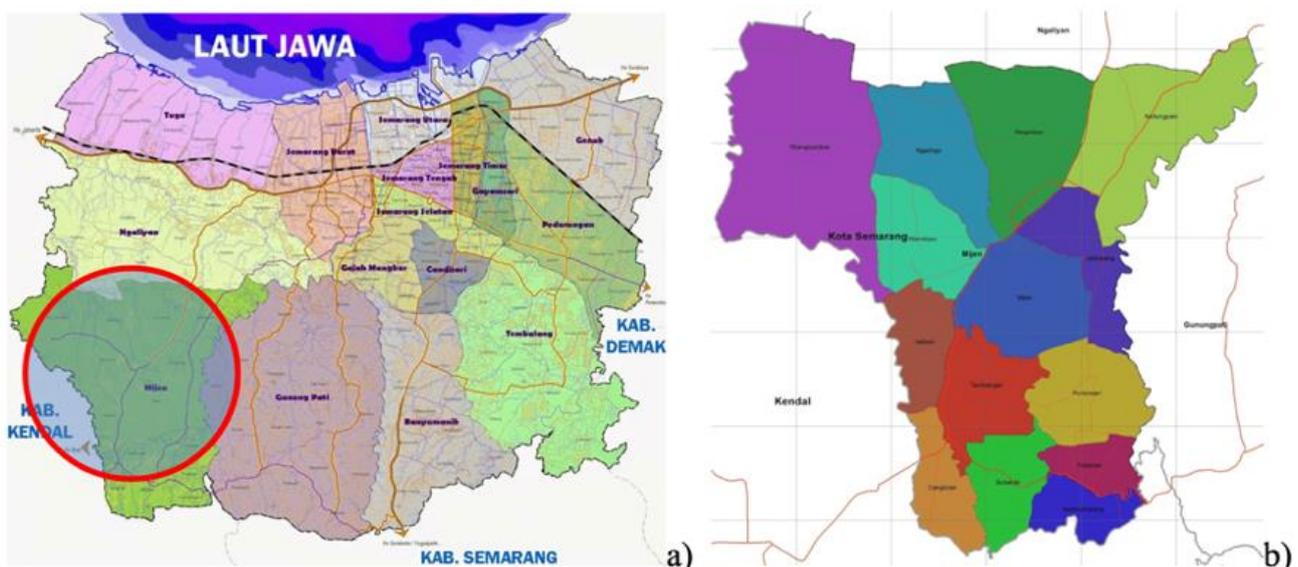


Figure 1. Location of community service: a) Mijen District, Semarang; b). Cangkiran Village.



Figure 2. Overview of targets of Puri Delta Asri 2 Housing Community Activities, Cangkiran Village, Mijen District, Semarang (Nursanty, 2021)

In general, the activity is divided into four stages, namely: (i) preparation, which is carried out online in the presentation's form of activity materials that have been carried out 3 (three) days before the activity so that participants who have registered online can watch it in advance according to their free time; (ii) main event, which is the main activity carried out in a hybrid way. Some speakers are present directly on location and others are present virtually using the Zoom application. Similarly, participants who have learned the material first through YouTube, can directly discuss it with the speakers both directly and virtually. The recording of the event can be watched via the following link: https://www.youtube.com/watch?v=3e_r2n0-NFQ&t=7s which contains the following summary of activities and links <https://www.youtube.com/watch?v=bllwgdHpnm0&t=223s> which contains a full stream of activities; (iii) is a publication activity carried out as several publications, namely: online media, Jateng Daily, community service journals, and YouTube social media; (iv) is the evaluation process carried out after the event takes place through the participants' testimonial videos at the following link: <https://www.youtube.com/watch?v=hCCFwLTGqIs&t=1s>. Diagrammed, the method of execution of activities is described in Figure 3.

