

**PKM STRENGTHENING ECO-TOURISM THROUGH TOURISM
BRENDING TOWARDS A CREATIVE VILLAGE IN TAMANSARI
VILLAGE, LICIN DISTRICT, BANYUWANGI REGENCY**

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Abstract

Community Partnership Program (PKM) entitled PKM to Strengthen Ecotourism Villages through Licinding at Taman Wisata Banyuwangi District What is often called a Tourism Village is a program that is socialized by the Ministry of Tourism and is followed up by the Tourism Office in the Province, City, and Regency. Through the concept of a creative village. Tamansari Village is a village that is part of the Banyuwangi Regency Tourism Office Program and in collaboration with LPPM PGRI Banyuwangi University, through the PKM Program. The PKM program is expected to focus more on improving the welfare of the economic community and knowledge in Tamansari Village. In realizing a creative village, Tamansari Village is a village that has experienced very rapid and strategic tourism development and is located in the Ijen natural tourism park area. Not only that, in Tamansari Village there are Sendang Seruni tours, terracotta gandrung parks, pine forest tours, flower villages and mining villages. . Tamansari Village community. Solutions to problems can be provided based on the results of problem identification that become a reference in preparation, implementation, monitoring, evaluation and reporting. The solutions that can be offered to partners are 1. Coffee brewing Barista training for partners and youth in Tamansari village, 2. business management and marketing training for the coffee business community in Tamansari village, 3. assistance in managing product permits at MUI and Balai POM 4. Appropriate technological tools in the form of a coffee crusher. To meet the quantity and quality of production, the expected achievement indicators from the implementation of community service in Tamansari Village, namely: increasing community knowledge and skills, increasing the number of coffee products produced, increasing the quality of coffee products, increasing the income of the people of Tamansari Village with the wider area of productpackaged coffee. So that Tamansari Village coffee is not only popular in the Licin District area, but Tamansari Village Coffee can also be one of the typical Banyuwangi coffee productions that must be sought after by local and foreign tourists.

Keywords : Women; Creative; Tamansari village

INTRODUCTION

Tamansari village is a cool village, friendly people, located at the foot of Mount Ijen. Tamansari Village is located in Licin District, Banyuwangi Regency. The potential for natural resources is very large, ranging from fertile agricultural land that is good for planting various types of leaf vegetables, fruit vegetables, rice, secondary crops, and ornamental plants. There are coffee plantations, Mount Ijen tours,

Sendang Seruni tours, terracotta gandrung gardens, pine forest tours, flower villages and mining villages. The development of tourism in the village of Tamansari also established five-star hotels and homestays. MSMEs are also growing well, including the MSMEs of Tamansari Coffee Tourism, which are part of the beautification of Tamansari Village. If it's a holiday, not a few Banyuwangi people in particular, as well as people outside Banyuwangi generally who enjoy holidays visit these locations.



Figure 1 Taman sara village with the smart village concept

Smart City is a smart city concept that helps the people in it by managing existing resources by providing the right information to the community or institution in carrying out their activities, smart city integrates information in people's lives Kota. In 2015, Jakarta was one of the cities in Indonesia that began to implement the smart city concept. The Jakarta city government issued

a website application smartcity.jakarta.go.id which aims to provide transparent information to the public by showing the results of the Jakarta government's work in dealing with problems that arise. is in the city of Jakarta.

The Banyuwangi Regency Government in an effort to accelerate development in the village has planned a smart village program or activity. Smart kampung as a community development effort to do something smart/smart/wise in overcoming various problems with the ability of available resources efficiently in an area inhabited by people who form their own communities with a life order related to local customs and norms that apply therein (in Perbub No. 18/2016). Smart kampongs do not only depend on technological transformation, but more importantly efforts to encourage development villages for the better. Banyuwangi Regency. Including Tamansari Village, a village located in Licin District, the western part of the city of Banyuwangi, exactly 24 KM from the city center. Tamansari Village is well known as a SmartKampung-based tourism village since early 2016.

