

WaCoDe: Innovation of Healthy Young Coconut Drink Based on Al-Islam and Kemuhammadiyah for Community Welfare International Community Service UMPO Indonesia – UTM Malaysia

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Abstract

Young coconut has great potential as a raw material for healthy beverage products that can improve the welfare of village communities. This community service activity aims to develop innovative healthy drink products based on young coconut with an Al-Islam and Kemuhammadiyah approach. Through this program, training and mentoring are provided to village communities in processing young coconuts into healthy beverage products such as pure coconut water, infused coconut water, and coconut smoothies. This activity began with identifying the potential and needs of the community through surveys and focus group discussions. Next, training was conducted on making healthy beverage products that align with the values of Al-Islam and Kemuhammadiyah, including hygienic and halal processing. In addition, the program also included training on marketing and product promotion strategies to increase market access. The results of this activity are expected to improve the skills and knowledge of the community in processing young coconuts into healthy beverage products with economic value. In addition, it is hoped that a small and medium enterprise (SME) group will be formed that can produce and market products independently. Improving the welfare of village communities through independent and sustainable businesses is the main focus of this program. Monitoring and evaluation are conducted regularly to assess the effectiveness of the program and ensure business sustainability. This program not only aims to improve the economic welfare of village communities but also to strengthen Islamic values in daily business practices, following the principles of Al-Islam and Kemuhammadiyah. Thus, this young coconut-based healthy drink product innovation is expected to make a positive contribution to improving the welfare of village communities and become a model of community empowerment that can be applied in other areas.

Keywords: Young Coconut, Healthy Drink, Al-Islam, Kemuhammadiyah, Village Community Welfare.

INTRODUCTION

The utilization of young coconuts as raw materials for healthy beverage products represents a significant opportunity for community development, particularly in rural areas (Burns, Johnston, & Walker, 2020). Young coconut water, known for its rich nutritional profile, including essential electrolytes, vitamins, and minerals, has gained recognition as a natural and health-promoting drink. When harnessed effectively, the processing of young coconuts into various beverage products can greatly contribute to the economic welfare of village communities by creating new income streams and supporting local entrepreneurship (Ismail, Singh, & Sirisinghe, 2007). The potential benefits

extend beyond individual health; they also include community-wide social and economic improvements through sustainable business practices.

In developing these innovative beverage products, the program integrates the principles of Al-Islam and Kemuhammadiyah, which provide ethical and spiritual foundations in the production process. The Al-Islam approach emphasizes values such as cleanliness, honesty, and social responsibility, which are crucial in ensuring that the products meet halal standards and promote healthy lifestyles (Rethinam, & Nanda Kumar, 2001). By embedding these principles into the training and production process, the initiative seeks to cultivate a sense of moral integrity and religious adherence among participants, aligning their business practices with Islamic teachings and enhancing the program's cultural relevance.

The program aims to address several key issues facing rural communities. One of the primary challenges is the lack of skills and knowledge related to processing young coconuts into value-added products. Many village residents have limited experience in manufacturing processes, quality control, and product innovation, which hinders their ability to create competitive products. Additionally, local products often face significant barriers to market entry due to a lack of marketing expertise and limited access to broader distribution channels, making it difficult for small producers to reach potential consumers outside their immediate locality.

By providing targeted training and mentorship, the program seeks to equip participants with practical skills in product development, including hygienic processing techniques that align with halal standards. Workshops cover various product formulations, such as pure coconut water, infused drinks, and smoothies, with a focus on maintaining the natural health benefits of the raw material. The training sessions also incorporate essential business skills, such as marketing strategies, branding, and the use of digital platforms for product promotion, thus enabling participants to effectively compete in the marketplace.

In addition to skill development, the program emphasizes community collaboration and collective entrepreneurship. It encourages the formation of small and medium-sized enterprise (SME) groups to foster cooperative production and marketing efforts. This collective approach not only helps to share resources and reduce costs but also strengthens social bonds and promotes a culture of mutual support. Such a strategy enhances the likelihood of business sustainability and ensures that the economic benefits are distributed across the community, thereby reducing poverty and promoting long-term welfare.

Ultimately, the initiative aims to serve as a model for community empowerment that can be replicated in other regions facing similar challenges. By demonstrating how local resources, combined with ethical and religious values, can be leveraged to create sustainable economic opportunities, the program offers a blueprint for rural development. The integration of Al-Islam and Kemuhammadiyah principles ensures that the benefits go beyond economic gains, fostering a holistic improvement in community well-being that encompasses spiritual, social, and financial dimensions.

METHODS

The community service initiative followed a structured approach, beginning with the identification of local potential and needs. This initial step involved conducting surveys and focus group discussions with community members to gain insights into their existing skills and the available

resources related to young coconut processing. The data collected helped in understanding the community's current level of knowledge, the challenges they face, and the opportunities that could be leveraged to enhance local economic development (Ediriweera, 2003). These activities allowed the program designers to tailor the training to address specific needs, ensuring a more targeted and effective intervention.

The second phase consisted of training and mentoring sessions, which provided practical guidance on processing young coconuts into various healthy beverage products. Participants were taught how to create items such as pure coconut water, infused coconut drinks, and coconut smoothies, with an emphasis on maintaining hygiene and complying with halal standards. These practices were rooted in the principles of Al-Islam and Kemuhammadiyah, underscoring the importance of ethical and clean production methods. The training also included marketing and promotional strategies, equipping participants with skills to effectively market their products and expand market access. Finally, monitoring and evaluation mechanisms were implemented to assess the program's impact, track progress, and ensure sustainability, enabling continuous improvement and adaptation of the project based on ongoing feedback and results.

