

Research Article

Use of Moringa Plant as a Healthy Processed Food: A Study of the Social Facts Paradigm Within the Keloris Community in Ngawenomboh Village, Kunduran District, Blora Regency, Central Java

Muhammad Fadeli^{1*}, Kridawati Sadhana², and Bambang Satria²

¹Universitas Bhayangkara Surabaya, Surabaya, Indonesia

²Pasca Sarjana, University of Merdeka Malang, Malang, Indonesia

ORCID

Muhammad Fadeli: <https://orcid.org/0009-0007-9516-425X>

Abstract.

Empowered communities are self-reliant, have better opportunities to utilize and access local resources, and improved well-being. Social facts indicate that the community of Ngawenomboh Village in Kunduran District, Blora Regency, Central Java, is facing welfare issues resulting in malnutrition. On the other hand, there is local potential for the wild moringa plant, which is underutilized even though appropriate processing might boost the nation's economy and combat malnutrition. Using moringa as a nutritious processed product, "Keloris," can majorly benefit the community. This research aims to explain and assess this initiative. The research method used is a qualitative descriptive approach, with data collection techniques through observation and in-depth interviews with Keloris and community sources. The results show that the community empowerment initiatives by Keloris follow the empowering sustainability approach with technology. The empowering approach includes moringa cultivation, and production and distribution partnerships, which have resulted in community empowerment, self-reliance, and entrepreneurship. Meanwhile, the sustainability approach involves training and developing community empowerment programs, resulting in the emergence of 1keloris as agents of change responsible for moringa development in the community. Additionally, the technology approach, through the use of production machines and digital marketing, has increased moringa production capacity and quality, as well as expanded its market. This research contributes to a community empowerment model for processing moringa as a healthy product.

Keywords: empowerment, keloris, local potential

Corresponding Author:

Muhammad Fadeli; email:

cakdeli@ubhara.ac.id

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1. Introduction

Chambers [1] and other academics claimed that the idea of community empowerment is a social value-encapsulating economic development. To enhance community awareness and utilization of moringa, community empowerment is essential. This empowerment involves providing opportunities, resources, and support to enable the community to harness the local potential of moringa for both economic improvement and daily nutritional needs. Empowerment is a process aimed at fostering self-reliance within the community, enabling them to seize opportunities and access local resources to enhance their well-being. Strengthening their capabilities by tapping into local resources, both physical and non-physical, is particularly crucial for rural communities. With the skills and abilities they acquire, they can enhance the socio-economic well-being of the community [2].

The word “daya,” which signifies strength or competence, is the root of the word empowerment; in English, it is called “power.” Empowerment can be defined as the process of strengthening or making the powerless become empowered. Empowerment is a process aimed at enabling communities to become self-reliant, providing them with opportunities to utilize and access local resources to enhance their well-being. Community empowerment involves developing communities, especially the poor, the vulnerable, and marginalized groups, creating collaborative relationships between communities and development institutions, mobilizing and optimizing the sustainable use of resources, reducing dependency, sharing power and responsibility, and enhancing sustainability.

The participation of communities and the concern of various community groups, working together with the government, play a synergistic role in addressing the well-being and nutritional needs of the population. The role of Keloris in community empowerment activities is the establishment of “Moringa Organik Indonesia (MOI) Puri Kelorina Blora.” This serves as a platform for information and the development of moringa in Indonesia, while also engaging in community empowerment efforts in the vicinity of Ngawenomboh Village, Kunduran Subdistrict, Blora Regency, Central Java (kelorina.com). The Moringa oleifera tree is referred to as a versatile natural resource because of its many uses in medicine, agriculture, industry, water treatment, and antimicrobials. Table 1 below lists these applications [3]. For example, the edible 30–40% oil contained in the seeds can be utilized to make soap and cosmetics. The leaves have been used to treat malnutrition since they are nutrient-dense and contain antioxidants [4]. Because the seeds and seed

cake may eliminate up to 99 percent of the germs in water, they are a useful primary coagulant in water treatment [5]. Since the tree is drought-resistant (needs very little water) and can produce edible, nutritious leaves all year round if it is irrigated, it can be used to reduce poverty, disease, and malnutrition, among other socioeconomic and health benefits [6]. The *Moringa oleifera* tree is known as a “miracle tree” because of its abundance in specific macro- and micronutrients that are crucial to human nutrition. At the moment, it is utilized to fortify human food items like cereals, yoghurt, cheese, biscuits, and porridge made from maize meal [7].