The scope of this smart village program is prioritized in the fields of public services, economic empowerment, education, arts and culture, health, poverty, human resource capacity building, legal information. Meanwhile, the advantage in Tamansari Village is that there is one aspect that has been developed and has become an aspect of the excellence of the Smart Kampung program, namely the aspect of economic empowerment from the utilization of natural potential by developing the tourism, homestay, and home industry sectors.

Development From the large natural resource potential of Tamansari village, the level of community welfare should be able to be better than other village areas. However, the level of welfare of the people of Tamansari village is still below the average. The problem faced by Partners is that one of them is that the sale of coffee harvests is very cheap and is not balanced with the cost of maintaining coffee, coffee should be sold for 35,000 to 60,000,- depending on the dryness of the coffee. economic needs forced the community to be sold at a price of 5000, - -10,000, - with the condition of the coffee being still green on the tree and not yet harvested.



Figure 2 Location of Robusta coffee plantation in Tamansari village

. This PKM activity is in accordance with the program launched by the local government, namely Banyuwangi Rebound which aims to restore the economic condition of the Banyuwangi community due to the impact of the Covid 19 pandemic. Overall, 70% of the productive age population in the Licin sub-district work as laborers farmers and farmers. The Licin community mostly obtains education through general education and pesantren. Coffee processing knowledge is obtained from field experience and self-taught from each business owner, the community in Licin District still needs further guidance to increase knowledge, ability and transfer of coffee processing technology. Coffee yields are quite large, but underutilized. Coffee can be used as a variety of beverages for processed coffee products which increase the selling value and become a new business area for the people of Tamansari Village. Based on the results of interviews conducted with Mitra Desa Tamansari, it is known that coffee is usually made into various processed coffee products and produced only according to orders. In addition to coffee, which is the result of the natural potential of Tamansari Village, which is supported by very well-known tourism, namely the Ijen Crater area which is known abroad.

One of the coffee processing business groups in Tamansari Village is trying to utilize the coffee harvest into various coffee-flavored drinks. However, this business group has problems with the legality of their production. The coffee is produced only if there is an order with a small amount of production and orders are only accepted from consumers around the Licin District area who know about the existence of Kopi Wisata. The various drinks produced by Coffee are carried out with a very simple process and have not been touched by technology. This problem is the focus of the proposed PKM, which can be shown in Figure 3





Figure 3 the results of the packaging contained in the Coffee Tour. One costs between Rp. 35,000 to Rp. 70,000 and the process being carried out was still very simple when members of the proposing TEAM met with the Chair of the MSME (Agus Mursidi Documentation, 2022)

The Community Partnership Program to be implemented in the Tamansari tourist village could not be separated from the role of the Chairperson of the LPPM PGRI Banyuwangi University who previously held a meeting with the Head Tamansari Village and the Head of UMKM, together with members of the proposal team on December 15, 2022 in order to explore the potential that can be developed to improve the economy and the knowledge and skills of the community in the field of the local product-based coffee industry. The meeting was attended by the Chairperson of the LPPM PGRI Banyuwangi University, the Village Head, Member Proposing, and the Head of UMKM at the Tamansari Village Hall..

RESEARCH METHOD

Research design

By the Chairperson of the Tamansari Village UMKM conveys his desire to expand the business area and marketing of coffee tourism production. The coffee tour is not only coffee production but also opens a coffee brewing business that is in demand by local people, but also becomes one of Banyuwangi's specialties that must be purchased by local and foreign tourists. Therefore, the community service implementation team provides solutions to the problems faced by these SMES: Partners in PKM activities to Strengthen Ecotourism Through Tourism Coffee Branding Towards Creative Villages in Tamansari Village, Licin District, Banyuwangi Regency . productive. Problems experienced by partners related to coffee production, business management and coffee marketing management.method of implementing PKM activities for Strengthening Ecotourism through Tourism Coffee Branding Towards Creative Villages in Tamansari Village, Licin District, Banyuwangi Regency is illustrated in the following diagram in the form of solutions offered to overcome partner problems

The participation of partners in the implementation of the Community Partnership Program, namely being actively involved directly and actively both during training and mentoring, obtaining permits at the Health Office to obtain IRT, licensing at MUI to obtain Halal, administering permits at BPOM.

