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Development Village Tour Based on Technopreneurship in Kendal Regency

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Abstract

Pokdarwis Gunungsari Pucuke Kendal (Mitra) Ngesrepbalong Village, Limbangan District, Kendal Regency was formed in 2016 through a village deliberation forum and in 2022, Ngesrepbalong Village was officially designated as a tourist village based on the Decree Kendal Regent Number 556/343/2021. Gunungsari Pucuke Kendal Pokdarwis is led by Wahyudi as chairman with a board of administrators who manage several mainstay tourist attractions. The local potential of Ngesrepbalong Village consists of natural tourist attractions, biodiversity, cultural attractions and local processed products. The problems experienced by partners are (1) The problematic aspects are related to branding and promotion of tourism potential that has not been optimal. Not yet there is a design destination branding as identity For introduce tourist Village It's so long. For example, improving tourism infrastructure to support branding and the identity of tourist destinations, (2) Conditions in the field show limited human resources to promote tourism through social media, (3) the absence of technology/tools that help sort coffee by size, so that sorting is done manually. The output targets of the solutions offered include (1) Availability of digital tourism packages presented on websites and social media, (2) The availability of embossed letter branding for regional identity, (3) Coffee grader machines are available, (4) 200 environmentally friendly coffee packages are available from paper craft, and (5) As many as 15 Pokdarwis members and UMKM post-harvest coffee processing have increased their capacity and knowledge in technology-based business management. Plan activity Which proposed (1) Socialization And coordination beginning, (2) Training administration and planning professional BUMDes business, (3) Branding training through destination branding design (4) Training technopreneurship-based business management , (5) Facilitation of TTG grader machines and environmentally friendly packaging (5) Mentoring, and (6) Evaluation. The outputs of community service are (1) Accredited national journals, (2) Print/electronic media publications, (3) Video documentation, and (4) increasing community knowledge and skills.

Keywords: Village Tour; Technopreneurship; The long-haired girl; Coffee; Technology

INTRODUCTION

The geographical conditions of Ngesrepbalong Village in the form of mountains directly adjacent to the protected forest of Mount Ungaran and tea and coffee plantations are unique local potentials (Nugraha, 2022). The uniqueness of this landscape makes the tourism sector the focus of development in Ngesrepbalong Village through the formation of Pokdarwis. Pokdarwis Gunungsari Pucuke Kendal (Mitra) Ngesrepbalong Village, Limbangan District, Kendal Regency was formed in 2016 through a village deliberation forum and in 2022, Ngesrepbalong Village was officially designated as a tourist village based on the Decree of the Regent of Kendal Number 556/343/2021. Pokdarwis Gunungsari Pucuke Kendal is led by Wahyudi as chairman with the ranks administrators who manage several mainstay tourist attractions.

Village tour become Wrong One draft development industry tourist in rural And is an example of the implementation of sustainable development, components in building a tourist village include community management and involvement, tourism education, partnerships and increasing community income. Tourism management in a village can be a branding that can improve the quality of visitors (Mumtaz & Karmilah, 2021). The opportunities for the tourism industry in Indonesia are very large, considering the abundant natural wealth it has, currently tourists are more interested in tourism that displays rural natural scenery (Pusat et al., 2020).

The local potential of Ngesrepbalong Village consists of natural tourist attractions, biodiversity, cultural attractions and local processed products. Natural and artificial tourist attractions include Curug Lawe Secepit, Medini Tea Garden, Mount Ungaran Peak, Goa Japan, Promasan Temple Baths, Siratangi, Batok Kuwalik Hill and Pucuke Kendal Cafe. The richness of biodiversity can be seen from the existence of flora and fauna such as orchids, Javan langurs, snake eagles, black eagles and Javan hawk eagles as a special attraction. The uniqueness of culture in the form of local wisdom that shows the strong bond between the community and Mount Ungaran is present through the iriban tradition, merti dusun or nyadran and several cultural relics such as Promasan Temple and Japanese Cave. Meanwhile, the potential of superior local products of the Ngesrepbalong Village community is in the form of processed telang tea products, palm sugar, coffee, avocado, and processed jipang. One of the superior objects of the Gunungsari Pucuke Kendal Pokdarwis is the Lawe Secepit Waterfall and the Pucuke Kendal Cafe. This tour utilizes local potential in the form of waterfalls and the potential for cultivating coffee plantations managed by the community. Developing local potential is the main capital in development tourist rural Which sustainable (Sari) & Sophie Nabella, 2021). The average number of visits in 2021 reached 480 people/month, with the most visits in the month September-October (after easing PPKM). With a ticket price of IDR 5,000/person, the monthly turnover reaches IDR 2,400,000, where the distribution 70% of the results go to Pokdarwis and 30% go to Perhutani.

