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INCREASING ENTREPRENEURSHIP KNOWLEDGE IN THE DEVELOPMENT OF CATUR KINTAMANI HERBAL TOURISM VILLAGE BANGLI

by

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Article Info

Article history:

Received Oct 09, 2021

Revised Nov 03, 2021

Accepted Nov 28, 2021

Keywords:

Kintamani Chess Tourism Village, Entrepreneurship, Knowledge Enhancement, Souvenirs.

ABSTRACT

The covid-19 pandemic declared on March 11, 2020 has affected countries on all continents. Coronavirus 19 began appearing in Wuhan, the capital of China's Hubei province, in December 2019 and spread throughout Asia and the world. In response to the development of information related to Coronavirus Disease 2019 (COVID-19) and also following the advice of the Government of Indonesia, on March 16, 2020, several companies or institutions began to implement the call to work and learn from home as a social distancing movement. The various impacts caused by this pandemic are that many people lose their jobs so that in the current difficult time it is expected that the community is able to creatively carry out all activities from home. The same is true in Chess Village, Kintamani, Bangli. The problem found that (1) Do not have knowledge about entrepreneurship for the youth of Kintamani Chess Village. (2) Do not have an entrepreneurial souvenir product for tourists who visit, especially in making photo frames in bottles in chess villages. To overcome these problems, the objectives of the PKM program are as follows: (1). Socialization and knowledge training on entrepreneurship for the youth of Chess Village, Kintamani. (2) Training in making entrepreneurial souvenir products for visiting tourists, especially in making photo frames in bottles in Catur Village, Kintamani. Methods of implementation of the PKM Program include: initial socialization, training, mentoring, monitoring, evaluation, and sustainability of the program, which is carried out by the service team and assisted by experts and students from Dhyana Pura University. The result is that the Chess Village has knowledge, skills about (1). Entrepreneurship (2). There are entrepreneurial souvenir products for tourists who visit, especially in making photo frames in bottles. The implementing team and each group report the results by means of presentation and documentation. The sustainability of this program is that the community continues to learn and the PKM Undhira team assists the group in improving its well-being.

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1. INTRODUCTION

The COVID-19 pandemic which was declared on March 11, 2020 has affected countries on all continents. COVID-19 or Coronavirus Disease 19 began to emerge in Wuhan, the capital of Hubei province in the PRC, in December 2019 and spread throughout Asia and the world. In response to developments in information related to Coronavirus Disease 2019 (COVID-19) and also following the advice From the Government of Indonesia, on March 16, 2020, several companies or institutions began implementing calls to work and study from home as a social distancing movement. The various impacts caused by this pandemic are that many people have lost their jobs so that during this difficult time, it is hoped that people will be able to be creative in carrying out all activities from home. The same thing happened in Catur Village, Kintamani, Bangli. Many tourist guests usually visit, but after the Covid-19 pandemic this village has become deserted. Kintamani Catur Village is located in the Kintamani sub-district, Bangli

Regency, Bali. Chess Village which is administratively led by a Perbekel (Village Head) who is democratically elected and oversees three Banjars namely Chess, Lampu and Mungsengan.

The boundaries of Catur Village are:

1. In the east it is bordered by Belantih Village, Kintamani District, Bangli Regency
2. In the west it is bordered by Tambakan Village, Buleleng Regency
3. In the north it is bordered by Pengjaran Village, Kintamani District, Bangli Regency
4. To the south, it is bordered by Belok Sidan Village, Badung Regency.

The economic structure of Catur Kintamani Village is still an agrarian pattern which focuses on the agricultural sector, this is supported by the use of agricultural land which still has a distributed portion of 85% of the total land use of the village, also around 80% of the livelihoods of the population depend on the agricultural sector. In this agricultural sector, commodities that stand out as prima donna or mainstay are coffee and oranges. Several economic sectors that are classified as Economic Base besides the agricultural sector are: (1) Agro Tourism, (2) Nature Tourism, (3) Cultural/Religious Tourism, (4) Herbal Tourism and, (5) Agro-Hulticultural Market. In the service sector, what stands out is the emergence of microfinance institutions seeking cooperatives and LPDs as supporters of the village economy. This is expected to have a positive impact on the overall economic development of the village.

