Tourism Assistance for Village-Owned Enterprises Rest Area, Karangsari Village, Sapuran, Wonosobo

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Abstract. Tourism Assistance for Village-Owned Enterprises of Rest Area, Karangsari Village, Sapuran, Wonosobo. Karangsari Village has a rest area tourism object which is a natural adventure tourism. The existence of the rest area received a very good reception from the public and local tourists. Based on these developments, Karangsari Village Government has established a village-owned enterprise (BUMDes) named BUMDes Mutiara Karangsari. This BUMDes is expected to be able to accommodate various village-owned business units and synergize with various potential residents. Thus, it will be able to improve the economy of the Karangsari Village community. BUMDes Mutiara Karangsari was only established at the end of 2022, so it has not been able to perform its functions properly. This is because BUMDes administrators do not have the managerial ability of organization, administration, and business management. The purpose of this service is to improve the managerial ability of BUMDes administrators. The implementation of activities in this service is to increase the motivation and institutional managers of BUMDes, carry out training in organizational management, finance, and business management, procure field office space in the rest area to support the activities of the tourism division and carry out focus group discussion (FGD) on the development of the rest area as a business unit with representatives of the village government, BUMDes managers, arts actors, youth and community cadres. Based on the process of implementing the service, it can be concluded that the level of community participation is high (80% attendance), and there is an increase in knowledge in the management of BUMDes. Furthermore, there is also an increase in community awareness in the efforts to realize Karangsari Village as a tourist village.

Keywords: Management, Village, Tourism, BUMDes

1 Introduction

The development of the tourism sector is one of the efforts to improve the community’s economy both at the local and global levels. Tourism village management based on local potential requires the care and participation of the community to always innovate

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and be creative in developing the village area that is used as a tourist village (Trisnawati, 2018). Tourism village development is used as a means of building an integrated village to realize the social, cultural, and economic transformation of the village to encourage village independence. The number of tourist villages until 2022 has reached 3,524 villages with 11 of them being included in the category of independent tourist villages with improvements in the infrastructure sector, hygiene, health, and information technology readiness. Furthermore, the sustainable development of tourist villages has contributed to the sustainable development goals (SDGs), which are expected to ensure the sustainability of the use of natural resources, the economy, and local wisdom by embracing three aspects, namely economic (prosperity), ecological (planet), and social-cultural (people) (Fasa et al., 2022).

Karangsari Village is one of the villages located in Sapuran Sub-district, Wonosobo Regency, Central Java. Karangsari Village has five hamlets including Karangsari, Silemud, Sukosreno, Karangluas, and Garungan. The Karangsari Village area is a hilly area where most of the population lives as farmers, sawmill workers, and builders. In 2021, Karangsari Village received a decree as a tourist village from the local government of Wonosobo Regency. The concept of tourism village developed is natural and environmental tourism.

According to Masitah (2019), in the development of tourism in a village, support, and promotion as well as full community involvement are needed. Community involvement must be carried out from the planning stage to development. Tourism village development efforts must be able to provide improved welfare to the community. This is reinforced by Sudibya (2018) stating that the role of local communities as stakeholders is the most important element in the development of tourist villages.

Karangsari Village has a main tourist location, namely the pine forest rest area. The pine forest itself is owned by Perhutani, so Karangsari Village only has a management permit. In addition to the rest area, there are also river tubing tours and ATV motorcycle tours. Utilization of rest area is currently only a resting location and meeting place with simple food stalls and is not equipped with souvenir products and crafts. Based on Ratwianingsih's study (2021), efforts are needed to attract investors to be able to participate in developing tourist villages, developing facilities and infrastructure, building the village business sector, maximizing supporting tourism, and optimizing the role of surrounding communities. Investment until now has been an obstacle in the development of natural tourism in Karangsari Village because the results cannot be enjoyed directly. This is in accordance with the results of Komariah's study (2018) that the development of rural tourism is a long-term investment. In addition, the role of BUMDes in supporting the development of micro, small, and medium enterprises is very important and should be a priority in line with the development of tourist villages (Sidik, 2020).

