

Enhancing Entrepreneurial Skills in Puncak Bogor Tourism Village

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Submitted: 05th March 2022/ **Edited:** 16th June 2022/ **Issued:** 01st July 2022

Cited on: Amalia, A. (2022). Enhancing Entrepreneurial Skills in Puncak Bogor Tourism Village. *Jurnal PKM Manajemen Bisnis*, 2(2), 100-108.

ABSTRAK

Alam yang indah menjadi bonus bagi suatu daerah, namun hal tersebut lebih bernilai atau memiliki nilai tambah jika masyarakat setempat dapat memaksimalkan potensinya. Oleh karenanya, meningkatkan kualitas sumber daya manusia berupa keterampilan memproduksi hasil alam menjadi oleh-oleh adalah keniscayaan. Keterampilan ini menjadi relevan dengan tema daerah, yakni sebagai destinasi wisata. Kegiatan pengabdian ini dilakukan, bertujuan untuk berbagi pengetahuan dan pemberian pelatihan tentang pengolahan hasil bumi di kota wisata, sehingga menjadi oleh-oleh khas daerah, dan menjadi salah satu sumber penghasilan. Metode kegiatan adalah pelatihan membuat wedang di daerah Puncak Bogor. Hasil kegiatan ini, khususnya berupa peningkatan pengetahuan dan keterampilan membuat wedang. Kemudian meningkatkan pemahaman masyarakat tentang memasarkan produk secara efektif, yakni memanfaatkan sosial media sebagai penyebar luasan informasi dan pembentukan citra, dengan demikian hasil produksi dikenal luas oleh masyarakat Indonesia, khususnya wisatawan yang berkunjung.

Kata Kunci: Keterampilan, Wisata, Pemasaran, Membuat Wedang, Pengetahuan Pemasaran Digital, Sosial Media

ABSTRACT

Beautiful nature is a bonus for an area, but it is more valuable or has added value if local people can maximize their potential. Therefore, improving the quality of human resources in the form of skills in producing natural products as souvenirs is a necessity. These skills are relevant to the regional theme, namely as a tourist destination. This service activity is carried out, aiming to share knowledge and provide training on processing agricultural products in tourist cities, so that they become regional specialties, and become a source of income. The activity method is training on making wedang in the Puncak Bogor area. The results of this activity, especially in the form of increased knowledge and skills in making wedang. Then increase public understanding about marketing products effectively, namely utilizing social media as information dissemination and image formation, so that production results are widely known by Indonesian people, especially visiting tourists.

Keywords: Skills, Tourism, Marketing, Making Wedang, Digital Marketing Knowledge, Social Media

INTRODUCTION

Batulayang Tourism Village is one of the villages in the tourism area located in Pasir Manggis Village, Batulayang Village, Bogor, West Java. With cool mountain air and

beautiful natural panoramas that are the main attraction to visit during holidays or natural activities, the forests are still beautiful, the twin waterfalls and the Cimandala river flows clearly from one of the Ciliwung upstream children, making this one of the best places to visit. a very interesting choice of tourist destinations.

Super natural facilities including fresh air, forest environment, waterfalls and mountains make this location special and become a tourist destination for the community and tourists and make you feel at home living in this Batulayang tourist village and certainly suitable for enjoying holidays or your tasks and activities while in Batulayang. Batulayang village. The Batulayang tourist area has provided complete facilities so that visitors do not need to worry when traveling in this area. Outdoor activities are an alternative means to learn and be grateful for the blessings of the greatness of His creation.

There stand a variety of modern inns and inns with the concept of a house in the village (Homestay) as well as a Camp inn design. There are also a number of natural facilities in the form of natural attractions with unspoiled road structures such as light climbing, outbound games to swimming pools. Thus, even though they are in the village, tourists who come still enjoy adequate facilities. This is inseparable from the hard work and real efforts of collaboration between village officials and the community in one goal of realizing Batulayang village as a tourist village for the welfare of the village community.

From the information we got from our visit some time ago related to Batulayang Tourism Village with its various village development programs, we are interested in exploring one of the tourism development programs through tourism products, one of which is the health drink product Wedang Layang Wedang layang is a beverage product which has become an icon of Batulayang village products which so far have only been served as a welcome drink at every event in the Batulayang tourist village, this is a health/herbal drink made from herbal ingredients. However, the problem is that this product does not have a standardized composition, while there are many requests for this tourism product to become a tourism product that can be sold and consumed at any time through good packaging. The hope of the village head is that this product can develop and become a tourist product destination (Rumawas, 2019).