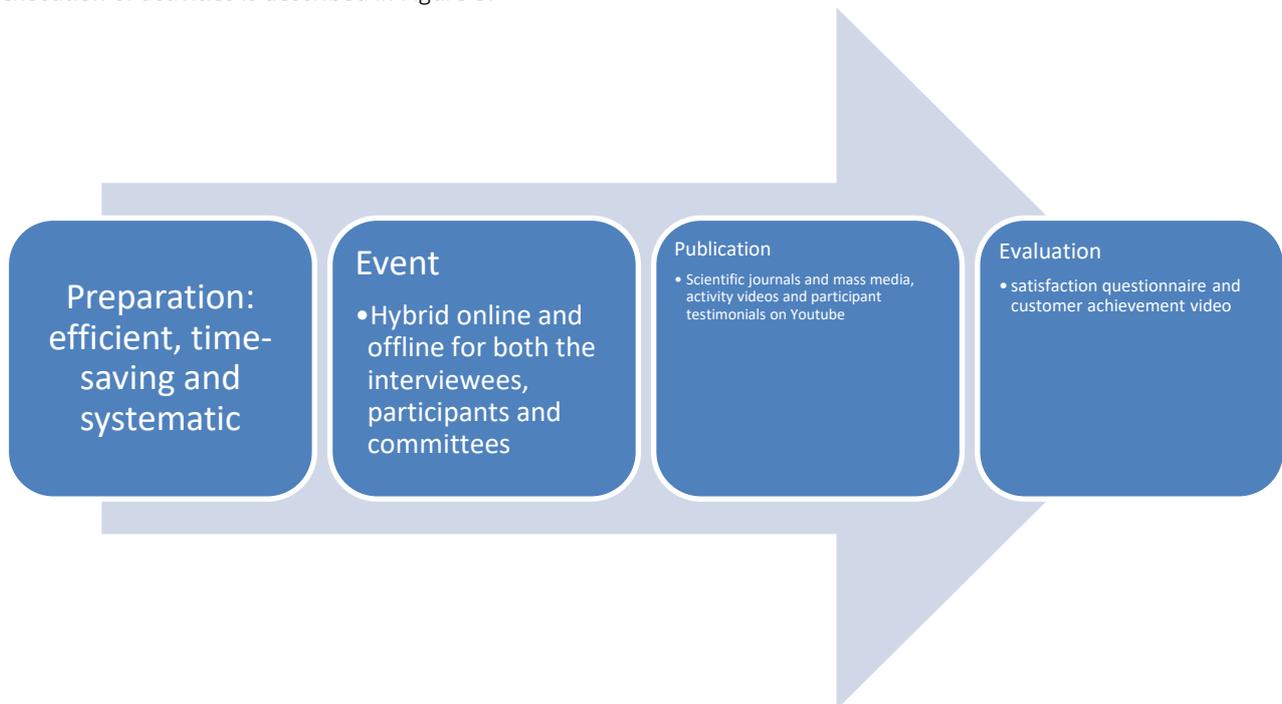


Figure 3. Methods of implementation of thematic village PKM activities yogurt (Nursanty, 2022)

RESULTS AND DISCUSSION

The materials that have been given during preparation, activities, and discussions with participants for the development of the next real step, which has all been published on the YouTube channel show in Figure 4. At the preliminary stage, 50 (fifty) residents who are interested in living locations throughout the Cangkiran District have registered. The submission is motivated by a desire to improve the capacity to process healthy food, as it has previously carried out several breakthrough household food businesses. Following a selection process based on an equitable distribution of activity areas, it was decided to attend 25% in person and 75% virtually.



Figure 4. Three speakers and related lecture materials on the YouTube Channel (Nursanty, 2022).

The material presented by the speakers is seen in Table 1.

Table 1. Speakers and learning materials

Speaker	Department	Learning materials
Dr. Ars. Eko Nursanty, ST., MT.	Architecture	Yogurt and Healthy Lifestyle Needs. <i>(Yoghurt dan Kebutuhan Gaya Hidup Sehat).</i>
Dr. Honorata Ratnawati Dwi Putranti, SE., MM.	Economic and Business	Canvas Business Model for Homemade Yoghurt Business. <i>(Bisnis Model Canvas Untuk Usaha Youghurt Rumahan).</i>
Ery Fatarina Purwaningtyas, ST., MT.	Chemical Engineering	Yogurt and Healthy Nutritional Needs to Improve the Body's Immune System. <i>(Yoghurt dan Kebutuhan Nutrisi Sehat Untuk Meningkatkan Sistim Imun Tubuh).</i>

Healthy lifestyle and yogurt

Yogurt and healthy lifestyle needs are the first materials that become the basis of activities, where the main need of people in this new normal era is a sustainable healthy lifestyle (Abe et al., 2020). Childhood sets the stage for developing healthy lifestyle behaviors. Thus, the relationship between adolescents' cognitive beliefs, healthy lifestyle choices, and the transformation of healthy lifestyles into behaviors has become an exploratory topic (Loef & Walach, 2012). Since adolescence and its development, researchers have been examining the relationship between variable cognitive, social support, and healthy living behaviors (Kelly et al., 2011).

Childhood and adolescence serve as the basis for healthy lifestyle choices and behaviors in adulthood. Adolescents are increasingly disengaged from the feeling of depending on their caregivers to choose a healthy lifestyle and developing the ability to make their own choices about healthy lifestyle behaviors, including physical activity and nutrition (Ford et al., 2012). Numerous studies have established that adolescent peers, parents' healthy lifestyle behaviors, and the school environment all influence healthy lifestyle choices and behaviors (Çelebi et al., 2017).

Women's empowerment is essential for families, communities, and the country's health and social development (Ramachandran, Wu, Kowitlawakul, & Wang, 2016). Women can reach their full potential when they live in a safe, fulfilled, and productive environment (Behrens et al., 2013). Hire their skills and you can raise happier, healthier children. Additionally, they can contribute to the development of a sustainable economy and benefit society and humanity (Salmoirago-Blotcher et al., 2011). Education is a critical component of this empowerment. Girls who are educated can later in life pursue meaningful work and contribute to their country's economy. Additionally, they are four times less likely to marry young when they complete an eight-year education, which benefits both them and their families (Wu et al., 2009).