Empowerment of village-owned enterprises (BUMDes) is one of the government programs to improve the welfare of rural communities in the form of organizations. BUMDes is a business entity managed by the village community to improve the village economy and community welfare. However, in practice, there are still many BUMDes that experience obstacles in their management. Challenges faced in the empowerment of BUMDes include a lack of understanding by the village community about the management of BUMDes, a lack of qualified human resources in the management of BUMDes, and a lack of access to capital and markets. In addition, there are still many BUMDes that have not been able to produce quality products and have high competitiveness in the market (Darwita & Redana, 2018).
The existence of the rest area received a very good reception from the public and local tourists. Some government agencies have begun to utilize the Karangsari rest area as an adventure tourism destination. Some of these agencies are the local government along with the regent of Wonosobo, the police (Polres Wonosobo), and several communities. Based on these developments, the Karangsari Village Government has established a village-owned enterprise (BUMDes) named BUMDes Mutiara Karangsari. This BUMDes is expected to be able to accommodate various village-owned business units and synergize with various potential residents to improve the community's economy. The purpose of the establishment of this village-owned enterprise is as one of the institutions engaged in the social and economic fields and as a service provider to the village community, especially in the field of business (Ramadana, 2013).

Karangsari Village’s BUMDes Mutiara’s plan to develop a rest area needs to take advantage of a strategic location to expand the partnership network. In addition, according to Pradini (2020), efforts are also needed to increase activities that involve the community so that BUMDes are felt to be present in the community.

BUMDes Mutiara Karangsari was only established at the end of 2022, so it has not been able to carry out its functions properly. This is because BUMDes administrators do not have the managerial abilities of organization, administration, and business management. This condition is also widely experienced by several other BUMDes as found by Filya (2018) whose research results show that some obstacles in managing BUMDes are not all BUMDes managers can work in accordance with the task or job description that has been given.
In general, the problem of partners is related to the management of Karangsari’s village-owned enterprises (BUMDes) in terms of organizational understanding, financial management, business ability, and capturing business opportunities. Based on the background of the problem, the purpose of this service is:

1. Improve management knowledge about the duties and responsibilities of management.
2. Improve the technical ability of managers in financial management.
3. Improve business management skills.

2 Methodology

Empowerment according to Suprajan and Hempri (2001) is generating resources, opportunities, knowledge, and skills of the community to increase capacity in determining its future. According to Soemantri (2011), community empowerment means that the administration and implementation of development in the village is aimed at improving the standard of living and welfare of the community through the implementation of policies, programs, and activities that are in accordance with the essence of the problem and priority needs of the community. Based on this, the method of implementation of this empowerment aims to improve the knowledge and skills of the community to increase capacity.

The method of implementation in this empowerment activity is adjusted to the expected change targets. Related to this, the method used is as follows:

1. Increasing knowledge of the management of duties and responsibilities in management. This activity was carried out by counseling methods and continued with discussions.
2. Improving the technical ability of managers in financial management. The ability improvement activities were carried out by training methods.
3. Improving business management capabilities. This activity was carried out by training methods, together with the management of BUMDes Mutiara Karangsari.

3 Results and Discussion

The village-owned enterprise is a body that houses all activities in the village, whether MSMEs, tourism, etc. to provide benefits to the community. BUMDes acts as a legal umbrella, a body that provides information, accommodates capital, and organizes all activities. The implementation of observation activities was done on January 3. Mr. Edy Sutiyoso, A.Md. as the head of BUMDes provided all information about BUMDes in Karangsari Village. BUMDes located in Karangsari Village was established in 2018 under the name Ngudi Makmur, but then there was a reorganization and changed its name to BUMDes Mutiara Karangsari. However, this BUMDes is not yet a legal entity and is now in the process of filing so that a BUMDes institutional strengthening training program is held. Institutional strengthening efforts can be met with mentoring programs. Conciliation programs can increase the independence of a group. This is because the presence of assistance from outside parties will be able to map the potential and problems that exist and make a group business run well in accordance with its goals (Prasetyaningsih et al., 2019).
The implementation of service activities was carried out in 4 activities, which were carried out online and offline, namely:

