

# Community Economic Empowerment through Avocado Cultivation Assistance in Made Village, Slogohimo District, Wonogiri Regency, Central Java

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## Abstract

This study aims to analyze the process and outcomes of community economic empowerment through the avocado cultivation assistance program in Desa Made, Wonogiri Regency. The program was initiated in response to local farmers' limited knowledge of high-quality avocado seedlings and inadequate cultivation techniques, which hindered agricultural productivity and income growth. Using a participatory approach, the program involved the distribution of 108 high-quality seedlings to 36 households, accompanied by training, socialization sessions on cultivation and marketing strategies, and continuous technical mentoring. The findings reveal that the initiative effectively enhanced farmers' understanding of sustainable avocado cultivation, improved the survival and growth rate of avocado plants, and increased community participation in agricultural innovation. Furthermore, the program contributed to raising household income and promoting environmentally friendly farming practices. Overall, this empowerment model demonstrates that integrating training, resource provision, and mentoring can significantly strengthen rural economic resilience.

**Keywords:** community empowerment, avocado cultivation, agricultural mentoring, rural economy, sustainable development.

## 1. Introduction

Indonesia is highly suitable for plantation cultivation due to its favorable climate, with agricultural activities present across nearly all provinces. The country possesses abundant natural and human resources that can be mobilized to support national economic development. Enhancing community productivity through optimal utilization of these resources can stimulate broader economic growth (Syaf & Risal, 2024). Agriculture has consistently proven resilient, even during global economic crises, and holds significant potential in generating employment opportunities and fostering sustainable economic development (Sutrisna, 2020).

Avocado (*Persea americana* Mill.), originally from the highlands of Central America, has become widely cultivated worldwide. This fruit offers various health benefits, including weight management, cardiovascular and eye health, cancer prevention, metabolic regulation, and reduced risk of birth defects. Avocado cultivation requires systematic agricultural practices such as irrigation, fertilization, pruning, and pest management (Hartati et al., 2022). From an economic perspective, successful avocado farming depends on factors such as production costs, expected revenues, and market feasibility. Comprehensive business feasibility studies typically assess production expenses, selling prices, capital allocation, and net profit (Septiadi & Sudjarmiko, 2023).

Made Village, located in Slogohimo District, Wonogiri Regency, has abundant agricultural resources, with rice and chili being the dominant crops. However, avocado

cultivation remains relatively unexplored despite its increasing popularity and economic potential. The village's warm subtropical climate and dry soil conditions provide a favorable environment for avocado farming. Nonetheless, local farmers face several critical challenges, including limited knowledge of proper cultivation techniques, restricted access to financial capital, and insufficient marketing strategies. These barriers indicate that farmers struggle to adopt avocado cultivation effectively, which in turn constrains opportunities for improving income and economic well-being.

In response to these challenges, this study was designed to explore how an empowerment program focusing on avocado cultivation could address the constraints faced by farmers in Made Village. Specifically, it investigates the main obstacles in avocado farming and examines how structured training, technical assistance, and market facilitation can improve both cultivation practices and product commercialization. The program further aims to equip farmers with the necessary knowledge and skills to increase productivity and product quality, while simultaneously strengthening marketing channels to achieve higher selling prices. Ultimately, this initiative seeks to contribute to rural economic development by enhancing farmers' economic capacity and improving overall welfare.

## **2. Literature Review**

### **Community Economic Empowerment**

Empowerment originates from the concept of power, which refers to the ability or authority to act. In the context of community development, empowerment is generally defined as the process of enabling individuals, groups, or communities to gain control over resources and decisions that affect their lives. This process allows them to make informed choices and improve their living conditions through access to resources related to employment, social activities, and economic participation (Sabeera et al., 2024). Community empowerment is not only economic but also social and cultural in nature; however, economic empowerment remains central in rural development strategies.

Community economic empowerment emphasizes the creation of independence by strengthening individuals' and communities' capacity to act, understand, and apply knowledge in development activities. The ultimate aim is to enhance living standards, welfare, and sustainable economic growth (Kadir et al., 2023). Economic empowerment seeks to increase productivity, marketing capacity, and the efficient utilization of local resources. In this process, facilitation and mentoring are vital because they provide knowledge, skills, and networks that enable communities to sustain and expand their entrepreneurial activities. Based on previous studies, it can be concluded that community economic empowerment is both a process and an outcome, where improved access to resources, enhanced knowledge, and stronger market integration become indicators of success.

### **Avocado Cultivation**

#### **Definition of Cultivation**

Cultivation can be understood as the systematic and productive effort to manage natural resources for human needs. According to the Indonesian Government Regulation No. 18 of 2010 on Plant Cultivation, it refers to the development and utilization of plant resources by humans through the use of capital, technology, and other resources to generate products that fulfill human needs (Mulyanti & Supandi, 2022). In essence, cultivation represents a structured process involving planting, nurturing, and managing agricultural resources to achieve optimal productivity.

