

**PROGRAM STUDI S1 KEBIDANAN DAN PENDIDIKAN PROFESI
BIDAN FAKULTAS KEBIDANAN INSTITUT KESEHATAN PAYUNG
NEGERI PEKANBARU**

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**PKM PKK DESA TELUK KENIDAI MELALUI INISIASI PRODUK
LOKAL UNTUK MENINGKATKAN KUALITAS HIDUP IBU PKK**

V + 37 Halaman + 4 Tabel + 28 Gambar + 9 Lampiran

ABSTRAK

Pemberdayaan dan Kesejahteraan Keluarga (PKK) memiliki peran penting dalam meningkatkan kesejahteraan keluarga melalui pelaksanaan 10 Program Pokok PKK, termasuk peningkatan kesehatan reproduksi dan pemberdayaan ekonomi keluarga. Namun, pemahaman ibu-ibu PKK mengenai kesehatan reproduksi masih belum optimal sehingga diperlukan upaya edukasi yang berkelanjutan. Di sisi lain, Desa Teluk Kenidai memiliki potensi sumber daya lokal berupa ikan Sungai Kampar yang kaya protein, omega-3, zinc, dan selenium, namun pemanfaatannya sebagai produk pangan bernilai tambah masih terbatas. Program ini bertujuan meningkatkan pengetahuan kesehatan reproduksi, mengembangkan keterampilan pengolahan produk berbahan dasar ikan sungai menjadi pangan inovatif, serta mendorong penerapan prinsip Keselamatan dan Kesehatan Kerja (K3) dalam proses produksi. Pelaksanaan program dilakukan melalui edukasi kesehatan reproduksi, pelatihan pengolahan produk, pendampingan kewirausahaan, dan pemanfaatan media digital sebagai sarana pemasaran. Program ini diharapkan mampu meningkatkan pengetahuan dan keterampilan ibu-ibu PKK, membuka peluang usaha, meningkatkan pendapatan keluarga, menyediakan produk pangan bergizi, serta mendukung pengembangan UMKM berbasis potensi lokal. Selain itu, program ini juga diharapkan memperkuat pelaksanaan 10 Program Pokok PKK, meningkatkan daya saing produk olahan ikan sungai, serta mendorong terwujudnya kesejahteraan keluarga dan kemandirian ekonomi masyarakat secara berkelanjutan.

Kata Kunci : Inisiasi produk lokal, Kualitas hidup, PKK, PKM

Referensi : 10 (2017-2023)

ABSTRAK

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***PKM PKK TELUK KENIDAI VILLAGE THROUGH LOCAL PRODUCT
INITIATION TO IMPROVE THE QUALITY OF LIFE OF PKK MOTHERS***

Vi + 37 Schemes + 4 Table + 28 Picture + 9 Appendixes

ABSTRACT

The Family Empowerment and Welfare (PKK) is an organization that plays an important role in improving family welfare through the implementation of the 10 PKK Main Programs, including the improvement of reproductive health and family empowerment. However, the understanding of reproductive health among PKK members is still not optimal, making continuous educational efforts necessary. On the other hand, Teluk Kenidai Village has the potential of local resources in the form of Kampar River fish, which are rich in protein, omega-3, zinc, and selenium, but their utilization as value-added food products remains limited. This program aims to improve knowledge of reproductive health, develop skills in processing river fish into innovative food products, and encourage the implementation of Occupational Health and Safety (OHS) principles in the production process. The program is implemented through reproductive health education, food processing training, entrepreneurship assistance, and the utilization of digital media for marketing. This program is expected to improve the knowledge and skills of PKK members, create business opportunities, increase family income, provide nutritious food products, and support the development of local resource-based micro, small, and medium enterprises (MSMEs). In addition, the program is expected to strengthen the implementation of the 10 PKK Main Programs, enhance the competitiveness of processed river fish products, and promote sustainable family welfare and community economic independence.

Keywords : empowering family welfare; local product initiation; quality life; service community

References : 10 (2017-2023)