Problem Analysis

Overall, the manager of the tourist attraction of Catur Kintamani Village is experiencing entrepreneurship problems, marketing which can be seen from the lack of visits, and accessibility problems because the distance of Catur Kintamani Village which is quite far from Denpasar City Center is then far from the tourist center which is usually visited by tourists. tourists make the kintamani chess area not many visitors. This problem is believed to be overcome by providing souvenirs and increasing entrepreneurial knowledge. In addition, it provides tourism programs/packages so that tourists are more interested in staying in the village, not just stopping by as a form of entrepreneurship.

The problems found that (1) Do not have knowledge about entrepreneurship for the youth of Catur Kintamani Village. (2) Do not have entrepreneurial souvenir products for visiting tourists, especially in making photo frames in bottles in Chess Village.

Objectives And Objectives

Activity Objectives

To preserve a tourist village, one way is to increase tourist visits through entrepreneurship. Due to the large number of tourists who come to visit the area, residents will have an awareness of the environment and culture.

Target Activities

To overcome these problems, the objectives of the PKM program are as follows: (1). Socialization and providing knowledge training on entrepreneurship through Entrepreneurship Training in Integrating the potential components of Catur Village for the youth of Catur Village, Kintamani. (2). Provide training on making entrepreneurial souvenir products for visiting tourists, especially in making photo frames in bottles in Catur Village, Kintamani. (3). There is no digital marketing management for the Catur Kintamani tourist village yet. So it is necessary to provide the following things:

- 1) Promotional training using social media, using the push promoted system, Sponsored, google ads, and also the use of social media hashtags.
- 2) Using Influencers, both local influencers, celebrities, and well-known artists as part of regional endorsements.
- 3) Social media training by tagging important figures or posting video testimonials from visitors (tourists).

2. METHODS

The methods of implementing the PKM Program include: conducting initial socialization, providing training, providing assistance, monitoring, evaluation, and program sustainability, which are carried out by a service team and assisted by experts and students from Dhyana Pura University, which aims to improve aspects of entrepreneurial knowledge and cooperating with the skills of youth to use digital marketing in the tourist village of Catur Kintamani village.

The training was conducted at the location of the Prebekel (village head) house in Catur Village, where the time was usually Saturday morning at 10:00 to 14:00 pm. The tools and materials used are Photo Frames, wooden frames, glass bottles, dry plants, tweezers, and hangers and glue). All tools are provided by the Service Team.



3. RESULTS AND DISCUSSION

Economic and social impacts of

Community Partnership Program activities on the Entrepreneurial Youth Team received support from various parties, namely Dhyana Pura University and partners from the Catur Village Head, Catur Village Youth, and PKK. implementation of the entrepreneurship program is as follows:

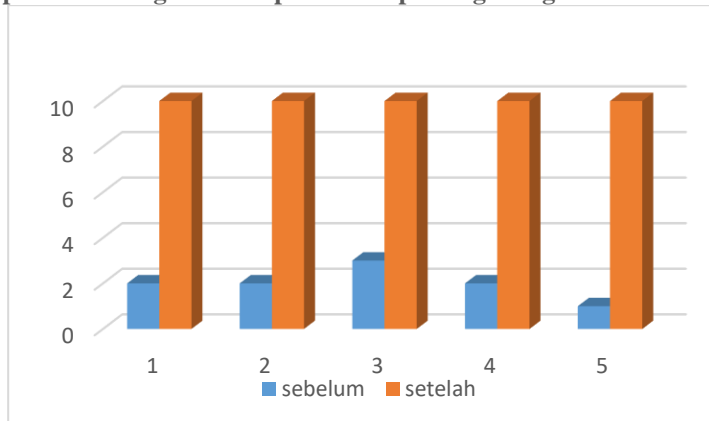
1. The Socialization Stage of the Entrepreneurship Community Partnership Program (PKM).
2. Training and mentoring on the importance of entrepreneurship
3. Training and assistance in making souvenirs and training on web creation and *online*.
4. Photography Training and Use of Digital Marketing
5. Delivery of Equipment Assistance, in the form of Asus Laptops, Modems.
6. PKM mentoring stage
7. Monitoring stage
8. Entrepreneurship training evaluation stage