### Avocado as a High-Value Commodity

Avocado (*Persea americana* Mill.) is a perennial fruit tree originating from southern Mexico and Central America, later spreading across tropical and subtropical regions worldwide. It typically grows 3–10 meters in height with broad leaves and branching stems. Avocado is widely recognized as a high-value horticultural commodity due to its nutritional content, therapeutic benefits, and increasing consumer demand in global markets (Hartati et al., 2022). Rich in vitamins, minerals, and antioxidants, avocado supports human health by improving cardiovascular function, regulating metabolism, and reducing risks of chronic diseases.

From an agronomic perspective, avocado grows optimally in warm climates with well-drained soils and sufficient rainfall. Successful cultivation requires appropriate irrigation, fertilization, pruning, and pest management to maintain quality and yield. Economically, avocado is considered a profitable crop due to its rising market demand and export potential. However, profitability depends on key factors such as production costs, selling prices, and efficient resource allocation. Therefore, in the context of community empowerment, avocado cultivation has the potential to become a sustainable livelihood option if supported by proper training, technological adoption, and market access strategies.

### Previous Empowerment Programs

Several prior studies have highlighted diverse approaches to community empowerment, particularly through agricultural and environmental initiatives. These programs generally emphasize capacity building, environmental sustainability, and economic improvement, with outcomes that vary depending on the type of commodity introduced and the strategies applied.

Ulayya and Umami (2023) demonstrated that distributing plant seedlings can be an effective method to promote environmental greening while simultaneously enhancing community livelihoods. By providing 100 seedlings of durian, mahogany, and petai in Lubuk Sakai Village, the program succeeded in raising awareness of environmental sustainability and supporting long-term economic benefits. Similarly, Latumahina et al. (2023) found that large-scale distribution of tree seedlings in Passo Village strengthened community participation in reforestation activities, increased environmental awareness, and reduced the risk of natural disasters such as floods and landslides.

Meanwhile, Tamara (2023) showed that introducing alternative crops—such as ginger—could effectively address specific local challenges. In Boyolali, where farmers struggled with pests, ginger cultivation provided a viable solution since the crop is not preferred by monkeys. The program improved household income, strengthened social solidarity, and supported environmental balance. This indicates that context-specific strategies are crucial in designing empowerment programs.

Several studies have also explored avocado cultivation as a vehicle for community empowerment. Handika et al. (2023) examined the Juragan Kebun partnership program in Magelang and Gunungkidul, which optimized idle land and utilized superior seedlings. Through training, group formation, and collaboration with government and social institutions, the initiative

## 3. Research Methods

This study employed a qualitative case study approach to examine the implementation and impact of avocado cultivation empowerment programs in Made Village. The research focused on documenting seed distribution, community outreach, mentoring, and the resulting benefits for local farmers. The empowerment program included planning, outreach on

sustainable avocado cultivation, hands-on mentoring, and periodic evaluation of plant growth and environmental impact.

Primary data were collected through in-depth interviews with the village head and four local farmers to explore livelihoods, program implementation, challenges, and perceived benefits. Secondary data were obtained from scholarly articles, books, and official reports related to community empowerment and avocado cultivation to support and contextualize findings.

Data collection combined observation, interviews, and documentation. Observations monitored seed distribution, planting, and seedling growth. Semi-structured interviews allowed follow-up questions to clarify responses, while documentation included field notes, photographs, and records of program activities, providing rich qualitative evidence without disturbing the participants. Data analysis followed the interactive model of Miles and Huberman (1994), including data reduction, display, and conclusion drawing. Data were summarized and categorized to identify key patterns and themes, presented narratively with supporting tables or diagrams. Conclusions were drawn iteratively and verified through cross-checking, ensuring credible insights into farmers' challenges, program implementation, and outcomes.

#### **4. Results and Discussion**

##### **Challenges in Avocado Cultivation in Desa Made**

Common Method Biases is done to avoid sources of bias in data testing, such as samples that cannot represent the population and errors in data collection. By looking at the VIF value, it is considered free from bias if the VIF value is  $< 3.3$  (Kock, 2021).

The study identified several challenges faced by farmers in Desa Made, which justified the implementation of the mentoring program. The first challenge was the lack of knowledge regarding high-quality avocado seedlings. Many farmers were unable to select suitable seedlings, leading to failed plantings.

Kepala Desa, Bapak Supadi, S.Sos., stated:

"Warga belum mengetahui cara memilih bibit yang baik."

