

## ENTREPRENEURSHIP TRAINING FOR GULF COMMUNITIES AS BENEFICIARIES AND CARERS IN THE TELUK AREA SCALE KPP PROGRAM

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### ABSTRACT

Entrepreneurship training for the bay community in collaboration with the Banten Province KOTAKU program and with the PUPR and BPPW of Banten Province. The purpose of this training is to create a community that can maintain and utilize the scale of the bay area by creating business opportunities so that the community is able to be economically independent. The training was held for 4 days from 23-26 August at Mathloul Anwar University with 39 participants from the bay community. Training with a vocational system with a weight of 90% practice and 10% theory. The resource persons are a collaboration of academics and tourism practitioners, MSME practitioners and practitioners from the Pandeglang regional government with the hope that the community will be able to understand in practice how to exploit the area that has been developed by the government into an area that can help accelerate the progress of the Banten area and the bay area in particular. The continuation of this training event is with supervision through monitoring and evaluation for 4 months. Monitoring and evaluation are assisted by local community groups, with sub-district government officials as well as youth groups as well as village care volunteer groups. Entrepreneurship training activities are continued with a mentoring process for small and medium-sized enterprises in facilitating the process of making NIB, product halal certification as well as BPOM, so that MSMEs will be ready to defend their business when the regulations for halal certification are mandatory for all products circulating in Indonesia in 2024.

**Keywords:** KPP, MSMEs, KOTAKU

### 1. BACKGROUND

The City Without Slums Program (Kotaku) is one of a number of strategic efforts by the Directorate General of Human Settlements of the Ministry of Public Works and Public Housing to accelerate the handling of slum settlements in Indonesia, in collaboration with the Public Works and Spatial Planning Service (PUPR) through the Serang Region Settlement Infrastructure Center, BPPW. build a regional scale in the bay area in the form of public spaces that can be utilized by the bay and surrounding communities to improve their economic standard. The building is in the form of a public facility named Taman Badak as well as a pedestrian bridge that connects the road access from the Labuan Market Fish Auction with Teluk Village. The goal is to increase tourists coming to the bay to enjoy the culinary specialties of the coast in the batako bay area.

A bay is a land that juts into the water (ocean), and usually both can be found on the same coastline. 6 Teluk Village, Labuan District, is known as the Fisherman City because it is located on the coast of the Sunda Strait. The majority of fishermen who live in this village are local residents (natives). In addition to local residents, there are also migrant fishermen who generally come from Central Java, Surabaya, Dadap and Tegal areas. Initially, fishermen in Teluk Village used boats without engines when catching fish. So that many boats sank and claimed lives, but with the development of the times the boats used by fishermen today are already using engines. 8 The fishing areas in Labuan District, especially Teluk Village, are the Sunda Strait, the Java Strait/Indian Ocean and the Java Sea. The fishing areas are around the Sunda Strait, Tanjung Panaitan, Thousand Islands, Krakatau, Rompong, Sumur, Kelapa Koneng, Pucang Island, Kalianda, Cemara, karang bawah

Teluk is a village in the Pandeglang area of Labuan sub-district which is located on the coast. Teluk Village is located in the Labuan sub-district of Pandeglang Regency which is about 41 Km from Pandeglang Regency with an area of 0.97 km<sup>2</sup>, where the geographical location is mostly the coast with a total of 16 villages with a population of 12,003 people (BPS, 2020).