Policies related to addressing community nutrition, particularly addressing stunting, represent the government’s response to issues faced by the population. These public policies serve as a legal framework to achieve the state’s goals in promoting community well-being. Public policies are a series of interconnected actions chosen by the government to address evolving issues within the policy environment. Policy players interact with one another to either directly or indirectly impact or be influenced by public policies, which results in public policies. Understanding the troubling circumstances in the community and creating suitable public measures to address public issues are part of these interactions between policy players [8].

According to the results of a prior study, community people can benefit from proper technology in both sustaining current development and adjusting it to meet changing environmental conditions in the future [9]. On the other hand, interactive studies are more focused on a development perspective with qualitative analysis, as follows : Firstly, empowerment, which examines how to foster community empowerment in improving their quality of life. Secondly, sustainability, which looks at the sustainability of development by considering environmental preservation for the benefit of future generations. Thirdly, the technology approach, which is directed towards development by harnessing opportunities to use technology in the development process [10].

In connection with this phenomenon, the researcher examines and analyzes community empowerment conducted by Keloris in utilizing moringa as a healthy processed product. From this phenomenon, the author formulates the research problem as follows: “How is community empowerment in the utilization of moringa as a healthy processed product in Ngawenomboh Village, Kunduran Subdistrict, Blora Regency, Central Java, a study within the Social Facts Paradigm in the Keloris Community of Ngawenomboh Village, Kunduran Subdistrict, Blora Regency, Central Java ?”

2. Research Method

A qualitative descriptive research methodology is used in this study. According to Satori [11], qualitative research is carried out in order to investigate non-quantifiable phenomena that are descriptive in nature. Examples of these phenomena include the steps involved in a work process, a recipe's formula, various concepts, the qualities of a good or service, images, styles, cultural customs, physical models of an artifact, and so on. Furthermore, according to Sugiyono, qualitative research—which is grounded in post-positivist philosophy—is employed to study naturalistic objects in which the researcher plays a pivotal role.

2.1. Research design

It is natural to notice this. A hallmark of scientific investigation and a key component of many empirical data collection initiatives is naturalistic observation [12]. This is a descriptive method and investigates what behavior is happening and not why the behavior is happening. The observer tries to not interfere with how participants actions would otherwise proceed. From this observation, data is compiled then analyzed and finally a theory of why the observed behavior is happening can be generated.

2.2. Research stages

Research stages can be seen on Figure 1 below.

2.3. Participants

To ensure credible and measurable data, the researcher specifies the number of informants or sources of information as follows: 1 Founder of Keloris, 4 Members of Keloris, and 2 Volunteers or Participants.

2.4. Data collection

Triangulation is a strategy used in data gathering; inductive or qualitative data analysis is used in data analysis; and the findings of qualitative research prioritize meaning over generalization. Researchers who follow the social facts paradigm typically employ

