

TOURISM VILLAGE EMPOWERMENT THROUGH MERDEKA BELAJAR - KAMPUS MERDEKA PROGRAM

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ABSTRACT

Pasirmulya is a village located in the highlands of West Java, where the majority of the population's livelihood is coffee farmers. Coffee harvesting should be part of plantation education which becomes an activity that can be offered to tourists. However, due to the lack of knowledge of the villagers, various village values have not been developed massively. The presence of village partners, namely academics consisting of lecturers and students, is needed to conduct studies and present their involvement to empower village communities and provide real opportunities for socio-economic growth and the environment around the village. Academics need to sincerely apply their knowledge to the community as part of curriculum achievement and to be aware of the importance of implementing appropriate technology transfers that are beneficial to the welfare of the community. The sustainable mentoring process will certainly help the villages become independent villages. Natural Laboratories provide invaluable experience for science and the development of civil society.

Keywords: Empowering society, village, tourism, partnership, academician, social, economy, ecology

1. INTRODUCTION

The fragility of the village economy after COVID hits the whole world. The tendency of this condition has an impact on rural communities in most communities in developing countries. Traditional villages with simple civilizations highly dependent on agricultural patterns and trade opportunities that help develop the village economy. However, during the pandemic of more than 2 years in Indonesia, the distribution system was hampered and had an impact on the economic downturn. The pattern of Village Economics review through the Tourism Awareness program which is mostly carried out by the ministry of tourism is suddenly faced with limited access due to social restrictions so that it is difficult to meet directly with village residents known as PPKM (Enforcement of Community Activity restrictions).

Nevertheless, although carried out sporadically and not as much as before, efforts to empower regional potential are still being carried out. Village community development through exploration of regional potential is expected to become a new potential to support the country's economy. The process of maintaining continuous community involvement and motivating it can encourage the village to develop into a driving force for village economic growth as well as the growth of local wisdom product initiatives and the process of maintaining a shared culture.

Pasirmulya as part of a coffee-producing village in Indonesia won the world coffee competition in 2016. The limited ability of the villagers to use technology in developing coffee marketing and cultivating the coffee drinking process is an obstacle experienced by the local community. The presence of academics is very much needed to assist farmers in accelerating the process of transferring technology to help residents have a better life and no longer being exploited by middlemen who often come to them when the coffee plants are not ready to be harvested.

Academics, namely lecturers and students, jointly carry out the MBKM (Freedom to learn_ Independent Campus) program. The sustainable mentoring process will certainly help villages in all corners of the country to have economic and social independence, as well as environmental sustainability for sustainable regeneration. Natural Laboratories also provide benefits as a practical experience that is very valuable for science and study satisfaction by the academics.

2. THEORETICAL REVIEW

Tourism village

Kemenparekraf (2020) Tourism Village is a community or society consisting of residents of a limited area who can interact directly with each other under a system and have the care and awareness to play a role together according to their respective skills and abilities, empowering its potentials for tourism growth and development, and the realization of Sapta Pesona so that the increase in regional development through tourism and its utilization for the welfare of the local community can be achieved.

Empowerment of rural communities requires a village management pattern which includes empowering village communities and assisting social, economic and environmental programs as well as other supports. The economic

orientation as a result of the process is certainly expected to make the village financially independent and able to meet the needs of its citizens. The village government needs to receive guidance and training related to policies for managing programs and sustainable activities that are beneficial for the welfare of the community. The role of the community, namely youth organizations and tourism awareness groups (Pokdarwis), is the main driving force for the existence of the village to move forward. Based on the community (community Based Spatial Tourism-CBT), the village will be able to improve its environment (Fatimah, 2018).

The role of village entrepreneurs contributes to support tourism programs through creative products and exploration of village values that can be developed as part of local wisdom and cultural preservation. For this reason, entrepreneurs in the village need to get assistance on creative thinking, being brave take risks and making innovations to be able to drive the process of producing goods and services that are sustainable and of high value.

The role of academics through knowledge and technology transfer becomes a driving force for villagers to develop. The transition process from a pioneering, developing, advanced, to independent tourism village really needs realistic ideas and sustainable assistance to increase the capacity of superior villages and create creative industries that are in line with the concept of a tourism village in achieving economic and social welfare, and environmental sustainability.

The role of coordination on tour package

The role of coordinating tour packages by stakeholders, namely the tourism business, also determines the success of the village's efforts to create tour packages. Thus, village communities, at the same time, need an assistance and to establish partnerships with stakeholders to collaborate and be sustainable. Distribution is the process of distributing products or services to consumers (Dewanti, 2021). A distribution channel is a set of independent organizations involved in making a product or service available to customers. The development of the distribution system begins with the selection of channel members, then enters into a cooperation contract and becomes a unified organization. The travel industry helps move customers between hotels, restaurants, cruise ships, or planes or other transportation.