in integrating the potential components of Catur Village. The form of village entrepreneurship that is trained is the integration of all components of village potential in one tourism village program. Make a tourist map that has been integrated and which areas and products are eligible to be included in the tourism potential. Make a mutual agreement on prices and what products can be linked from one tour to another. So that the existing tour packages can be implemented by integrating this tourism potential. In general, Catur Village has advantages in the agro-tourism sector, herbal plants, culture, and natural beauty. Waterfall *Segeha* (Twin Waterfall) which is located in Subak Tri Karyanadi and Subak Tiyang Seni. This natural tourism potential is supported by a unique culture. The Catur Village community has 21 temples spread over three banjars and 8 subaks. The population of Catur Village consists of 2 ethnicities, namely ethnic Balinese (Hindu) and ethnic Chinese (Buddhist and Kong Hu Chu). In particular, in Subak Lalang, about 75% of the community members are ethnic Chinese. Although there is no Vihara in Catur Village, in one of the temples you can see a blend of Balinese and Chinese culture at the Pengagjagan Temple. In this Pengagjagan Temple there is a *Kongco* (a place of worship for Buddhists and Kong Hu Chu). The life of the Chess community is intertwined with cooperation and harmony combined with Balinese and Chinese culture. With the integration of these tourism potentials, the Undhira PKM Team created flyers and brochures as part of the digital marketing promotion (marketing management) of Catur Village. The information that the PKM team got from the village head and the Catur Village community was that there was already a tour package. Tour packages offered to tourists based on available tourist attractions include:

1. Package 1: Tourists are served herbal drinks such as *casaratea*, coffee leaf tea, piduh leaf tea, lemongrass, coffee, local snacks, and others.
2. Package 2: Tourists are given an introduction to the types and benefits of herbal plants in Indonesian and English. The introduction of the types of herbal plants and the process of making herbal products can be seen through the 36 *inch* provided by the PPDM team.
3. Package 3: Tourists have lunch with traditional food menus that have health benefits and are taken from community gardens.
4. Package 4: Tourists go on excursions or *trekking* to waterfalls, holy springs, and herbal gardens. When *trekking* in the coffee and orange gardens, tourists can pick coffee or oranges directly and for free on the *trekking*.
5. Package 5: After returning from *trekking*, tourists are given spa and acupressure services using herbal products from KWT to restore the tourists' physical condition.
6. Package 6: *Homestay* has provided as many as 8 *homestays* or 24 bedrooms with a cool rural atmosphere because Catur Village is located at an altitude of 1,250 meters above sea level and the temperature is around 18 – 20 degrees Celsius. This tour package is integrated with the digital marketing of the Undhira PKM Team.

Graph 2. Below shows the increase in knowledge *before and after* training of chess villagers about integrating tourism potentials in chess village into tour packages which will be made by the Undhira PKM Team, flyers and brochures, after this Emergency PPKM is completed. Because we, the PKM team, are a bit difficult to come by to provide follow-up because the COVID-19 pandemic is increasing sharply in Bali.