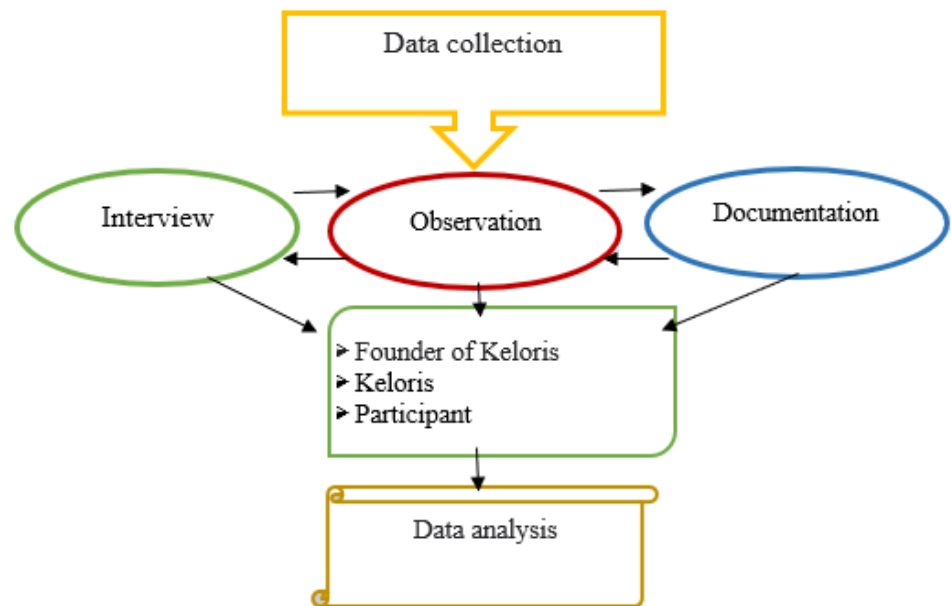


Figure 1: Research stages.

techniques like questionnaires and interviews, claims Ritzer [13]. Several data collection methods are used in this study to gather data from a variety of sources, and the process is repeated until saturation is reached. Participatory observation, documentation, and interviews are the methods of data collection used because of the type of information needed for this study.

2.5. Instruments

The key instrument is the researcher as the data collector, analyst, and presenter in written form. The supporting instruments are video recorder to record the interview and observation, soft and hard documents to complete the information.

2.6. Data analysis

Analysis was done after all data were collected. The data were categorized based on the objective of the study and narrated briefly in the research paper. Finally, the research finding was concluded.

3. Results and Discussion

The research focus on ¹Community Empowerment in Utilizing Moringa as a Healthy Processed Product in Ngawenomboh Village, Kunduran Subdistrict, Blora Regency, Central Java, revolves around three key aspects: Empowering, Sustainability, and Technological Approach.

3.1. Empowering

The research has resulted in four specific focus indicators related to cultivation, production processes, production partnerships, and distribution partnerships. Empowerment is about how to foster community empowerment in improving their quality of life [10]. The steps taken aim to diversify local potential to reduce dependence on a single type of crop or specific commodity, create opportunities for community business development, and establish distribution partnerships related to product marketing. The sequence of activities to enhance community empowerment begins with cultivation, production processes, production partnerships, and distribution partnerships. This is in line with result of the previous study conducted by Nida et al. [9].

Cultivation activities emphasize Keloris' efforts to improve community health and economic well-being through moringa cultivation. Keloris conducts socialization and education for the community regarding the benefits of moringa. Empowerment is achieved through partnerships with the community in the moringa cultivation process and guidance in accordance with established Standard Operating Procedures (SOPs). This aims to increase community income and create employment opportunities. Community empowerment in moringa cultivation includes active participation in sorting or caretaking tasks in the moringa gardens. Through moringa cultivation, communities can gain access to information about this nutrient-rich plant, which can improve their health. It all begins with the dissemination of information and education about the benefits of moringa, aimed at increasing community awareness of the importance of consuming moringa as a source of daily nutrition. Moringa cultivation is carried out with the goal of increasing community income. By utilizing vacant land and following the guidance and Standard Operating Procedures (SOPs) established by Keloris, communities can optimize the potential of their moringa gardens. ¹The partnership between Keloris and the community in the process of moringa cultivation demonstrates collaboration and active participation. The community is involved in activities such as sorting or

leaf cleaning and tending to the moringa gardens in accordance with the established Standard Operating Procedures (SOPs). Through this partnership, the community can learn and receive technical guidance in moringa cultivation, allowing them to develop their moringa gardens effectively. Through moringa cultivation, Keloris aims to create job opportunities for the community. The active participation of the community in moringa cultivation includes tasks such as garden cleaning, leaf picking, product processing, and product distribution.

Keloris's efforts to empower the community of Ngawenomboh Village involve engaging the village's youth in the moringa production process. To enhance the skills of the village youth in moringa production, training and mentoring are provided. Keloris implements the InLine System: Moringa Nutrition Method SOP to ensure that the moringa production process adheres to standards and produces quality products. Community empowerment, particularly of the village youth, encompasses skill development and the attainment of certifications that meet MOI (Moringa Organik Indonesia) standards.

The empowerment of Ngawenomboh Village's youth in moringa production includes skill development and certification acquisition to ensure they possess adequate knowledge and skills. Through training and mentoring, the youth are given opportunities to enhance their moringa production skills. This includes knowledge of proper cultivation techniques, moringa product processing, and an understanding of the importance of maintaining quality and cleanliness in the production process. Improving these skills allows the community to produce better-quality moringa products.

