

Persuasive Communication on Independent Food Resilience Awareness Through Indigenous-Based Bulekungdamber Training for the Residents of Kampung Landeuh, Bojong, Menteng Village, Leuwidamar, Lebak, Banten

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Abstrak

Komunikasi persuasif dan Kesadaran Ketahanan Pangan Independen Melalui Pelatihan Ikan Lele dan Budidaya Bayam Air dalam Ember (Bulekungdamber) Berdasarkan Pengetahuan Adat untuk Penduduk Kampung Landeuh, Desa Bojong Menteng, Leuwidamar, Lebak, Banten, yaitu, Pemerintah Desa Bojong Menteng. Mendorong penciptaan kemandirian pangan dari masyarakat Desa Landeuh melalui penggunaan pekarangan dan tanah yang tidak produktif. Mengurangi ketergantungan pada persediaan makanan dari luar desa, guna meningkatkan ketahanan pangan setempat. Pelatihan dilakukan di tanah, interaktif, dan dapat dipraktekkan secara langsung. Pelatihan interaktif singkat menggunakan bahasa yang mudah dipahami untuk menggambarkan manfaat ketahanan pangan dan kemandirian. Teknik komunikasi yang diterapkan sederhana diselingi dengan pertanyaan dan jawaban sehingga warga merasa terlibat. Pelatihan menunjukkan secara langsung bagaimana membuat bioflok sederhana, menanam sayuran dalam polybag, atau membuat pupuk organik cair. Selanjutnya, dibuka ruang diskusi dengan peserta pelatihan sampai mereka mengerti.

Kata Kunci: *Komunikasi Persuasif, Ketahanan Pangan Mandiri, Bulekungdamber.*

Abstract

Persuasive Communication and Awareness of Independent Food Resilience Through Training in Catfish and Water Spinach Cultivation in Buckets (Bulekungdamber) Based on Indigenous Knowledge for the Residents of Kampung Landeuh, Bojong Menteng Village, Leuwidamar, Lebak, Banten, namely, the Village Government of Bojong Kampung. Encourage the creation of food independence from the people of Landeuh Village through the use of yards and non-productive land. Reducing dependence on food supplies from outside the village, while increasing local food security. Training is done ground, interactively, and can be practiced directly. A short Interactive Lecture using easy-to-understand language to describe food security and the benefits of self-sufficiency. Simple applied communication techniques interspersed with question and answer so that citizens feel involved. Shows directly how to make a simple bioflok, grow vegetables in a polybag, or make liquid organic fertilizer. Next, discuss with the trainees until they understand.

Keywords: *Persuasive Communication, Independent Food Security, Bulekungdamber.*

INTRODUCTION

Partner in the Community Service Program (PKM) for the 2024/2025 Period on the Implementation of Persuasive Communication and Awareness of Independent Food Resilience Through Training in Catfish and Water Spinach Cultivation in Buckets (Bulekungdamber) Based on Indigenous Knowledge for Residents of Kampung Landeuh, Bojong Menteng Village, Leuwidamar, Lebak, Banten, namely, the Bojong Menteng Village Government.

Kampung Landeuh is part of Bojong Menteng Village and is inhabited by 27 households comprising 120 individuals from the Baduy Luar community who have converted to Islam. The people of Kampung Landeuh are still classified as a low-income community with limited employment opportunities, which has led many of the village's youth to seek jobs in Jakarta to support their families (Antaranews.com, 2020).

The physical establishment of Kampung Landeuh, occupying approximately five hectares of land, was facilitated by the At Taubah Foundation, BSD Tangerang. They built 45 simple houses with ijuk (palm fiber) roofs for a small group of Muslim-convert Baduy Luar families, along with a sizeable mosque. Further development and empowerment of Kampung Landeuh's residents have been continued by YBM (Yayasan Baitul Mal) PLN, transforming the area into a site for educational tourism, a camping ground, homestays, Baduy creative economic initiatives, and honey farm. However, a field study conducted by the team revealed that food resilience among the Kampung Landeuh community remains inadequate. Therefore, there is a need to build awareness and provide skills for independent food resilience through training in catfish and water spinach cultivation using buckets. The aim is to improve the residents' capacity to independently meet their food needs (Tempo, 2022).

One of the essential skills that Kampung Landeuh residents should possess is the ability to meet their own food needs by utilizing the natural resources available in their area. Independently managing catfish and water spinach cultivation in buckets can help the villagers sustain themselves. Catfish, in particular, is known to be rich in omega-3 fatty acids, which are beneficial for children's brain development, a crucial asset for the next generation in Kampung Landeuh (Rifqi.dkk, 2025).

