

ARRANGEMENT OF CITY PARK FACILITIES IN BATUNUNGGAL VILLAGE FOR BANDUNG CITY SME BRANDING

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ABSTRACT

The arrangement of the Batununggal Village City Park is starting to be organized by adding several chairs and tables for park visitors, and by making murals, the park atmosphere will be more lively with colorful letters with the message "Let's Orderly Sort Waste", so that it is hoped that the MSME brands around the Park will increase their sales. because visitors are more comfortable enjoying MSME products. This is one of the implementations to socialize and implement Presidential Decree no. Presidential Decree 2 of 2022 concerning National Entrepreneurship Development for 2021-2024. The Binus Bandung Entrepreneurship Study Program is collaborating with the Batununggal Village, Bandung City to organize and equip the Batununggal Village City Park as one of the solutions for branding SMEs around the City Park. By being equipped with equipment and arranging facilities and keeping city parks clean, it is hoped that SMEs and the surrounding community can maintain them and SMEs can increase their turnover.

Keywords: city parks, sorting waste, infrastructure, murals

1. INTRODUCTION

Batununggal Village City Park, Bandung City, is one of the parks in Bandung City built by the Bandung City Government. This park is very strategic in the South Bandung area, currently there are several UKMs around the park, such as Nasi Goreng UKM, grocery store, Meatball Maker, Babershop, Car/Motorcycle Repair Shop and other UKM. The problem is, some of the facilities in the park, such as benches made from walls, are no longer suitable for use, the flower garden is not in order, the lights in the park don't work, some old house rubbish is out of date, such as used toilets used as flower pots, and other rubbish is scattered around.

Apart from infrastructure. Some SMEs have not yet made appropriate packaging for their products, because branding packaging is one way to attract potential SME consumers in making decisions to buy SME products. There are still many MSME players who do not understand the function of branding and creating branding for their products (Syarifah Fadillah Rezky, 2021), The condition of MSMEs around the Batununggal Subdistrict city park, the main priority is to brand the place or location so that visitors feel comfortable coming to the park and enjoying MSME products especially food and drinks, by equipping tables and chairs that are appropriate to the park environment, but do not disturb other public facilities such as sidewalks and roads. Apart from the park location, next to the park there is also a large river, so there is some rubbish piled up on the river bank.

Several parks in the city of Bandung are well organized, but there are some that are not yet appropriate. In general, the public's perception of city parks in the city of Bandung is quite good, but other respondents have the opposite perception. They are of the view that the management of city parks has not been well maintained, is not clean and has incomplete infrastructure, and maintenance of city parks is still carried out incidentally by agency managers (tomi setiawan, 2017). Lecturers at educational institutions have the obligation to carry out community service programs, so that they can collaborate with relevant agencies in arranging city parks, by referring to government regulations.

Based on Government Regulation no. 2 of 2022 concerning National Entrepreneurship Development for 2021-2024, functions as a guide in preparing the curriculum and syllabus for entrepreneurship development as the implementation of Presidential Decree 2 of 2022, so that APSKI encourages entrepreneurship study programs in Indonesia to compare the growth of entrepreneurship in Indonesia.

The Entrepreneur Hub which is being built by the KEMENKOPUKM is expected to become a super application that encourages its members to submit entrepreneurial data so that the policies prepared are more measurable and accountable. It is hoped that APSKI members will contribute to the Entrepreneur Hub in accordance with the Entrepreneurship Education function to strengthen the entrepreneurial ecosystem and business partnerships and synergize, monitor and evaluate related entrepreneurship development programs carried out by stakeholders through an entrepreneurial data/information system application as a database of Indonesian entrepreneurs (Jajat Sudrajat, 2023). There are still problems that become obstacles in the development of culinary tourism, the role of stakeholders (local communities in destinations, local governments and academics) should be synergistic in overcoming these problems, so that culinary tourism can develop sustainably and optimally so that the needs and desires of tourists culinary tourism will be satisfied, apart from that it will also have a positive impact on the development of the destination and the welfare of the local community (Sunaryo, 2019)

Government Regulation no. 2 of 2022 concerning National Entrepreneurship Development, is a guideline for collaboration between various parties, including educational institutions, ministries and related agencies in the form of PENTAHHELIX collaboration. That in order to achieve the target of the 2020-2024 National Medium Term Development Plan in order to improve the quality of economic growth, business climate and competitiveness, as well as expand employment opportunities, it is necessary to accelerate growth and the entrepreneurship ratio through entrepreneurship development (KEMENKOPUKM, 2023).