Tourism products and services require an appropriate information distribution to various targeted segments and serve their sales. Villages as a base for tourism products and services need intermediaries to help market tourism values. Online and offline distribution channels work actively in seeking information transfer so that it can be purchased by tourists. Offline and online distribution channels include travel partners, namely hotels, transportation and FTO (Friendly Tour Operators) and others. Distribution channels become village partners and distributors of marketed commodities, products or services.

Tourism marketing intermediaries include:

- a. Travel agents: One way to anticipate geographic markets is through travel agents. In addition to selling air tickets, travel agents also sell hotels, and almost all cruises and hotels usually pay a 10% commission, while cruise agents pay 15%. An easy reservation will get a potential target so that the target consumer will immediately make a transaction.
- b. Tourism agent arranges tour packages targeting the tourism market by developing travel tour contracts with airlines and tourist travel hotels with quantity discounts, retail agents, and a number of seats and rooms.
- c. Broker homestays and resorts
- d. Tour operators

Village promotions

Tourism village managers can use tourism promotions to build tourism awareness of their village destinations. The aim is to attract tourists to be willing to try new environments, to grab consumers to enjoy unique tourism services and impressive local culture, and to encourage the tourism distribution system to persuade tourists to choose villages as their choice for traveling. The current digital era certainly requires information technology and communication skills. For this reason, the empowerment of village communities in increasing skills is very much needed these days.

Superior village promotion has certain quality standards of tourism service performance in accordance with tourist expectations. The suitability among others can be achieved with the following considerations:

- a. Durability is a measure of the duration accuracy of the expected tourist service offer so that it can meet the wishes of tourists. This usually considers the situation of natural conditions and considers the suitability of time in the accuracy of enjoying the tour package, for example, watching the sunrise or sunset. Buyers will usually pay more for a high fit. However, this rule is subject to several requirements. The extra price should not be excessive.
- b. Reliability is a measure of the probability that a tourism product and service will not be damaged or fail within a certain period of time. Travelers will generally pay more for timely and reliable products and services.
- c. Repairability is a measure of the ease of repairing a tour package that is damaged or failed, for example due to

weather. Travelers consider other options that have the same level of service quality when their main choice fails to be enjoyed. Alternative tour packages can be a substitute when one cannot be implemented.

- d. Style is describing the appearance and feeling of self-actualization of the tourists themselves. Tourists are generally willing to pay more for products and services that are stylish and attractive. Style has the advantage of creating a service difference that is difficult to imitate.
- e. Design is the totality of features that can be enjoyed from tourism services that affect the final value of the function of a tour. The design is very important in considering the quality of the tour package as a whole, representing the optimal needs that are most desired by consumers and meeting the standard design parameters of tourism services.

Village entrepreneurs

Entrepreneurship is a tool that can change the economy. Entrepreneurship (kewirausahaan in Indonesian) comes from the words wira and usaha means hero and effort (Dewanti, 2021). Wira is a form of heroism in fighting for something full of courage. Usaha is an activity carried out to achieve victory in fighting for something. Entrepreneurship means the ability to have creative ideas and behave to be able to fight for business with wise risk-taking decisions to improve the quality of life. Creativity is defined as the ability to develop new ideas and to find new ways of solving problems and facing opportunities. Entrepreneurs in the village need to be driven towards innovative behavior and have the ability to think creatively.

2. METHODS

The objectives of MBKM activities in Pasirmulya Village include:

- a. Implementing the Merdeka campus which facilitates field studies that directly overcome problems in the community through the Village program like a natural laboratory.
- b. The MBKM Program is in synchronization with Binus' vision, namely "Empowering the society". This means that universities can become pioneers in the transfer of efficient technology for the formation of community independence.
- c. Elevating the level of villagers to take part as a synergistic partner in the context of aligning science with the needs of the community itself so that it will inhibit urbanization to cities.
- d. Synergy of activities that respect nature, appreciate opportunities, respect feelings, preserve culture and honor humans and their surroundings will educate students to have noble characters.
- e. Lecturers who accompany the activity will feel the involvement of the parents of the student so that the transfer of experience will occur naturally and reduce the communication gap between them.
- f. Experience in the village between foreign and local volunteers will provide teamwork experience that is able to eliminate low self-esteem and increase self-confidence to dare to play a role in the international arena.
- g. Laboratory in the village in a sustainable manner will make it easier for academics to have scientific developments that are ready to be applied and have measurable impacts.

3. RESULTS AND DISCUSSIONS

From the observations that have been made, needs and activities that have been carried out can be seen in the following table 1.