Keloris's efforts in establishing partnerships for moringa production with the community aim to enhance self-sufficiency. Empowerment is achieved through collaborative moringa production opportunities. Keloris forges mutually beneficial partnerships that provide the community with guaranteed product production opportunities. Empowering the community through moringa production partnerships involves the development of moringa-based entrepreneurial initiatives to enhance self-sufficiency and tap into the economic potential of Ngawenomboh Village. Community empowerment through production partnerships involves fostering moringa-based entrepreneurship to boost self-sufficiency and leverage the economic potential of moringa as a sustainable income source.

The distribution partner places a strong emphasis on the business potential associated with joining the moringa market network and marketing moringa goods. Through training in moringa entrepreneurship, joint marketing of processed moringa products,

and entrepreneurial prospects, Keloris strengthens the community. There are a number of ways to participate in the moringa distribution partnership process, including setting up shop, franchising other derivative products, and selling processed moringa products. New moringa-based companies and better family economics are two examples of how distribution partnerships empower communities. Opportunities for individuals or community groups to become entrepreneurs in the selling of moringa products are created by empowering the community through the marketing of moringa goods, either directly or through other distribution channels.

Empowering the community through moringa distribution partnerships includes the training of moringa entrepreneurs, providing training to individuals or community groups interested in engaging in the moringa product marketing business. This training aims to enhance their understanding and skills in marketing, business management, and moringa product sales strategies. The moringa distribution partnership process takes various forms, such as stalls, resellers of processed moringa products, and franchising other derivative products. Through these partnerships, the community has opportunities to market moringa products with support from Keloris in terms of branding, product distribution, and market network development.

The empowerment of the community through moringa distribution partnerships is reflected in the emergence of new moringa-based entrepreneurs and improved family economics. With opportunities for entrepreneurship in marketing moringa products, individuals or community groups can develop their businesses based on moringa products. This can create new job opportunities, increase family income, and contribute to the economic development of the community.

In general, a collaboration, training, and mentoring approach is used to achieve community empowerment in the production and cultivation of moringa. This aims to enhance community knowledge, skills, and the production of quality products. When assessing community empowerment, three stages are considered: how the empowerer (Keloris) conducts empowerment, the process, and the level of community empowerment. Community empowerment can be understood as enabling individuals to become self-reliant, not as passive recipients dependent on Keloris, but as active participants in empowerment activities. Community empowerment is an effort to enhance the community's potential and abilities in order to optimize their identity, dignity, and potential. Until now, the local potential of the Ngawenomboh Village community has not been fully utilized because the community lacks information and empowerment on how to utilize this local potential. In fact, at first, the community rejected new things. As

Ralp Dahrendorf stated in conflict theory, communities are constantly in a process of change characterized by ongoing conflicts among their elements [14]. The community's resistance to empowerment in utilizing moringa as a healthy processed product is rooted in the fact that the community has traditionally used moringa only for animal feed, and there are also mystical beliefs associated with moringa, such as using it to remove magical objects from the body or to bathe newborns and so on. Therefore, when community empowerment is undertaken to utilize moringa can cause suspicion and even hostility, while being a nutritious processed food that can boost the local economy and meet nutritional needs.

3.2. Sustainability

Sustainability is the ability to use moringa as a processed product to empower communities while taking into account public health, the environment, and economic empowerment for future generations. In terms of sustainability, training for community empowerment results in long-lasting social change. A "Training for Trainer" program has been implemented as part of the sustainability initiatives, with an emphasis on the training given to Keloris so they may become change agents. In order to become a trainer who can teach others, Keloris is trained in the theory and practice of moringa cultivation and processing. As trainers, they are empowered by the community and possess knowledge and abilities that they may share with others. Keloris Puri Kelorina not only arranges training sessions but also invites independent visitors to offer the community tourism and education centered around moringa. In addition to enjoying goods made from moringa, visitors may observe moringa farms and the process of processing moringa. These solitary visits provide the community a chance to learn about and sample moringa, giving them a chance to broaden their knowledge and have a revitalizing experience.