2. METHOD

The method used is action research, through observing the problems and opportunities that exist around the Batununggal Village city park. Starting with visiting Batununggal Subdistrict to ask for permission to collaborate in the Partnership Program between Educational institutions and the Government through the Community Service Program, by discussing with the Subdistrict Head and subdistrict staff, then observing directly the location around the park, seeing some of the infrastructure that has been damaged and what equipment it has. just what MSMEs need, and see directly the transactions carried out by MSMEs and observe visitors who come to City Park both during the day and at night.

3. RESULT AND DISCUSSION

The implementation of the Community Service Program (PkM) was carried out in collaboration with the Visual Communication Design study program consisting of Lecturers and Students to create a Mural with the title "Let's Orderly Sort Waste". Around the park and along Jl. Batununggal has a rubbish dump and a river, so there are residents who throw their rubbish other than in the rubbish bin, also around the park, such as the former toilet seat being used as a flower pot, but it's not appropriate, because it looks out of place, so we arranged it by making a suitable rubbish bin. with a garden environment.



Gambar 1. Kondisi sekitar Taman Kota

Pada gambar 1. Terlihat ada bekas toilet digunakan sebagai pot bunga, kurang sesuai dengan kondisi taman yang setiap saat dikunjungi dan dilihat oleh pengunjung, banyak pedagang makanan dan minuman disekitar taman, sehingaga akan terganggu ada pot bekas toilet pada saat sedang makan dan minum. Dan Pentaan tempat dagang didepannya ada pot bunga bekas toilet, serta banyak sampah bamboo dan sampah bekas daun berserakan.



Gambar 2. Kondisi taman setelah ditata

Pada gambar 2. Kondisi taman setelah ditata dan dipasang meja dan kursi, serta membersihkan sampah-sampah dan perlengkapan yang tidak sesuai berada di sekitar taman kota, sehingga para pedagang sekitar taman kota bisa memanfaatkan fasilitas tersebut dan harapannya pengunjung dapat menikmati makana dan minuman lebih nyaman, bersih, sehingga tempat di taman sekitar taman kota dapat dinikmati oleh pengunjung dengan senang mengajak teman, keluarga untuk berkunjung ke taman kota sambil menikmati produk UMKM.



Gambar 3. Sekitar Taman Kota pada malam hari

Pada Gambar 3. Suasana sekitar taman kota di malam hari, dengan menambah lampu taman di sekitar meja dan kursi yang sudah ditata, sehingga suasana di taman kota lebih cerah, para pengunjung lebih nyaman menikmati makanan dan minuman produk UMKM.

Disekitar taman kota juga ada pangkalan Gojek tradisional, biasanya kalau pada malam hari suasana tempat pangkalan Gojek gelap, bahkan di beberapa sudut taman belum dilengkapi lampu, meskipun sudah ada lampu PLN, namun terhalang oleh pohon-pohon besar yang daun-daunnya rindang tidak tertata dengan baik.



Figure 4. Mural making process

In Figure 4, the Mural to be installed around the park was made by Binus Bandung Visual Communication Design students and lecturers, in collaboration with one of the MSMEs that sell food and drinks. The mural is in an open area, many visitors are watching, so it disturbs them by asking questions to the students and lecturers who are making the mural.

The theme of the Mural is adapted to the problematic conditions around the park, namely the theme of awareness of making and sorting waste. It is hoped that with this Mural the community around the park will be more aware and dispose of trash in its place.



Figure 5. Murals installed around MSME locations

In Figure 5, the process of making a mural carried out by lecturers and students of the Visual Communication Design study program adds to the completeness of the City Park so that it is lively with colorful writing and the message "Let's Orderly Sort Trash" which is expected to increase awareness of city park visitors and MSMEs in disposing of waste, so that trash neatly arranged. The mural is proposed to be close to MSMEs and rubbish dumping sites around the City Park which have been provided by the Department and Batununggal Village.



Figure 6. Mural installation in Batununggal Village Park

In Figure 6, the mural was installed more strategically in front of the Kota Taman Monument, Batununggal Subdistrict, an idea and idea from Mother, with the reason that it could be seen by many people around Jl, Raya Buahbatu in front of Kordon Market, where the amount of rubbish has been very large, so it smells rubbish along Jl. Batu fruit especially in the morning before noon because traders around the market have started to go home leaving vegetable waste and other rubbish.

4. CONCLUSION

The arrangement of the Batununggal Village City Park is starting to be organized by adding several chairs and tables for park visitors, and by making murals, the park atmosphere will be livelier with colorful letters with the message "Come Orderly Sorting Waste", so that it is hoped that the MSME brands around the Park will increase their sales. because visitors are more comfortable enjoying MSME products.

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