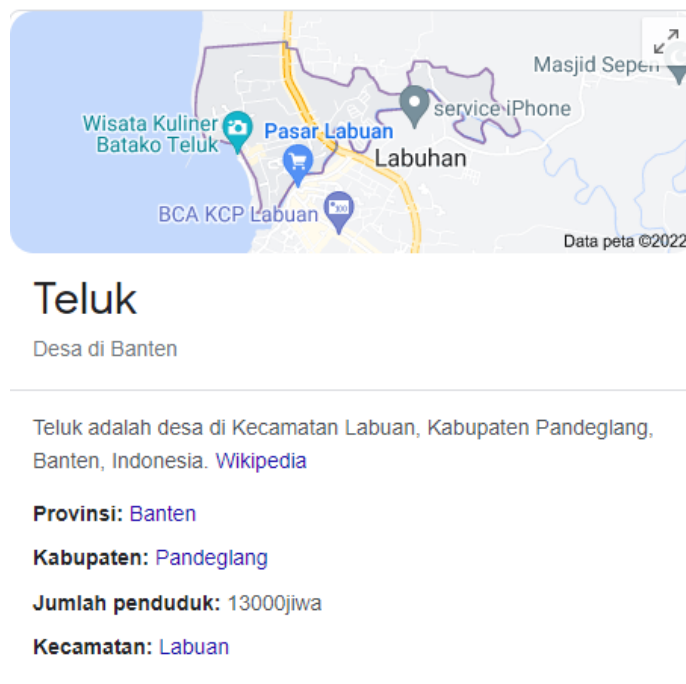


Figure 1. Bay map

The fishing or fishery business is located in the Teluk Village area, Labuan District, Pandeglang Regency, Banten Province, the Geographical Location of the Village is Coastal (Sea Edge) with a height of about 1 meter from sea level and a beach length of 1-5 km. The area of the village according to

- a. Rice field farming land: 23.35 Ha
  - 1) Technical irrigated land: - Ha
  - 2) Non-technical irrigated land: 5 Ha
  - 3) Non-irrigated land: 18.35 Ha
- b. Non-rice field agricultural land: 23.65 Ha
  - 1) Fields, ponds, gardens, community forests, livestock and others: - Ha
  - 2) Non-agricultural land: 50 Ha
  - 3) Industry, housing, offices, shops and others: - Ha

Demographic condition is a condition in terms of population, in which Teluk Village, Labuan District has a population of 13,867 male and female. The population data in Teluk Village will be presented as follows, namely:

- a. Male Population: 7,101 People
- b. Total Female Population: 6,766 People
- c. Number of Families: 2,842 Families

In Teluk Village, when viewed from the Cultural sector, there are still old cultures that are still maintained, one of which is the Sea Party, but the locals usually call it Ruatan. The Sea Party (Ruatan) is a hereditary event and is a custom that is usually carried out by the fishermen community.

From an economic point of view, Teluk Village belongs to the lower middle class category of economy. Most of them work (livelihood) as fishermen, traders, teachers, private employees and others. Of the many livelihoods of the Teluk Village Community, it turns out that the majority are fishermen, as evidenced by the data obtained from the Village/Urban Office that the percentage of Fisheries Farming Families is about 80 skippers (boat owners) and 1,200 crew members (boat crew) from 2,842 families.