Briefly, from Table 1, it shows that this Community Service program has clear outputs and targets as well as its sustainability impacts, namely:

- a. Continuous activities in serial training for villagers are carried out by students accompanied by lecturers
- b. Implementation of programs with international students to share knowledge and practical experiences from their country
- c. Tourism Village sustainability is realized based on contributions from academics, business, village government, village community, and the media.
- d. Posting of information in several village locations is part of the CHSE (Cleanliness, healthy, Safety, Environmental).
- e. Focus Group Discussions that are carried out on an ongoing basis to focus on the development of partner villages can be carried out in various forums and produce new studies as breakthrough methods that are shared with fellow village volunteers
- f. Empower sustainable village economies to be able to assist villages to recover after the disaster. COVID.
- g. Invite villages to partner with other strategic units to jointly care for the social, economic and environmental of the village towards an independent village.

Table 1. Problems, needs and activity plans.

| <i>No</i> | <i>Problem</i> | <i>Needs</i> | <i>Activity Implementation</i> |
|-----------|--|---|---|
| 1 | Village officials who do not yet have adequate ICT (Information and Communication technology) skills are certainly difficult to become knowledge transfer media | Academics help set programs to empower human resources. Able to create information and communicate it supported by technology | Technology Program that enables coffee marketing, creates information for village branding, and communicates village culture and values. 4 International students train tourism-aware groups to use social media for the use of information and communication technology. July 16, 2022 |
| 2 | Village Documentation and Information need to go viral | Publication of information related to village development | A collection of photos and videos that publish the beauty of Village Tourism. Held on October 9, 2022 |
| 3 | The pandemic causes PKM activities in the village to be hampered | Forge a sustainable partnership | Assist the Village Head in managing his village. The collaboration was signed on July 16, 2022. And provided training on Post-Pandemic Tourism Awareness Movement with CHSE (Cleanliness, Healthy, Safety, Environment Sustainability) |
| 4 | Image of academics who are all gadgets | Provides an experience when there is no signal | Strengthening the character of students in maintaining emotional stability. Activities carried out July 16, 2022 |
| 5 | Devotion activities that are directly carried out together by lecturers and students are still very rare and very few are involved internationally with Design souvenirs | Creating a joint program and sharing knowledge and experience between academics that can generate money for the villagers | Develop creative thinking in a sustainable program that benefits all parties. The activity was carried out on July 16, 2022 by the Interior Design Study Program. |
| 6 | Villages need assistance with creative ideas to become Tourism Villages | Resident training | Make a simulation of tour package activities which will be held on July 16, 2022. |
| 7 | Trail Run as a tour package simulation in the form of an EVENT created to bring in tourists | Tourism awareness group action in realizing the results of the training | It has been held on October 9, 2022 |

a lot of potential output came from this program are (1) Video, (2) partnerships (3) Paper, (4) Signage (5) tourism package, (6) Souvenir (7) Community Development activities for students and lecturers.



Figure 1: Recycle, Reduce, Reuse -3R Program and tour packages Figure 2: Trail Run as a tourist attraction



Figure 3: Partnership & Village support. Figure 4: CHSE signage, handwashing facilities, many more

4. CONCLUSIONS

The determining element of the tourism village ecosystem becomes an inseparable unit from one another. The process of empowering human resources in the village needs to understand amenities, attractions, Human Resources (HR) values, accessibility, and activities. Amenities as supporting facilities to fulfill tourist needs consist of homestays, restaurants, souvenirs and shopping centers that need sustainable development. Attractions in the form of offering cultural experiences, nature, and creative work Village communities need to be given continuous training to have superior attractions. HR needs to understand the values of the Tourism Awareness Movement. Village accessibility is very important to help access to tourist destinations that consider comfort, safety and travel time.

Supporting facilities in a village with souvenirs developed based on local products will be able to add Value for tourism. Pilot villages still need assistance and greater development program but takes time to complete it with restaurants and shopping centers. But what's interesting about the pilot village is the homestay that is available to live with people in beautiful house. The Tourism Awareness should have a friendly personality, helpful, protect toward tourists, provide information, and maintain the cleanliness of the village.

Attractions in pilot villages usually already exist and it's just a matter of managing them according to current needs. For example, existing forests are decorated and arranged to display a clean, cool, beautiful, orderly, safe, friendly and memorable atmosphere which are called the 7 elements of SAPTA PESONA. The ease with which tourists reach the location and connect with other tourist destinations will greatly support the tourism movement. While the daily activities that are the mainstay of the village also have its own charm, especially when inviting tourists to participate in picking coffee.

Sustainable Village empowerment training on the 5 elements that determine the tourism village ecosystem will produce village champions who are motivated to be aware of tourism and move their communities to become determinants of the transition of village capabilities from pioneering, developing, advanced, and independent villages. It is hoped that academics will continue to have programs in the village through MBKM so that they can empower the village economy, social and environment.

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