Graph 2. Training Of Entrepreneurship Integrating Tourism Potential



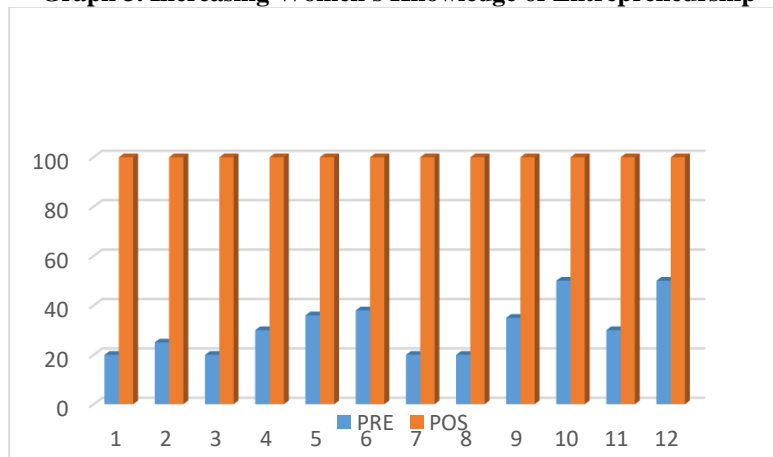
Source: PKM Tik Analysis, 2021

If you look at graph 2 above, it is clear that there is an average increase of 55-60% difference before and after integration training village tourism potential. However, there is an obstacle that the Team has not been able to integrate the tourism potential into one form of flyers and brochures, because there is an Emergency Community Activity Limitation (PPKM). Hopefully after PPKM passes we can realize our plans.

Entrepreneurship Knowledge Improvement Training

has many talents, which are collaborated by the Service Team. One of the things that is taught and trained is making souvenirs by making photos in glass bottles. This limited knowledge can be seen through the *pre-test* and *post-test* as shown in graph 3 below.

Graph 3. Increasing Women's Knowledge of Entrepreneurship



Source: PKM Team Analysis, 2021

The knowledge of Catur Village Youth members towards entrepreneurship shows better upgrade. The number of members of the Catur Village Youth who responded during the *pre-test* and *post-test* were 12 people. The average difference is 50-55% there is an increase before and after entrepreneurship training. This means that members of the Youth of Catur Village have increased knowledge about entrepreneurship lessons for young women in Catur Village. This increase in knowledge is useful for young women to be able to change their mind set (way of thinking) and have innovative and creative habits and in the end the visits of domestic and foreign tourists can increase with these creative and innovative ideas.

Photography Training and Use of Digital Marketing

The training phase is a follow-up to the socialization program. This training program can be described as follows:

1. Provide assistance and training on Photography and Digimart. Photography and digimart

Training are conducted for groups that have been formed in Catur Kintamani Village. This program is expected to improve the ability of the Manager of using digital marketing in Catur Kintamani Village in applying promotional techniques using social media such as Facebook, Twitter, WA, Line, and the like. This training is expected that the Manager of using digital marketing in Catur Kintamani Village will be able to manage in an integrated manner the management of culinary, homestay, recreation, tourism activities, financial management of village cooperatives. This

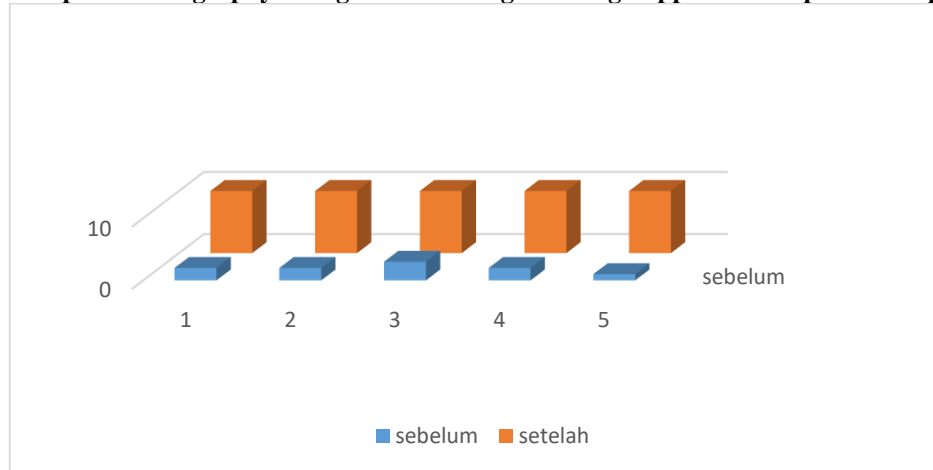


program is implemented by the PKM Team and by management students and D3 Digital Marketing Management Undhira (See Figure 3)



Figure 3. The Service Team provides Photography Training to support Entrepreneurship
Below is Graph 4 of the improvement before and after the training provided by the Undhira Service Team.