The problematic aspect is related to branding and promotion of tourism potential that is not yet optimal. There is no design of destination branding as an identity to introduce Ngesrepbalong Village tourism. For example, increasing tourism infrastructure to support branding as well as the identity of tourist destinations. Destination branding can support promotion Which has done, increase awareness And cause flavor believe candidate traveler (Gunawan & Margana, 2013), captivating target potential tourists emotionally, increasing the level of differentiation with competitors (Wibowo, 2017), and ultimately being able to increase the number of visits. In forming the image (branding) of a tourist village, all community participation is needed which is based on a sense of belonging and a sense of responsibility (sence of ability) (Michandani & Arida, 2019; Wijaya et al., 2016). So that required information channel (publication) special Which can done by Pokdarwis according to market needs, to increase popularity to reach Top of Mind level (Anindyo et al., 2020).

Conditions in the field show limited human resources to promote tourism through social media. Thus, even though there are various information channels available, their management is not optimal and makes visitors confused in getting complete information regarding the tourism potential that will be visited. The role of human resources in tourism promotion is a very central and strategic component so that the ability to create content and intensity becomes very important (Raharjana & Putra, 2020). Moreover, there is a shift from offline to online era and the tendency of tourism targets to young ages, so it is only natural that promotion and marketing utilize digital media (go digital/e-marketing) (Wramayana, 2018). Technological developments which has increased over time, resulting in many clear changes, especially in tourism promotion (Ayahu et al., 2022).

The development activity tourist impact on perpetrator MSMEs Which is at in Village Ngesrepbalong. One of them is the Endemix Coffee product which is served in the coffee brew menu at the Pucuke Kendal Cafe and is the main souvenir. Based on initial identification, the problem experienced by MSME actors is the lack of technology/tools that help sort coffee by size, so sorting is done manually. Manual sorting contributes 40% to the operational costs of processing (Pramono et al., 2018), a more efficient process can be done using a mechanical method using a sorting machine (Mawardi et al., 2021). On the other hand, mechanization of production equipment using Appropriate Technology (TTG) post-harvest can also increase productivity (Mawardi et al., 2019).

In addition, the packaging of ground coffee products has so far been carried out using plastic packaging that is difficult to decompose by nature. The use of coffee packaging made from environmentally friendly packaging materials is expected to be one form of commitment of coffee producers in Ngesrepbalong Village in protecting the environment. The problematic aspects experienced by Pokdarwis Gunungsari Pucuke Kendal and UMKM actors in Ngesrepbalong Village are recording cash flow and routine sales reports. So far, recording business finances has been done manually in notebooks. Conventional financial recording has the risk of financial reports not being in accordance with real financial conditions, this can be overcome through a recording model using bookkeeping technology so that every financial report that occurs can be recorded well.

Based on the presentation of the analysis of the situation and the priority of partner problems, the objective is... This community service activity is to develop Ngesrepbalong tourist village into a technopreneurship-based tourist village. This objective is in line with the Higher Education Main Performance Index (IKU), namely IKU 2, IKU 3 and IKU 5.

METHODS

Location And Time Activity

The development of Ngesrepbalong Tourism Village based on Technopreneurship was carried out from April to September 2023 in Ngesrepbalong Village, Limbangan District, Kendal Regency.