Through individual visits, community empowerment is centered on their capacity to renew and expand upon their knowledge of moringa. For companies and organizations, Keloris Puri Kelorina offers an alternative form of tourism called the "Moringa Tour," which is centered around moringa. Community groups can visit moringa farms, watch the production process, learn about moringa, and get knowledge and inspiration to develop moringa in their particular regions through Keloris' group-based tourism and education programs. The moringa tour offers chances for group comprehension of moringa and refreshment as part of its empowerment of the community.

Thematic module training is offered, with an emphasis on training modules customized to participants' requests, to guarantee program sustainability in a different format. In response to participant requests, Keloris offers customized training that incorporates mentorship from trainers and hands-on instruction. The training program's theme modules are designed to give trainees specialized skills in processing moringa. Through theme module training, individuals can empower their community by acquiring specific skills related to the chosen module.

As stated by, community empowerment initiatives are "a continuous, dynamic, synergistic activity that encourages the involvement of all existing potential in an evolutionary manner, involving all potentials." Keloris continually provides this to the people of Desa Ngawenomboh. In order to preserve the environment for future generations, the sustainability of empowerment considers environmental sustainability [10]. In order to improve community welfare, community empowerment—where the community takes the initiative and participates directly in empowerment activities—is essential. It is preferable to actively engage the community in empowerment.

Numerous training sessions and other empowerment events are held to make sure that the empowerment efforts never stop. The main prerequisite for people to become Keloris capable of working together as production partners is completion of training programs. As a follow-up, practical and goal-oriented empowerment initiatives are implemented as a social duty to strengthen the community. This social duty entails planning and carrying out Kelorina events, organizing the community to preserve moringa, and caring about enhancing the community's nutrition. Keloris and the community work together to carry out empowerment initiatives on the health advantages of moringa through collaborative methods. It is preferable to actively engage the community in empowerment initiatives rather than only offering significant but short-term support.

The sustainability of a program makes it possible for empowerment initiatives to grow more maturely and sustainably. By extending the program over time, there is a chance to pinpoint flaws, sharpen tactics, and increase program efficacy in order to better suit the requirements and circumstances of the community. Program sustainability enables the community to continue learning from, adjusting to, and internalizing the changes brought about by the empowerment program, as empowerment actions take time.

Sustainable empowerment programs can help gradually strengthen the community's capacity. By involving the community in various activities and empowering them to take an active role, the program can enhance the community's skills, knowledge, and

abilities to address challenges and improve their own conditions. The main challenge of community empowerment activities is the lack of program sustainability, often influenced by the lack of capacity and quality on the part of the empowerers and the community not perceiving the benefits.

3.3. Approach technology

Approach technology is an empowerment approach that involves using technology and machinery for processing moringa into healthy processed products. This “Approach Technology” consists of two focus indicators: “Machine Production Technology” and “Digital Marketing.” Utilizing technology in the moringa production process ensures the quality and quantity of moringa production. Technology has been integrated into every step of the moringa production process, including harvesting, drying, milling, and packing. Keloris is certified and has distribution permits to produce royal moringa powder and moringa leaf tea. Keloris is able to increase the productivity and caliber of their products through the usage of machine production technology. More efficient harvesting, drying, milling, and packing procedures lead to superior processed moringa products with certification and distribution licenses, such as royal moringa powder and moringa leaf tea. Enhancing Keloris’ empowerment in the moringa production industry requires the application of machine manufacturing technologies.

In the era of information technology, Keloris uses social media (Facebook, Instagram, TikTok, YouTube) and online shopping platforms (Tokopedia, websites) for marketing. Keloris, in their community empowerment efforts, upload informative and creative content on social media and marketplaces, which increases sales transactions and brand awareness for moringa. Digital marketing has become an effective strategy for Keloris. By leveraging social media and online shopping platforms, they can reach a broader consumer base. Uploading creative and informative content on social media and marketplaces helps boost sales transactions and brand awareness for moringa. The use of social media can enhance Keloris’ empowerment in the marketing and sales sectors of moringa products.