1. motivation and institutional strengthening
2. organizational management training, finance, and business management
3. creation of field office space in the rest area
4. FGD development of rest area as a business unit

**Activity 1. Motivation and institutional strengthening**

Suharto in Widiastuti (2015) states that empowerment at its core is enabling a person to become more advanced and independent. Thus, motivation becomes the first step towards the empowerment process. Motivation is done in the rest area in conjunction with the discussion of making a field office as well as for the storage of tubing equipment. The activity was carried out on January 23, 2023. The motivation of the management or members is one of the important factors for the organization because the high and low motivation of the organization's management will determine the achievement of organizational goals (Ali et al., 2016). This activity was attended by village heads, BUMDes administrators, and PKK leaders. The results of this activity are that BUMDes administrators can explain the concept and work plan for the next 3 years. BUMDes board explained that the first phase of the work plan is the analysis of the potential and business initiation, institutional strengthening, and increasing the capacity of the board. The second stage is the development of production and market networks with emphasis on mastering production standards and business licensing. The third stage is the development of the market by emphasizing the improvement of product quality, strengthening business networking, and promotion.

![Figure 2. Institutional Strengthening.](image)

**Activity 2. Training in organizational management, finance, and business management**

Organizational management skills must be possessed by every local champion or community cadre. This is in line with the opinion of Jo Rowldan in Buchori (2003) stating that empowerment is the process by which individuals, organizations, or groups that are in a condition of powerlessness (powerless) become aware and know (having knowledge) of the power dynamics that work in the context of their lives, build skills and capacities to gain control of their lives as well as exercise control without interfering with the rights of others.

The next activity was training aimed at strengthening BUMDes institutions which was held for three days online. Organizational training is a process to improve the skills,
knowledge, and abilities of managers or members of the organization in carrying out their duties and responsibilities within the organization. The purpose of organizational training is to improve the productivity, efficiency, and effectiveness of the organization as a whole (Syahputra & Tanjung, 2020). The first material given was entitled “Strengthening BUMDes institutions” which was presented by Dr. Rudy Suryanto, S.E., M.Acc., Ak., C.A., on January 30, 2023. Strengthening BUMDes institutions is one of the efforts to improve the welfare of rural communities. The purpose of institutional strengthening of BUMDes is to strengthen the role of BUMDes as an institution that can manage village potential effectively and efficiently (Kusnadi, 2017). The material presented is institutional strengthening which is a return to understanding BUMDes as an integral part of the village law. Therefore, if we want to understand BUMDes, we must read first the village law, in which there are two very basic rights, namely the right of origin and the right of subsidiarity. Institutional strengthening is to start from the village back to its identity that is to solve all problems by deliberation.

The second material entitled “BUMDes Financial Management” was presented by Hafiez Sofyani, S.E., M.Sc., on February 1, 2023. Organizational finance training is to improve the ability of organizational financial management to be more effective and efficient. Financial training also aims to provide a better understanding of financial management, including budget management, cash management, and investment management, as well as to improve the ability to make accurate and transparent financial statements (Augustine, 2016). The material presented is BUMD's financial management starting from planning to budgeting. In summary, the aspects of good governance and accountability aspects must be complied with and met to help record financial statements made with the application. Then when there are financial statements, better access to capital can be obtained enabling it to be used for better utilization in the village which focuses on the vision and mission of the national development goals.