Residents Parman and Siti also highlighted the difficulty:

"Saya merasa kesulitan dalam mencari bibit yang baik karena kurangnya pengetahuan saya" and "Kendala saya yakni belum tau bibit yang seperti apa yang bagus."

This limited understanding directly affected planting success and potential income. The second challenge was insufficient knowledge about proper seedling care. Farmers primarily relied on traditional methods passed down from previous generations, which often led to crop failures.

Bapak Supadi noted:

"Beberapa warga belum memiliki cukup pengetahuan tentang perawatan alpukat dan lebih mengikuti ajaran nenek moyang padahal sudah sering ditemukan kegagalannya."

Similarly, Bapak Sukimo and Ibu Sarwanti reported:

"Saya juga kurang memahami cara perawatan bibit alpukat itu dan hanya mengikuti cara orang tua terdahulu" and "Saya belum tau cara merawat bibit dengan baik jadi sulit tumbuh."

This knowledge gap resulted in financial losses and inefficient use of time.

##### **Implementation of the Mentoring Program**

The mentoring program was implemented collaboratively by the village head, outreach team, and community mentors. Avocado cultivation was chosen due to the suitability

of local soil and climate and the crop's high market value. Following approval and procurement from trusted suppliers, the program involved three main activities: seed distribution, outreach and training, and hands-on mentoring.

**Seed Distribution:** Qualified seedlings were distributed to 36 households based on criteria including land readiness, willingness to care for plants, and participation in training. Each household received three seedlings, totaling 108 seedlings.

Kepala Desa, Bapak Supadi, stated:

"Ya, kami menetapkan beberapa kriteria: harus memiliki lahan yang siap tanam, bersedia merawat tanaman, dan mengikuti pelatihan yang kami sediakan."

Residents, such as Ibu Sarwanti, confirmed:

"Sosialisasi diawali dengan pembagian bibit alpukat kepada kami masing-masing tiga."

**Outreach and Training:** After distribution, residents participated in educational sessions covering avocado benefits, cultivation, maintenance, and marketing.

Kepala Desa explained:

"Kemudian kami melakukan sosialisasi mengenai cara bertanam, merawat tanaman, dan memanen."

Residents actively engaged in the sessions, with Ibu Siti noting:

"Selanjutnya diberikan materi mengenai tumbuh kembang alpukat, perawatan alpukat, dan penjualan alpukat."

**Hands-on Mentoring:** Mentors guided residents through planting and care until seedlings were established.

Bapak Supadi stated:

"Selanjutnya kami melakukan pendampingan kepada warga dalam proses perawatan bibit alpukat."

This process enhanced farmers' skills and understanding, ensuring better crop outcomes. Residents reported practical benefits, such as improved knowledge and potential additional income.

Bapak Parman noted:

"Manfaatnya banyak sekali terutama memberikan kami wawasan mengenai perawatan alpukat sehingga lebih mudah dalam menanam alpukat serta menjadi pelestarian lingkungan atau reboisasi."

Ibu Siti added:

"Manfaatnya memberikan kami wawasan dan keterampilan baru dalam penanaman buah alpukat ini serta memberikan gambaran mengenai pendapatan lanjutan."

Observations confirmed that seedlings were properly maintained and showing healthy growth. The program also fostered community collaboration and motivation.

Kepala Desa concluded:

"Bibit yang sudah ditanam mulai menunjukkan pertumbuhan yang baik. Warga juga semakin antusias merawatnya. Secara tidak langsung, program ini juga membangun semangat gotong royong dan menambah wawasan warga soal pertanian hortikultura. Beberapa warga yang sudah memiliki pohon alpukat sebelumnya juga telah mulai memanfaatkan peluang penjualan, sehingga pendampingan ini dapat mengembangkan perekonomian warga."

These findings indicate that the mentoring program effectively enhanced agricultural knowledge, improved plant survival rates, and supported economic empowerment in the community.

## Discussion



### Challenges in Avocado Cultivation in Desa Made

The results of this study indicate that farmers in Desa Made face several critical challenges that hinder the successful cultivation of avocado (*Persea americana* Mill.). The primary issues include limited knowledge of selecting high-quality seedlings and inadequate understanding of proper seedling care. Most farmers were unable to identify high-quality seedlings, which is essential for ensuring optimal growth, tree adaptation, and future fruit production. As Prakoso (2024) emphasized, insufficient knowledge and experience in seed selection often lead to financial losses, wasted labor, and decreased productivity. Seedlings are the first and most crucial input in horticulture, and their quality significantly influences plant health and overall yield (Sadwiyanti et al., 2009). Inadequate seed selection can therefore directly impact the viability of the orchard and farmers' expected income.