Evaluation of program implementation and program sustainability is carried out by providing a questionnaire as a measuring tool to measure the satisfaction of training participants during the training and assistance from the proposer team. The continuation of this PKM activity is the cultivation of polo plants, when the polo marketing area is expanding and the demand for polo production is increasing from consumers, the need for polo raw materials also increases. Meanwhile, agricultural land for polo crops

is still mixed with other plants, such as coffee, wood and so on. The implementation of this PKM is considered successful if all problems are solved if there is a solution to the problem that cannot be completed by the proposing team within the given time limit, the assistance will still be carried out as a follow-up to the PKM program.

RESULTS AND DISCUSSION

Partners in PKM activities to Strengthen Ecotourism Through Tourism Coffee Branding Towards Creative Villages in Tamansari Village, Licin District, Banyuwangi Regency . productive. Problems experienced by partners related to coffee production, business management and coffee marketing management.method of implementing PKM activities for Strengthening Ecotourism through Tourism Coffee Branding Towards Creative Villages in Tamansari Village, Licin District, Banyuwangi Regency is illustrated in the following diagram in the form of solutions offered to overcome partner problems

The . coffee tour. The coffee tour is not only coffee production but also opens a coffee brewing business that is in demand by local people, but also becomes one of Banyuwangi's specialties that must be purchased by local and foreign tourists. Therefore, the community service implementation team provides solutions to the problems faced by these SMEs. The solutions offered to solve this problem include:

1. The solution to the problem of the production process is still using simple tools and the production of processed food and beverages with polo basic ingredients is still limited. In solving problems with the procurement of appropriate technology tools to increase KOPI production results in the form of coffee grinders and training on the use and maintenance of tools if used for production in large quantities. Provision of coffee grinders and training on how to use appropriate technology tools that are environmentally friendly with
2. Solutions to business management and entrepreneurship management problems. In solving the problem of business management and entrepreneurial management solutions are provided in the form of training and assistance on business management and barista entrepreneurship.
3. The solution to the problem of selling coffee products is only in the Licin District area. In solving the problem is to provide training on marketing technology that can attract consumers to buy coffee products.
4. Solutions to the problem of legality of products that have not been registered by MUI, Balai POM.

In solving the problem of product legality in Tamansari village, the following is a description of the solutions provided: a) Assistance in obtaining permits at MUI is provided to obtain Halal. b) Provided assistance in licensing management at BPOM to obtain BPOM. Output Targets Produced

The direct outcomes of the technology product program that are disseminated to the public are:

1. The results of the activities will be published in a national community service journal from the results of entrepreneurial mentoring and management training
2. Publication of proceedings in national seminars with ISBN/ISSN community results training and mentoring on entrepreneurial management procedures
3. Publication in print/electronic mass media of partner development as a result of training and entrepreneurial mentoring as well as processing legality permits for production

CONCLUSION

Micro-home-based SMEs still need a lot of community service that can be done to increase community potential with the aim of increasing people's knowledge and skills, the number of finished products produced, the quality of the finished products. competitive products, people's incomes increase with the emergence of businesses. ready-to-use and product marketing areas. So that MSMEs have attractive and competitive products, bargaining value for ready-to-use products that are sought after by

local and foreign consumers. So that there is a need for dedication to improve community skills, especially mothers in the form of family skills. 1. Strengthening MSMEs needs to be increased by developing MSME production under the auspices of micro-enterprises. 2. Strengthening small businesses and partnerships needs to be developed and synergized through relevant agencies. And the development of production tools

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