Overall, the use of machine production technology and digital marketing provides significant benefits in enhancing Keloris’ empowerment. The utilization of machine production technology improves the efficiency and quality of moringa production, while digital marketing allows them to reach a wider consumer base and enhance the visibility of the moringa brand. The use of machine production technology offers several advantages

to Keloris and the community of Desa Ngawenomboh. Machine technology enhances production efficiency and productivity. This results in improved product quality and increased production volume. Additionally, the use of machine production technology reduces dependency on manual labor, thereby reducing long-term production costs. Despite the benefits, the use of machine production technology also faces challenges, with one of the main challenges being the high initial investment costs for purchasing and maintaining production machinery. Moreover, community members who are not familiar with this technology may require additional training to operate and maintain the machines. Another challenge is the cultural shift and attitude towards new technology, which may require persuasive efforts to change mindsets and encourage technology adoption.

The use of technology in the “Approach Technology” approach for community empowerment is realized through Machine Production Technology and Digital Marketing. The use of machines in moringa production has been able to increase the quantity and quality of moringa products, as well as produce various new variants or derivative products, such as moringa coffee, which is a combination of arabica coffee and royal moringa powder. The use of technology in moringa production empowers the community to operate machinery for moringa production, adapt to moringa processing technology, and utilize their time and human resources efficiently [15].

As mentioned by Bartlett the technical intervention process in community empowerment consists of three entry points that lead to the achievement of desired goals. With recent developments in science and technology, these technical interventions play a crucial role in the success and progress of poverty alleviation programs, whether in urban or rural settings. The technical intervention stages in empowering Keloris include socialization and education processes in the use of machinery for harvesting, drying, and milling. This equips the community with the skills needed to operate machinery and produce high-quality moringa.

The stages of marketing involve using social media and shopping apps through digital marketing training for marketing purposes and the use of shopping applications for buying and selling transactions. This helps the community acquire the ability to manage social media for digital marketing purposes. The initial stage involves providing the community with training on the fundamental concepts of digital marketing. This training covers an understanding of online marketing strategies, social media use, content optimization, brand management, performance measurement, and other digital marketing techniques. The goal of this training is to introduce the community to the

concepts and tools required to utilize social media as a marketing platform. Once the community has a basic understanding of digital marketing, the next step is to help them identify their target market. This involves market analysis, research on the needs and preferences of the target market, and market segmentation to effectively direct marketing efforts. By understanding their target market, the community can focus their marketing efforts more accurately.

The second phase involves social media management, which includes creating and maintaining successful social media accounts as well as learning about social media management. In order to improve exposure and audience engagement, the community is taught how to create interesting content, use relevant keywords, choose the best social media channels, and apply content optimization strategies. They are also instructed on how to track and evaluate the effectiveness of their social media marketing through the use of analytics tools.

The next step is to present pertinent online shopping applications to the community. They learn how to set prices, manage product inventories, promote products, create online storefronts, and carry out secure transactions for buying and selling via shopping apps. The community can use this training to market and run their enterprises online by utilizing shopping app technology.

Digital marketing has the potential to benefit Keloris and the Desa Ngawenomboh community in a number of ways. Through the utilization of digital platforms like social media and websites, they may effectively market their products globally. This creates fresh chances to boost revenue and broaden the market. Additionally, digital marketing may offer insightful data and research on things like industry trends and consumer behavior, which can help with better strategic decision-making.

Keloris encounters many obstacles while putting digital marketing into practice. One of them is that rural areas have less access to digital skills and internet technologies. Internet connections that are unreliable or costly may restrict their access to digital platforms. A lack of knowledge about digital marketing tactics and strategies can also make it more difficult to get the best outcomes. To increase Keloris' and the rural community's digital literacy and marketing abilities, efforts must be made to offer training and education. After completing these phases, the community will be equipped with the abilities needed to utilize shopping applications for marketing and to administer social media. Digital marketing training and the use of shopping applications can help the

community enhance their skills and knowledge in utilizing digital technology to achieve marketing goals and improve online buying and selling transactions.

4. Conclusion

To sum up, Keloris has empowered the community in Ngawenomboh Village, Kunduran Subdistrict, Blora Regency, Central Java by using moringa as a healthy processed product. This empowerment has taken many forms, including moringa cultivation, partnerships for production and distribution, and various forms of education through training and program development. These efforts have fostered entrepreneurship, self-reliance, and empowerment within the community. The community's nutrition and economic empowerment have benefited from this.

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