RESULTS

The outcomes of the community service initiative demonstrated significant progress across several areas. Firstly, there was a noticeable improvement in the skills and knowledge of the local community regarding the processing of young coconuts into economically valuable healthy beverage products. Participants acquired practical techniques for creating various coconut-based drinks, such as pure coconut water, infused beverages, and smoothies. This newly acquired expertise included not only the processing methods but also knowledge of hygiene standards and halal requirements, ensuring that the products met quality and religious standards. The training empowered participants to engage in value-added activities, thus enhancing their potential for generating income and contributing to local economic development.

Another key result was the formation of small and medium-sized enterprises (SMEs) within the community, which emerged as a direct outcome of the program's emphasis on entrepreneurship and collaborative work. These SMEs were organized and structured to produce and market their products independently, with participants taking on various roles, from production to marketing. The establishment of these enterprises marked a significant shift towards self-sufficiency, as community members were able to pool resources and share responsibilities, resulting in more efficient and sustainable business practices. This organizational development was an essential step in laying the groundwork for long-term economic growth within the village.

The program also had a positive impact on the economic welfare of the village, as evidenced by increased household incomes and improved financial stability for participating families. By providing new business opportunities and enhancing local production capabilities, the initiative contributed to diversifying the village's economic activities beyond traditional agriculture. The additional revenue streams generated from the sale of coconut-based beverages helped to alleviate poverty and reduce the community's dependence on external markets. Overall, the program not only improved individual livelihoods but also strengthened the economic resilience of the entire village, setting a foundation for sustainable development.

DISCUSSION

The analysis of the outcomes achieved by this initiative highlights the alignment between the program's objectives and the improvements witnessed within the community, particularly in terms of enhancing the welfare of the village through sustainable and independent business efforts. The initiative successfully empowered community members to develop new skills, establish small enterprises, and market healthy beverage products derived from young coconuts. These achievements contributed to creating an additional income source and reducing economic dependency on external markets, thus addressing the program's primary goal of fostering economic resilience and self-reliance in rural areas.

The incorporation of the Al-Islam and Kemuhammadiyah approaches played a pivotal role in reinforcing Islamic values within everyday business practices. These principles guided participants in adhering to ethical standards, such as ensuring the halal integrity of products, maintaining cleanliness throughout the production process, and conducting business with honesty and social responsibility. Embedding these values not only helped align the initiative with the cultural and religious beliefs of the community but also encouraged participants to view their entrepreneurial activities as a form of worship or service to society. This spiritual dimension provided an additional layer of motivation and purpose, supporting the overall sustainability of the initiative by fostering a sense of moral duty in maintaining the quality and ethical standards of their products.

The model of community empowerment demonstrated through this program has the potential for replication in other rural areas facing similar socioeconomic challenges. The key elements that contributed to its success, such as targeted skill development, the formation of cooperatives, and the integration of ethical and religious values, can be adapted to various local contexts. By utilizing locally available resources and aligning business practices with community values, this approach can promote sustainable development across diverse settings. Furthermore, the emphasis on collective entrepreneurship can help communities overcome common barriers to market entry by pooling resources, sharing knowledge, and working collaboratively.

However, the program also encountered several challenges that required strategic responses. One significant hurdle was the initial resistance to change, as some community members were hesitant to adopt new methods or move away from traditional occupations. This reluctance was addressed through continuous engagement and education, highlighting the potential benefits of the new business activities and demonstrating practical success stories from within the community. Additionally, the program faced logistical issues, such as securing consistent access to high-quality raw materials and navigating regulatory requirements for product certification. These challenges were mitigated by establishing partnerships with local suppliers and involving religious authorities to ensure compliance with halal standards.

Another obstacle was the limited marketing experience among participants, which affected their ability to effectively promote and distribute their products. To address this, the training included comprehensive sessions on digital marketing, branding, and customer outreach, enabling participants to leverage online platforms and social networks to reach a wider audience. Collaborations with local markets, retail outlets, and community events were also pursued to create direct selling opportunities and increase visibility for the newly established products.

In summary, the program not only achieved its primary goal of improving economic welfare through sustainable business practices but also provided a framework for incorporating Islamic values into entrepreneurial activities. The experience gained through this initiative has set a foundation for future efforts to expand community-based economic development programs,

ensuring that they are culturally relevant, economically viable, and spiritually fulfilling. The lessons learned from overcoming the encountered challenges offer valuable insights for refining the approach and enhancing its applicability in other regions seeking similar empowerment and development outcomes.

CONCLUSION

The main outcomes of this initiative demonstrate significant contributions to the economic and social welfare of the village community. The development of young coconut-based healthy beverage products provided not only an alternative income source but also fostered a culture of entrepreneurship within the community. The skills and knowledge gained through the program empowered participants to engage in value-added production, turning a locally available resource into marketable products. This transformation enabled the community to diversify its economic activities, reduce poverty levels, and build financial resilience. Moreover, the emphasis on maintaining halal standards and integrating Islamic values throughout the production process further ensured that the economic benefits were accompanied by spiritual and cultural fulfillment, aligning with the community's ethical principles.

For future development, it is recommended that the program expand its scope by incorporating more advanced training on business management, financial literacy, and market expansion strategies. Establishing stronger networks with local and regional distributors, as well as exploring export opportunities, could further enhance market access. Additionally, forming partnerships with educational institutions or non-governmental organizations could provide ongoing mentorship and resources to support continuous growth. The program's success suggests a strong potential for replication in other regions facing similar socioeconomic challenges. By adapting the model to local contexts and addressing specific community needs, it could serve as an effective blueprint for rural economic development and empowerment in various areas.

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