Method Implementation Activity

Based on the problems and solutions offered, the community service method is carried out with the following methodology. In accordance with the objectives of the activity, the method that will be taken in this community service activity will be implemented in 6 (six) stages of activity, namely; (1) initial socialization and coordination, (2) tourism *branding training* through *destination branding design and digitalization of tourism packages*, (3) business management training based on rechnopreneurship, (4) training in the application of technology in coffee businesses and environmentally friendly coffee packaging (5) mentoring, (6) evaluation. Evaluation of the sustainability of the program after the activity is carried out through mentoring to obtain *feedback* from post-implementation of community service activities, which is carried out through observation, interviews and studies. document.

RESULTS AND DISCUSSION

Community service activities for lecturers begin with initial coordination. Initial activity coordination is carried out in determining the location of the writing "Ngesrepbalong Tourism Village". Coordination is carried out on the location of the writing and who will carry it out later. Likewise by providing assistance in the form of a grader, as a tool to improve the quality of coffee products in Gunungsari, Ngesrepbalong Village, it is coordinated who will receive assistance, as well as placement. tool the. So also with coordination every activity training, communicated first with the Community who are partners, to get certainty about the time and place of implementation of the activity. carried out on September 28, 2023 in Ngesrepbalong Village.



Figure 1. Coordination activity devotion between team devotion with the community

The next stage carried out is devotion to strengthen the branding of Ngesrepbalong Tourism Village. One form of branding given is to provide a marker to enter the tourism village area by providing a marker for the name "Ngesrepbalong Tourism Village".

Based on the agreement with the village head, sub-district apparatus, community leaders and managers of the tourist village, the provision of the tourist village sign was placed at the entrance gate of Gunungsari Hamlet. The construction location is an empty land that has been prepared by the village government for branding the entrance sign for the tourist village. The land area of approximately 200 m2 has an entrance gate, only there is no writing related to the tourist village. Therefore, the presence of the writing of the tourist village at the location can complement the existence of the gate marking the entrance to the tourist village area.



Figure 2. Condition beginning gate enter Village The long-awaited

After being mutually agreed upon between the UNNES service team and the village apparatus and tourism village managers, the next step was to design the entrance location layout, along with the shape, type and color of the writing that will be provided at the existing location. The design was made by considering: land area, environmental conditions and suitability with the existing gate building. Design which has been made by the community service team and then consulted with the village apparatus, to obtain input and improvements to the existing design.

Based on the existing agreement, the branding of the tourist village is written on the right side. gate, made of exposed brick raw materials, with red and white writing. The existence of this agreement is expected in the development of branding of tourist villages there will be no undesirable things.



Figure 3. Design writing tourist village that will made by service team



Figure 4. Location will the establishment of writing tourist village

After the tourism village branding design was agreed upon jointly by the community service team to the UNNES community with village officials and community leaders of Ngesrepbalong Village, then the construction was carried out. In the construction process, monitoring is always carried out, both from the community service team and local officials. Monitoring is carried out to avoid mistakes in construction, so that the branding made is in accordance with the design that has been agreed upon together.



Figure 5. Process Development writing village tour as part branding village tour

After two weeks of construction, the entrance sign for Ngesrepbalong Tourism Village, can be completed well and smoothly. The existence of this writing is expected to be a branding of the existence tourist village Which Already developed together between Public Ngesrepbalong Village, UNNES and also the support from PT. PLN Indonesia Power Semarang PGU. To show the existence of cross-sector and cross-agency cooperation, in the section under the writing is marked with the logo of PT. PLN Indonesia Power Semarang PGU – UNNES – Kendal Regency Government. It is hoped that this cooperation can maintain the sustainability of the tourism village program in the Ngesrepbalong Village area, Limbangan District, Kendal Regency.



Figure 6. Writing Village Tour The long-awaited Which Already made by team devotion

A unit of coffee grader machine has been produced which is applied to a partner activity, namely Pokdarwis Gunungsari Pucuke Kendal. Pokdarwis Gunungsari Pucuke Kendal is led by Wahyudi as the chairman with a board of administrators who manage several tourist attractions and post-harvest coffee management. Currently the coffee grader machine has been handed over to the partner and has been used for production.