The general purpose of this community service activity is to provide practical training and knowledge of management science in developing human resources for home industry

players through information communication and education regarding the composition of ingredients and how to package wedang Layang which has an impact on the history of the community (Mavianti, et al., 2020). The method used is a survey method and direct material delivery as well as simulations and discussions on management, financial management, product marketing and the application of HRM in the development of HR for Home Industry Players through Information Communication and Education Regarding Material Composition and Packaging Methods of Wedang Layang which have an impact on welfare. Public.

This Batu Layang Tourism Village has several natural uniqueness besides geographical conditions, which are very good where the forest is still beautiful, the twin waterfall tours and the Cimandala river flows clearly from one of the Ciliwung upstream tributaries are very interesting and impressive, Human Resources in the village Wiata Batulayang is also very productive with the majority of the population working as farmers. This village is the first village in Bogor to be certified as a Sustainable Tourism Village. This village is considered to have been able to pay attention to environmental aspects and implement health protocols properly.

Batulayang Village is currently only developing camping, culinary, and homestay tourism destinations, eco-friendly educational agro-tourism tourism through waste banks and waste management in one RW. And the next program is the development of Village-owned Business Entities which are a forum for MSME activists and are productive human resources in helping the village economy. Furthermore, these MSME actors will synergize with Tourism Areas to market their products and become additional livelihoods in addition to being farmers to support In this regard, the Village Head plans to increase the number of tourist destinations by developing other sectors, one of which is the sustainable agro-tourism sector with tourism products. The development of Batulayang Village towards a sustainable tourism village continues to be encouraged through various village development sectors, both in terms of infrastructure and in terms of human resources. This Batulayang tourist village already has an icon for wedang kite tourism products, but the existing human resources still need guidance in terms of information and education.

Based on the explanation above, it can be seen that the development of human resources for home industry players through information communication and education

regarding the composition of ingredients and how to package wedang Layang provides welfare for the people of Batulayang Village. However, the study to realize the Human Resources Development of Home Industry Players has not been carried out in the village. Therefore, the development of human resources for home industry players through information communication and education regarding the composition of materials and methods of packaging for Wedang Layang needs to be studied more deeply regarding aspects that affect the sustainability of MSMEs in the village, which includes determining the type of quality of raw materials used and packing method. To determine the feasibility of a business venture, a business feasibility study is needed in terms of technical and technological aspects, market and marketing aspects, management aspects, environmental and legal aspects as well as financial aspects (Febriyantoro, et al., 2019).

Home Industry

Home industry is an economic development through the transformation of resources using simple tools. Home industries are involved in the shift from labor-intensive to capital-intensive methods. (Cahyani, et al., 2019) In order to improve the welfare of the community, small industries have a very strategic role considering the various potentials it has. These potentials include the number of home industries and their distribution, employment, the use of local raw materials, their presence in all economic sectors, and their resilience to crises (Ismail, et al., 2020). The existence of a home industry in the village has an important meaning in the framework of national development. Because the existence of the home industry is a solution for the unaccompanied workforce and the economic improvement of rural communities (Husadha, et al., 2019). However, the strategic position of the home industry in various places has not been supported by facilities and infrastructure that can increase the effectiveness and efficiency of rural economic life. Home industry is a home business for goods products or commonly referred to as a small company, said to be a small company because the type of economic activity is centered at home (Ratnasari, et al., 2021). Home industries generally concentrate their activities in a particular family home and usually the employees are domiciled in a place not far from the production house.

Packaging

Packaging is one of the most important things in the food industry. Packaging has the main function of protecting products from environmental damage, maintaining

product quality, besides that packaging also functions as a medium for product information to consumers (Mavianti, e, al., 2020). The packaging can include all kinds of information about the product such as composition, nutritional value content and quality standards used, therefore apart from considering product safety aspects, aesthetic aspects and consumer preferences related to product packaging must also be considered. Packaging is a process related to the design and manufacture of containers or wrappers for a product. Packaging can be interpreted as an object that functions to protect, secure certain products that are in it and can provide a certain image to persuade users (Sulistianingsih, 2019). Functionally, the form must be a package that is easy to understand as something that is easy to carry, protects and is easy to open for any object or product.

Most importantly, the packaging must be successful in the feasibility test as a packaging function, can maintain the product as a whole, can maintain the condition of the product for a certain period of time and because of displacement. The function of packaging in a product, namely for the safety of marketed products, as a differentiator from competing products, packaging can protect the product on its way from producer to consumer, keep the packaged product cleaner, attractive and resistant to damage caused by weather and packaging can carry out marketing function (Aprilia, et, al., 2019). Through packaging product identification becomes more effective and by itself prevents exchange by competing products. Packaging is the only way a company differentiates its products. Increase sales. Therefore, the packaging must be made attractive and unique, thus it is expected to attract and attract the attention of consumers (Supriyanto, et al., 2021).