The last material entitled “Business Opportunities and BUMDes Business Management” was presented by Ir. Ahmad Syauqi Suratno, M.M. and Apt. Wahyudi Anggoro Hadi, S.Farm., on February 2, 2023. The material presented is in the form of stages on how to establish BUMDes, revenue sharing, organizational structure, accountability, and business opportunities. BUMD's business opportunities are in the form of advancing rural communities by cooperating with various business units in the village for the welfare of the community. Moreover, it is done by increasing competitiveness because BUMDes which is
a company has standards in production so that there is supervision and consistency of products. Another opportunity is to suppress the flow of urbanization because, with BUMDes, new jobs will be available in the village. The last opportunity is to develop creativity and innovation because BUMDes can provide opportunities for people to develop their creative ideas. Ir. Ahmad Syauqi explained the potential to be a strong booster in the development of community business. In the context of empowerment, this is in line with Winarni (1998) who interpreted the concept of empowerment to include three things, namely development (enabling), strengthening the potential or power (empowering), and creating independence.

Obstacles faced in the implementation of this program include the lack of a strong internet signal. Thus, when the activity was being carried out, it was interrupted and the material provided could not be captured properly. However, the activity ran smoothly considering that only those things were obstacles and only occurred in a short time, so most of the material was still delivered.

**Activity 3. Creation of field office space in the rest area**
The next activity is the creation of BUMDes offices. The rest area is the main location of natural tourism development under BUMDes. At the beginning of the program, the BUMDes paid more attention to the rest area. Recently, the rest area has been used as the main visit location, and later tourists are directed to enjoy the area and other attractions such as tubing, coffee garden tourism, religious tourism, and off-road ATVs. However, until now, the rest area has not had a place to sell souvenirs; therefore, the existence of souvenir stalls is a priority procurement stage.

![Figure 5. Tourism Management Office Building, LPM UMY grants to BUMDes.](image)

**Activity 4: Focus group discussion (FGD) development of rest area as business unit**
Focus group discussion (FGD) is a data collection technique that is done by collecting a group of people who have the same characteristics to discuss a particular topic. FGDs are often used in empowerment to understand the views, perceptions, and experiences of participants regarding the topic being discussed. FGDs can strengthen community participation in the decision-making process. In FGDs, the community can actively participate in discussions and provide input and suggestions related to the topics discussed. This can increase the sense of belonging and responsibility of the community towards the decisions taken (Bisjoe, 2018). The focus group discussion in the rest area on February 15, 2023 also produced several inputs related to development, namely:
- Rest area needs to have typical souvenirs as a superior product.
- Bangilon and rewo-rewo arts can be used as attractions for tourists.
- There is a need to engage young people on social media.

Related to this, the BUMDes immediately coordinated with the head of arts and the head of youth to be able to provide support for the development of tourism in Karangsari Village. Finally, the service activity ended with the delivery of an office building and a storage place for tubing goods to BUMDes managers. BUMDes and the Karangsari Village Government would like to thank UMY for the assistance and grants for office buildings in the rest area.

Focus group discussion is a place where people process because empowerment is a process. Sumodiningrat said that empowerment is not forever, but the target is to make people more independent (Sumodiningrat, 2000 as cited in Sulistiyani, 2004). It is stated that empowerment is a learning process to achieve independent status. Although in achieving the target of independence, it is still necessary to hold control of the maintenance of spirit, condition, and ability continuously so as not to regress again. As stated upfront, the learning process in the framework of community empowerment will take place gradually.

![Focus group discussion activities with BUMDes and community administrators.](image)

**Figure 6.** Focus group discussion activities with BUMDes and community administrators.

4 Conclusion

This service activity has been able to increase the motivation and institutional strengthening of BUMDes managers, carry out training in organizational management, finance, and business management, procure field office space in the rest area to support the activities of the tourism division and carry out FGD on the development of rest areas as a joint business unit. This service activity was attended by the representatives of the village government, BUMDes managers, arts actors, youth, and community cadres who agreed to support the development of BUMDes by utilizing the potential of the village. The level of community participation in participating in service activities is included in the high category (80% attendance) based on the level of attendance and activity in the discussion.

References