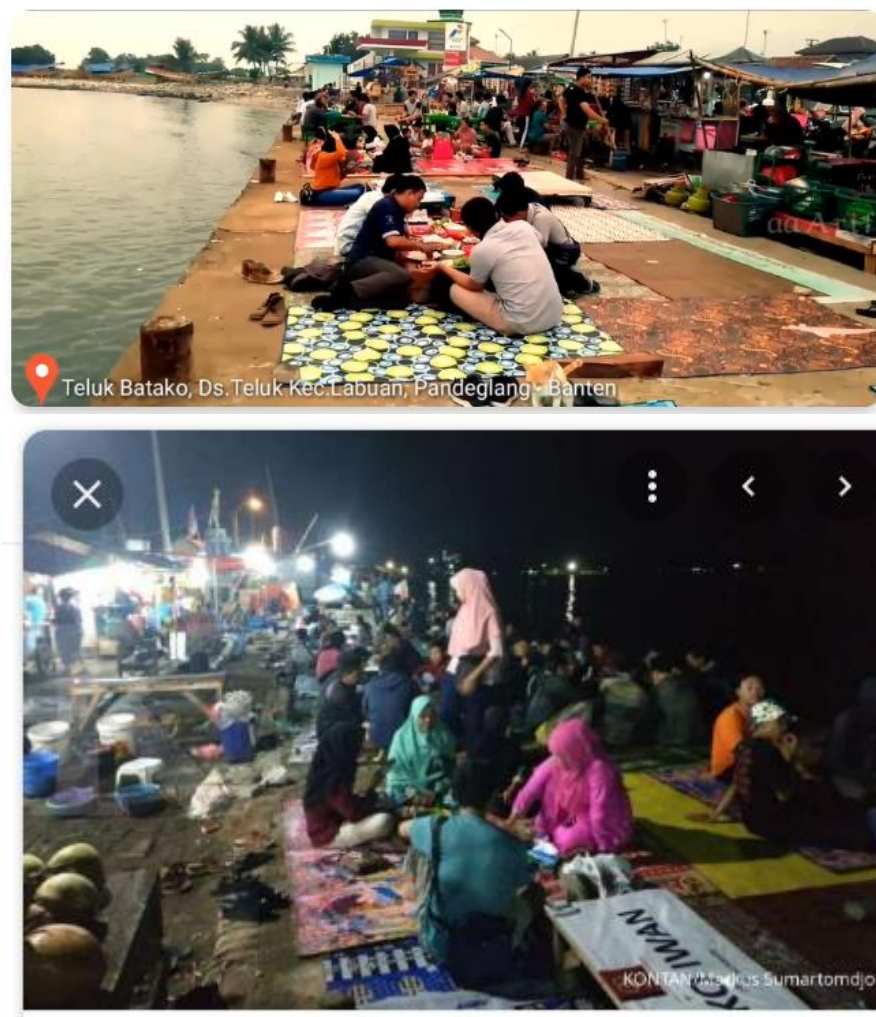


Figure 2. Batako culinary tour

This data is taken into consideration in determining the assets developed by PUPR. PUPR with Kotaku has a very sustainable program with the development of assets that have been developed. That is a program to increase the capacity of the community to be able to use and maintain assets and how these assets have the impact of increasing the economic capacity of the community by creating business opportunities that allow tourists to come. The program created is vocational training for groups of users and maintainers of the bay area scale by forming 1 group consisting of 39 people.

## 2. METHODE

The method implemented in this training is by way of vocational training. Vocation is related to the capacity needed to perform a work activity. A person's vocational development process requires education and training which is called vocational education (Sudira, 2015). The training was held for 4 days which took place at Mathloul Anwar University. Three days in class and one day of field surveys in two places, namely Emping Palace in Sukamaju Village and Badak Bay Ketaman Village and the People's Crossing Bridge.

The indoor learning system by providing descriptions related to entrepreneurship as well as how to simulate the practice of establishing a business is also possible in the bay area. In the activity session, a very interesting learning system was created that was not monotonous so that the material could be absorbed optimally.

The number of participants is 39 people in 1 class the material presented is related

- a. Creating creative ideas as a business area in the bay area
- b. Creating products and getting to know the product life cycle
- c. Make a business plan
- d. Creating cooperation in supporting the progress of product marketing
- e. Digital marketing

- f. Lobby in the business world
- g. Business legality
- h. Vocational Method with a weight of 80% practice and 20% theory

### 3. RESULT AND DISCUSSION

The results of the Vocational training for the use and maintenance of the bay area scale by increasing entrepreneurial skills are expected by the bay community

- a. Having the right business idea according to personal capacity as well as the conditions and culture of the local community
- b. Create a business plan concept along with the amount of capital needed and the planned results
- c. Make attractive packaging for the product being sold
- d. The digital marketing concept that will be used to support turnover

Entrepreneurship training in collaboration with several stakeholders, namely with BJB Labuan for business capital partners, with PLTU Labuan in improving asset maintenance and with the Leuwibumi Pandeglang tourism manager in tourism management so that visitors can come comfortably and allow them to be interested in the products available in the bay.

The community is very enthusiastic in carrying out entrepreneurship training as proven consistently for 4 full days carrying out these activities. And the number of questions asked during the training program.



Figure 3. Photos of training activities (1)



Figure 4. Photos of training activities (2)

In the activity there are several problems faced, one of which is the various ages of the participants from young to over 60 years old as well as various levels of education and business background making the training have to be a lot of adjustments from all the methods planned at the beginning to accommodate the absorption of material for all participants.

#### 4. CONCLUSION

The conclusions that can be drawn from this activity are:

- a. The activity is carried out in collaboration with several parties involved
- b. The activity will be held from 23 to 26 August 2022
- c. The activity was carried out on the Mathlaul Anwar University campus, Banten as well as field visits at the Emping Palace and Rhino Park to the Orangutan Crossing Bridge.
- d. The material is adapted to the needs of entrepreneurship among the gulf community
- e. Resource persons come from academics and practitioners who have expertise in the field of entrepreneurship
- f. The training budget is sourced from the KOTAKU program

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