Another critical challenge identified was the lack of knowledge regarding the maintenance and care of avocado seedlings. Farmers primarily relied on traditional practices inherited from previous generations. While such practices carry local knowledge, they are often insufficient to prevent seedling mortality or optimize growth under current environmental and market conditions. Consistent care, including irrigation, weeding, fertilization, pruning, and pest and disease management, is essential for healthy tree development and high-quality fruit production (Hartati et al., 2022; Agnariosa, 2024). Furthermore, rural farmers often face systemic challenges such as low mechanization, limited access to capital, poor integration of agriculture into broader sustainable systems, and declining interest among younger generations in farming (Feri Wibowo et al., 2025). These constraints contribute to low productivity and threaten the long-term viability of agricultural activities.

### Implementation of the Avocado Cultivation Mentoring Program

The mentoring program in Desa Made was designed as a multi-stage intervention aimed at addressing these identified challenges. The program included seed distribution, outreach and training (sosialisasi), and hands-on mentoring.

**Seed Distribution.** The program distributed 108 high-quality avocado seedlings to 36 households, with each household receiving three seedlings. Recipient households were selected based on clear criteria: readiness of land for planting, willingness to maintain the seedlings, and participation in training sessions. Distributing high-quality seedlings is a crucial first step in any horticultural intervention, as genetically superior seedlings are more resilient to disease, have higher growth rates, and ultimately produce higher-quality fruit (Sadwiyanti et al., 2009; Purnomosidhi & Roshetko, 2011). Providing seedlings with verified genetic and physiological quality reduces the likelihood of early mortality and maximizes the potential for income generation.

**Outreach and Training.** Following seed distribution, farmers participated in structured training sessions led by the mentoring team, the village head, and agricultural extension officers. The sessions covered the economic and nutritional benefits of avocados, proper cultivation techniques, pest and disease management, and potential avenues for generating additional income through avocado marketing. Previous studies have emphasized that agricultural extension and training programs enhance farmers' knowledge and skills, increase self-reliance, and promote economic welfare (Permatasari et al., 2021; Usman, 2025). In Desa Made, participants demonstrated active engagement, asking questions and sharing experiences, indicating heightened awareness and interest in adopting best practices.

**Hands-On Mentoring.** Practical mentoring complemented theoretical training by providing continuous guidance on planting, maintenance, and harvesting. This approach ensured that knowledge gained during training was effectively applied in the field. Farmers received support in monitoring plant health, adjusting irrigation schedules, implementing fertilization protocols, and controlling pests and diseases. Mentoring also facilitated peer

learning and knowledge sharing among farmers, enabling collective problem-solving and the adoption of innovative cultivation techniques (Padang et al., 2024; Admin Desa Bumi Daya, n.d.). The observed early growth and survival rates of seedlings suggest that the mentoring effectively improved farmers' ability to manage avocado cultivation successfully.

### **Socio-Economic and Environmental Impacts**

The intervention not only improved technical knowledge but also had significant socio-economic and environmental implications. Farmers reported increased understanding of potential income sources through avocado sales, which provides a high-value crop with stable market demand (Laily et al., 2023; Afriyadi et al., 2022). The program also fostered social cohesion, as farmers collaborated in group activities, shared insights, and assisted each other in maintaining seedlings.

From an environmental perspective, the program contributed to reforestation and improved land use, transforming previously underutilized land into productive green spaces. Sustainable practices promoted during the mentoring, including organic fertilization and natural pest control, align with environmentally friendly agriculture principles and reduce negative ecological impacts (Admin Desa Bumi Daya, n.d.).

Overall, the findings demonstrate that structured mentoring programs combining seed distribution, training, and hands-on guidance can enhance both agricultural productivity and community welfare. The initiative empowered farmers to become more economically independent, increased household income, and encouraged sustainable farming practices. Furthermore, such programs may serve as models for rural development interventions in other regions with similar agricultural challenges.

### **5. Conclusion**

This community empowerment program demonstrated that the main challenges faced by farmers in Desa Made were the lack of knowledge in selecting high-quality avocado seedlings and the limited understanding of proper cultivation and maintenance techniques. These issues significantly affected the success rate of avocado planting and the potential for economic returns. To address these gaps, the program implemented a structured approach consisting of distributing three high-quality avocado seedlings to 36 households, conducting educational outreach sessions on cultivation and marketing, and providing continuous mentoring to ensure proper implementation in the field.

The outcomes of this mentoring initiative indicate a positive impact on both the technical and economic capacities of local farmers. Participants showed increased understanding of sustainable avocado cultivation practices and demonstrated improved ability to care for seedlings effectively. Moreover, several farmers successfully utilized the acquired knowledge to generate additional income from avocado sales. The program not only enhanced community knowledge and agricultural productivity but also contributed to long-term economic empowerment and environmental sustainability within Desa Made.

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