Figure 5 shows the desire to advance women to make every activity carried out is as part of family activities and environmental progress by creating a relaxed learning atmosphere and easy to understand by children and adolescents as well. This familial atmosphere will later be the power to win the competition of places by giving special touches to the stalls that exist in public spaces for gathering people and tourists in villages with bicycle routes through culinary villages containing healthy yogurt-based foods.



Figure 5. Documentation of the activity (Nursanty, 2022)

Healthy Lifestyle: Good Health

Good health is not only the absence of disease, but it is also a state of complete physical, mental, and social well-being. This includes eating a balanced diet, exercising regularly, abstaining from tobacco and illicit substances, and getting adequate rest (Sen & Sirin, 2015). Our bodies function similarly to machines, requiring a balance of protein, carbohydrates, fats, vitamins, minerals, and water to function properly (Nelson, 1997). Many people do not purchase or prepare fresh food regularly. We frequently lack time and opt for fast food that is inexpensive and processed quickly. However, food comfort has a detrimental effect on our health. Here are some examples of this type of food and the resulting adverse effects: junk food, such as chips and chocolate, is high in calories but low in nutritional value; (ii) fast food, such as hamburgers and fried chicken, is prepared and served quickly but is high in fat; and (iii) practical foods, such as microwave-ready meals, frequently contain an excessive amount of salt and sugar.

To maintain a healthy lifestyle, we must also consider the value of physical activity. Your body was not designed to sit. Regular exercise is necessary to keep the joints and muscles healthy and functioning properly. They will cease to function if you stop walking. If you're active, your body has a much easier time dealing with threats such as illness, injury, or the occasional sweet or fatty snack. Exercise also assists you in maintaining a positive attitude toward mental health issues and stress. We lose body fat, become less tired, and feel better. Exercise improves human flexibility and strength, alleviates boredom, and promotes sleep. Additionally, it enables us to make new friends and acquire new skills. The primary way to avoid making unhealthy lifestyle choices is to educate yourself about the effects of various substances on your body. Substance abuse can cause serious consequences for one's physical and mental health.

Thus, in this activity, the participants have received various benefits as expected, namely conditions without poverty, healthy and prosperous lives, decent work, and economic growth that starts with women, especially housewives, thus making people's healthy living habits a new brand that is sustainable and needed by all people, which was the original goal of this activity. Community-based development is a development pattern that supports and allows full involvement by the local community in the planning, implementation, and management of the business and all the benefits derived (Prihanta et al., 2020). This research shows the potential of the woman, especially the housewife of low-income family, to become the main economic generator of the family and community. Innovations that connect simple product, place potential, and engaging publicity may become a new way of family and community empowerment. Finally, the empowered family and community will become the main core factor for the competitive edge of a place, and the booster of the power of city branding at the same time.

CONCLUSION

Empowering women, especially housewives, will influence the power of places to win competition in the present. Based on the results of the evaluation of activities that have been carried out, there are several ideas to build opportunities to work more effectively in the future. Most of the participants (93%) stated that self-development activities through various online media as exemplified by this activity greatly help them manage time for family and self-development information needs. The main task as a housewife can be done with efforts to develop themselves as well as develop the ability to increase family income. Women's empowerment can be described as an attempt to promote women's sense of self-worth, their ability to make their own choices, and their right to influence social change for themselves and others. It is closely aligned with women's empowerment, a fundamental human right that is also key to achieving a more peaceful and prosperous world.

Cangkiran Village, Mijen District, Semarang City, from now on, has been preparing to do various businesses and ideas based on yogurt of various eating needs at various ages, ranging from child age, school age, adolescent age, and adulthood. Together with existing communities, various ideas have been developed, among others, the school drink business that will be offered as an alternative to snacks in schools and healthy cake snacks that will be marketed online using the GoFood and ShopeeFood applications. Over time, various products will be registered for nutritional tests by the lab belonging to the Chemical Engineering Department; University of 17 August 1945 (UNTAG) Semarang. People in the Cangkiran community, together with the Faculty of Economics and Business, will register these excellent recipes as trademarks. Some of these trademarks will be placed in a unique distribution of unique locations in the future to enjoy onsite products, so

that they will compete as a place or destination in the formation of bicycle tourism lanes in the future. During the planning stage, the community discovered options for acquiring new knowledge through virtual information, where the material provided by the speakers is very flexible and easy to listen to at any time and from any location. Participants gain confidence during the implementation phase that the time they currently spend at home and where they live can be a business asset that will grow in the future. The public begins to understand the use of social media to create a positive image for themselves and their environment in the final stage, which takes the form of an engaging and effective virtual publication.

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