These skills can be shared through training sessions, during which social interaction will take place through direct contact and communication about catfish and water spinach cultivation between the trainers and the local residents of Kampung Landeuh. The goal of this training is to open the minds and hearts of Kampung Landeuh residents to realize that there are many survival strategies that can be applied in navigating economic limitations. One such strategy is acquiring skills rooted in local wisdom, such as cultivating fish and vegetables, so that economically constrained villagers are empowered to overcome food challenges independently (Saputra, 2022). This aligns with Key Performance

Indicator (IKU) 5, in which the outcomes of university lecturers' training can be applied directly by the community.

The roadmap for the community service program refers to the Master Plan for Community Service (RIPkM), which envisions that within the next five years, low-income communities will have the ability to improve their digital media literacy, ultimately enhancing their quality of life. Through these community service activities, meaningful contributions can be made toward solving economic challenges in society.

METHOD

The Community Service Program will be carried out in Kampung Landeuh, Bojong Menteng Village, Leuwidamar Subdistrict, Lebak Regency, Banten Province. The target audience of this program is the residents of Kampung Landeuh, who are a minority group of Outer Baduy that have converted to Islam and have become official residents of Bojong Menteng, as indicated by their ownership of the Bojong Menteng Village Resident Identity Card.

To address the issues related to the community's limited knowledge of independent food resilience and lack of persuasive communication skills, which can serve as a form of communication rooted in local wisdom, this Community Partnership Program offers several methodological approaches aimed at resolving these challenges. These include educational outreach on independent food resilience and persuasive communication as a culturally grounded communication method, as well as practical training in catfish and water spinach cultivation using buckets. Through these methods, it is expected that the residents will gain the knowledge and skills necessary to improve their self-sufficiency and communication capabilities (Soemirat, dkk, 2018).

Implementation activities of the community service program are divided into three stages, namely preparation, implementation, and monitoring stage. At the preparation stage, the preparation of the extension work program (socialization) is carefully prepared so that the activities are carried out more regularly and purposefully (Sada,dkk, 2023). The program includes things that are technical, managerial and confounding. In addition, the preparation of socialization modules includes continuous extension techniques. Preparation of extension facilities and infrastructure. This preparation includes the provision of facilities and infrastructure of extension places in one of the office spaces of Bojong Menteng Village, Leuwidamar, Lebak, Banten (Siahaan, 2024).

Furthermore, the team coordinates the field so that the socialization and training of catfish and kale cultivation by using indigenous-based bucket media can form awareness and food security skills of the residents of Landeuh Village. Extension activities are carried out 3 (three) times so that there is an understanding and similarity of perception about the purpose of coaching activities about persuasive communication and the cultivation of kale organic

catfish with indigenous-based bucket media to support the self-severe food security of the residents of Kampung Landeuh (Hasanah, 2022).

The outreach program is carefully planned to ensure that all activities are organized and well-directed. This plan covers all technical, managerial, and scheduling aspects. The next action compulsion modul, the module includes techniques for continuous outreach. Preparations also include providing the necessary facilities and infrastructure for outreach activities, such as arranging for a suitable space in one of the offices at the Bojong Menteng Village Office, Leuwidamar, Lebak, Banten. Field coordination will be conducted by the team. The socialization and training on catfish and water spinach cultivation using bucket media based on indigenous knowledge aim to raise awareness and improve food resilience skills among the residents of Kampung Landeuh. The outreach activities will be conducted three (3) times to ensure that there is a shared understanding and unified perception of the objectives behind the coaching activities on persuasive communication and organic catfish and water spinach cultivation using bucket media, rooted in indigenous practices to support independent food resilience among Kampung Landeuh residents (Muchlis, dkk, 2023).

The second round of socialization aims to provide more detailed explanations of the objectives and benefits of persuasive communication training in building awareness of independent food resilience among Kampung Landeuh residents, based on indigenous values. This supports the government's national food security program by delivering training materials to Kampung Landeuh residents. Printed training modules will be distributed during participant registration to facilitate understanding. This activity will be attended by selected Kampung Landeuh residents who are deemed suitable by the mentors (in this case, volunteers from YBM PLN) and local officials from the Bojong Menteng Village Office, who have the competence and motivation to participate in the outreach and training sessions. The activity will be conducted face-to-face and is scheduled to take place at the end of March 2025.

The last action is monitoring will be conducted intensively by the implementation team during each activity to ensure that everything runs according to plan. Evaluation will occur alongside monitoring so that any issues can be addressed immediately. Evaluation is carried out at every stage of the activity and includes a detailed plan outlining how and when the evaluation will be conducted, including criteria, indicators of goal achievement, and benchmarks used to measure the success of the program. Guidance will also be provided to partners to continuously implement improvements in food resilience awareness and skills rooted in local wisdom within the Baduy community which is known for its strong adherence to Pikukuh Karuhun (ancestral customs).