Graph 4. Photography & Digital Marketing Training Supports Entrepreneurship



Source: PKM Team Analysis, 2021

Graph 4 above shows that on average there is an average increase of 55-60% training before and after photography and digital marketing training. However, there are still obstacles with the implementation of the Emergency PKKM, which plans to invite digital marketing youths (digimart) to make Flyers and Brochures have not been implemented, so for further activities they will be trained in making brochures and flyers as promotional materials for the Chess Tourism Village, Kintamani to support the promotion. the entrepreneurship. Internet training for youth is also provided to address effective and efficient promotional media in the form of a website. This program is expected to increase entrepreneurship. Catur Kintamani Village has a complete profile on various matters related to tourism and other aspects as a tourist attraction and Tourism Village Managers are able to create integrated tour packages with business fields that have developed. The following website has been set up by the PKM Team, namely: <https://dwcaturkintamani.wordpress.com/>

Photo Frame Souvenir Training in a Bottle

The service team invited students from Eka Damayanti, Dhyana Pura University Family Welfare Education Study Program. This souvenir-making training specifically is making photo frames in bottles, both online and offline, as shown in Figure 4 below.

Figure 4. Online Entrepreneurship Training for Youth in Catur Village, Kintamani



Source: Electronic news can be viewed at <https://channelbali.com/2021/07/15/pkm-undhira- Provide training-online-kewirausahaan-di-pemuda-desa-wisata-herbal-desa-chess-kintamani/> The purpose of this training is to provide youth with souvenirs that can be sold to domestic and foreign tourists. Eka Damayanti brought examples of tools and materials and at the same time showed them how to make them. This training is usually held on Saturdays from 10.00 to 14.00 WITA and the location of the training is at the prebekel's house in Catur Village. The materials needed are frames, printed photos, dried flowers, glue, and glass bottles (see picture 5) below.





Figure 5. Example of a Photo Frame Souvenir in a Bottle

Delivery of Equipment Assistance The delivery of this aid was carried out by the PKM implementation team assisted by D3 Digital Marketing Management students at Dhyana Pura University. The picture below shows the PKM team handing over

tools in the form of a laptop, modem and mouse to the Digital Marketing Team in Catur Kintamani Village, Bangli (Figure 6 below).

Figure 6. Minutes of Equipment Delivery to Partners



Partners' contributions to implementation

Partners provide access for the Implementing Team for training and mentoring activities to the Youth Team, and tourism awareness groups. Partners actively participate in every given activity and provide a positive response by showing enthusiasm for digital marketing training. Partners attend 90% of every activity. The village head, Pak Pande

Wayan Sukarata, said he was proud and pleased with the assistance facilitated by the PKM team because it made it easier to create websites, integrate tourism potential, maintain local culture through making souvenirs, Digital Marketing Training, as well as digital marketing and entrepreneurship.

4. CONCLUSIONS

Implementation of the Community Partnership Program (PKM), entrepreneurship in the development of the Catur Tourism Village, Kintannai District, Bangli Regency is running as programmed by the PKM team.

1. Partners have learned about the importance of entrepreneurial knowledge and have received laptops and modems for entrepreneurship support.
2. Partners already have a website <https://dwcaturkintamani.com/> so it can be used for Chess Village Promotion, Kinemaster Video Editor Application and Kintamani Village social media accounts.
3. Partners have learned how to make souvenir photo frames in bottles in chess village which will be integrated into tour packages. So that it will be a means of promotion and digital marketing will be made.
4. Partners collect documents to register for a P-IRT permit
5. Partners can make souvenirs that will be used as an attraction so that guests during tourist visits can buy these souvenirs.
6. Knowledge of partners increases and skills in making glass bottle photo frames also increase.

5. SUGGESTIONS

That can be given to this PKM activity are:

1. So that this entrepreneurial knowledge can be taught to other youths so that they have a creative and innovative mind set.
2. Partners are given tools and other supporting materials by the village head who can support the process. integrating tourism potential into tour packages as a form of entrepreneurship.
3. Partners are taught to make different types of souvenirs such as using materials found in the village such as herbs and coffee etc.
4. Innovating other digital products so that they can promote on social media.

6. ACKNOWLEDGMENTS

Thank you to the Ministry of Education and Culture and Research and Technology who have funded our 2020 single year service. Thank you also to the Chancellor of Dhyana Pura University, LPPM Dhyana Pura University for their assistance so that all plans can run well.

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