Coffee is one of the plantation commodities that has high economic value for Pokdarwis Pucuke Kendal. The green bean production process goes through stages, namely picking red fruit, sorting red fruit, sorting red fruit quality, peeling coffee skin, washing, drying, peeling horn skin (hulling), drying, sorting green beans, and storage. The coffee sorting process is carried out several stages from red fruit sorting to green bean sorting. The sorting process has so far been carried out conventionally and has not utilized post-harvest coffee technology. The condition of the existing equipment affects the low efficiency green bean production process, making it difficult to increase production volume. Partners are able to produce 3-4 tons of green beans per year, the lack of production capacity due to the availability of appropriate post-harvest technology is the main obstacle for partners in increasing productivity. Partners sort green beans manually with mechanical sieves. Sorting green beans with level diversity Which tall If done in a way manual will need time longer and high worker fatigue levels, which can reduce productivity. Manual green bean sorting takes 3 to 4 hours for 250 kg of green beans with a workforce of 1 operator.

The use of post-harvest coffee technology with the application of coffee grade machines can provide a positive impact on post-harvest coffee. The separation of green beans refers to the specific requirements of SNI 01-2907-2008.

Table 1. Condition quality special coffee

Size	Criteria	Condition
Big	Does not pass 6.5 mm diameter sieve (sieve No. 16)	Maximum pass 5%
Currently	Passed sieve diameter 6.5 mm, No passing through a 6 mm diameter sieve (sieve No. 15)	Maximum pass 5%
Small	Passed sieve diameter 6 mm, No passing through a 5 mm diameter sieve (sieve No. 13)	Maximum pass 5%

The working principle of the coffee grader machine is by inserting dry green beans into the hopper, the green beans fall into the sorting tank by gravity. The sorting tank moves translationally (back and forth) at a speed of 105 times per minute. The sorting tank has a first-level sieve with a hole diameter of 6.5 mm, the second level with a diameter of 4 mm. Coffee beans that do not pass the first level can be categorized as large green beans while those that pass the first level but do not pass the second level are categorized as medium-sized green beans. Green beans that pass the second level are categorized as small. The coffee grader machine applied to partners can operate well.



Figure 7. machine grader coffee

Specifications machine grader coffee :

Dimensions (LxWxH) : 120x70x150 cm

Power electricity : 0.5 Hp

Speed translation 105

Size sieve : 6.5 mm And 4 mm

Capacity production : 250kg/hour

The application of this coffee grader machine has advantages compared to the manual sorting process, the advantages of using a coffee grader machine that partners feel include:

Time sort become more short (capacity machine capable 250 kg/hour)

Uniformity size green beans become more Good

Increase productivity And efficiency post harvest coffee

Increase price sell coffee

The next activity is business management training, business management is a process of planning, organizing, motivating and controlling actions to achieve predetermined goals through the use of human resources and other resources. The functions of business management are planning, organizing, leading, and controlling. Business management training at Pokdarwis Pucuke Kendal, then partners are able to understand how to manage a business from the product and production management side, marketing management especially the problem of using social media as a promotional tool that can be quite effective with good management, financial management especially regarding financial records that are separate from personal finances. and family, human resource management especially improving HR skills and capabilities. Partners understand the steps taken in business development, starting from from analyze opportunity business, understand forms strategy development business and strategy development business in a way general.



Figure 8. Strengthening group And management business with group coffee

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CONCLUSION

Based on activity devotion to public Which has done, the following conclusions can be drawn: An entrance marker for the Ngesrepbalong Tourism Village Area has been created which has an impact on increasing destination branding. The appropriate technology (TTG) of the kapi grader machine with an electric motor drive has resulted in increased productivity and efficiency of post-harvest coffee at the Pucuke Kenda Pokdarwis. Business management training at Pokdarwis Pucuke Kendal has been carried out so that partners are able to understand how to manage a business from the product and production management side,

marketing management, especially the use of social media as a promotional tool that can be quite effective with good management.

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