RESULTS AND DISCUSSION

The implementation of the Community Service Program (PkM) by Universitas Mercu Buana, through the Master's Program in Communication

Studies, was carried out in partnership with the Bojong Menteng Village Government, Lebak Regency, Banten. This activity was part of the Domestic Collaboration Community Service Program (PKM KDN), held on February 26–27, 2025, at the village hall of the Bojong Menteng Village Office, Lebak Regency, Banten. The two-day event began on the first day with preparation for the main activities and a group discussion with the women of Kampung Landeuh, Bojong Menteng Village, held in the mosque from 7:00 to 8:00 PM (WIB). On the second day, the main event, a socialization and training session on catfish cultivation in buckets, took place at the Bojong Menteng Village Hall from 9:00 AM to 2:00 PM, with a break for lunch and prayer from 12:00 to 1:00 PM.

The PKM event was officially opened by the Village Head of Bojong Menteng, Jaro Ajat Sudrajat, and was attended by village officials including the Deputy Village Secretary, Village Secretary, and community advisors delegated by the Leuwidamar Subdistrict, Lebak, Banten. The PKM KDN activity was held in person and attended by 30 participants from various village groups, including representatives from the education sector, farmers, community mentors from Kampung Landeuh, and Kampung Landeuh residents. Participants showed strong enthusiasm during the socialization and training sessions, demonstrated by their active listening and eagerness to ask questions to the speakers. There was a high level of interaction between the speakers and participants through Q&A and discussion sessions (Mawitjere, 2024). The PKM activity received positive responses and was considered both beneficial and engaging. (*Attached questionnaire results*).



Figure 1. Group discussion with the women of Kampung Landeuh on the first day of the Community Service Program (PkM).



Figure 2. Deliverin traning materials for budikdamber



Figure 3. Audience listening to the materials

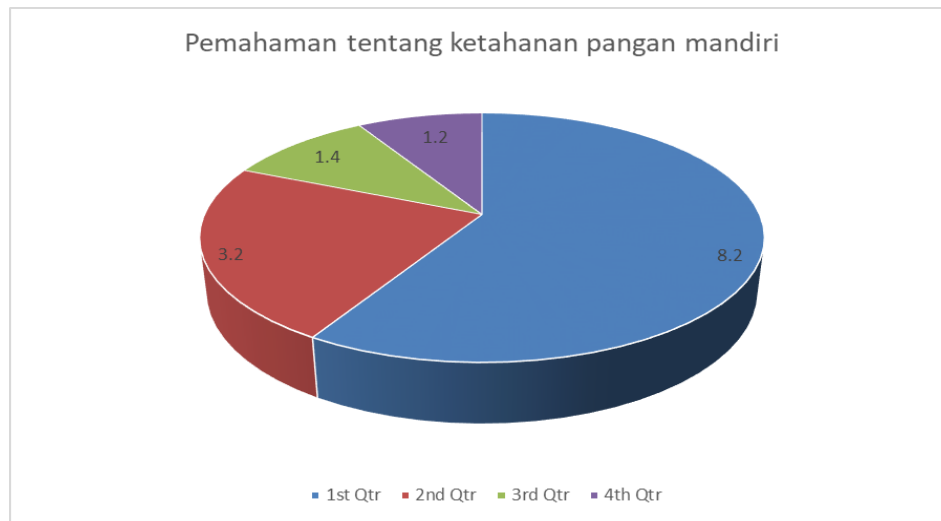


Figure 4. Diagram of enthusiasm and motivation in following the trainings

The diagrams shows that the majority of participants comprehended the training Materials. After food security training is given to the residents of Landeuh Village generally the citizens become familiar with the concept of self-sustaining food security that they feel more skilled to meet some of the food needs and not dependent on the market. In addition, it becomes to have an understanding of the skills of catfish cultivation and realize the efficiency of the land.

CONCLUSION

The catfish and water spinach cultivation in buckets training (Budikdamber), held in Kampung Landeuh, Bojong Menteng Village, Leuwidamar Subdistrict, Lebak Regency, Banten, was successfully implemented and received a positive response from the local community. The following are several key points concluded from this activity: Increased Knowledge (Training participants demonstrated improved understanding of the concept of independent food resilience through the Budikdamber system, which integrates catfish and water spinach cultivation in a single medium.

The second conclusion is practical Skills (Residents successfully practiced the steps involved from preparation, seeding, and maintenance to basic harvesting for both catfish and water spinach using used buckets as cultivation media). Formed Suitability to Local Conditions, The Budikdamber method proved to be well-suited to the environmental and social conditions of Kampung Landeuh, as it requires neither large land areas nor high costs, and is easy to replicate at the household level.

Description enthusiasm and active participation, participants showed high enthusiasm and actively engaged in discussion sessions, hands-on practice, and outcome evaluations. This indicates that the method is well-received and has strong potential for further development. The last formed potential for sustainability, the training resulted in the formation of a small group of residents committed to continuing and sharing the Budikdamber practice to other families in their community as part of a community-based food resilience movement.

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