METHOD

We prepare all things related to materials, materials and tools according to the theme properly. The results of the preparation are intended so that the material is conveyed easily and is understood by the people of Batulayang Village, Bogor. The participation of partners in the implementation of the PKM program is very cooperative by giving permission to the team to carry out community service in the village assisted by the campus, providing information in the form of information or data needed until the implementation plan is in the form of training / mentoring activities later. In the

development of infrastructure, the participation of partners and the local government/related institutions is also required. BUMDes, Local Government, Public Works and MSMEs.

Seeing the problems faced, the steps taken to achieve the goals and objectives of this activity were approached to relevant agencies, namely the community through workshops and socialization as well as training in the form of explanations on the application of management science in the development of human resources for home industry players through information communication and education regarding composition. Materials and Methods of Packaging Wedang Layang provide welfare for the people of Batulayang Village. However, the study is to realize the development of human resources for home industry players through information communication and education regarding the composition of ingredients and how to pack Wedang Layang in Batulayang Village, Bogor.

The target audience in this Community Service is all residents of Batulayang Village, Bogor. There is good financial management by means of the type of output that will be generated from each solution, namely providing assistance to the community related to the urgency of implementing village fund allocations in efforts and strategies to create an independent prosperous village in Batulayang Village so that village officials or the community can independently process funds the village for the welfare of the people of Sindanglaya Village.

DISCUSSION

Batulayang Tourism Village, is a village in the Bogor area of West Java. Batu Layang village has an area of ± 226.00 Ha, has complete village facilities and infrastructure as well as geographical conditions of $\pm 825-1,000$ MPDL above sea level so that it has temperature and humidity conditions reaching 18-24 C, one of the destinations of Batu Layang tourist village. is to improve the community's economy through the development of human resources by optimizing potential and maintaining cultural culture while maintaining the wealth of natural resources in the Batulayang tourist village by making tourism the leading sector of development in the hope that other sectors will move and be more synergized, because tourism factors will more developed if supported by other sectors by utilizing tourism products that are packaged as well and attractively as possible

so that they become more selling points in supporting the income and economy of the people of BatuLayang Village.

This Batu Layang Tourism Village has several natural uniqueness besides geographical conditions, which are very good where the forests are still beautiful, the twin waterfall tours and the Cimandala river flows clearly from one of the upstream Ciliwung children are very interesting and impressive, Human Resources in the village of Wiata Batu Layang is also very productive with the majority of the population working as farmers. This village is the first village in Bogor to be certified as a Sustainable Tourism Village. This village is considered to have been able to pay attention to environmental aspects and implement health protocols properly.

Batulayang Village is currently only developing camping, culinary, and homestay tourism destinations, eco-friendly educational agro-tourism tourism through waste banks and waste management in one RW. And the next program is the development of Village-owned Enterprises (Bumdes) which is a forum for MSME activists and is a productive human resource in helping the village economy. Furthermore, these MSME actors will synergize with Tourism Areas to market their products and become additional livelihoods. In addition to being a farmer to support this, the Village Head, Mr. H. M Iwan Setiawan, plans to increase the number of tourist destinations by developing other sectors, one of which is the sustainable agro-tourism sector with tourism products.

The service activity was carried out for three days and carried out in three stages, including:

1. Day 1: data collection (by giving questionnaires or interviews to the community and the Batulayang Village apparatus, Bogor.
2. Day 2: Management Training by providing guidance to the community and apparatus of Batulayang Village, Bogor
3. Day 3: Management Training by providing guidance to the community and apparatus of Batulayang Village, Bogor.

Stages of activity

1. Preparation stage, This preparation is focused on preparing all the equipment needed to carry out this activity, literature study and coordinate with relevant agencies and community leaders to carry out village fund allocation management activities in an effort and strategy to realize community welfare in the form of an explanation of the

application of management science in HR Development for Home Industry Players through Information Communication and Education (IEC) Regarding Material Composition and Packaging Methods Wedang Layang in Batulayang Village, Cisarua District, Bogor Regency.

2. Determination of Location, At this stage a visit to the location is carried out to determine the place (location) of assistance and training in the form of an explanation of the application of management science in the development of human resources for home industry players through information communication and education (IEC) Regarding the Composition of Materials and Ways of Packaging Wedang Layang in Batulayang Village Cisarua District, Bogor Regency in efforts and strategies to create a prosperous village.
3. System design and in efforts and strategies to realize an independent prosperous village in Batulayang Village Bogor Regency.

CONCLUSION

Conducting Advanced Community Service in assisting management in developing human resources for home industry players through information communication and education regarding the composition of ingredients and packaging methods for Wedang Layang, in an effort to create a prosperous and independent village. Furthermore, a home industry group will be formed, in an effort to create a smart and independent village. Furthermore, carrying out assistance or the formation of groups, especially housewives in the Batulayang Village area in an effort to create a prosperous and independent village.

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