

Improving the Economic Capacity of Village Communities in KKN PPM Programme

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ABSTRACT

Tanjungsari Village is one of the 8 villages in Sadananya District, Ciamis Regency. The problems found include several aspects including optimization and escalation of tourism villages, adding the selling value of a product, legality of MSMEs, upgrading the Women Farmers Group (KWT). The implementation of KKN-PPM in Tanjungsari Village, Sadananya District from August 1 to September 1, 2023. In the implementation of KKN-PPM, there are several implementation methods used, namely the survey method, mentoring method, lecture method, guidance method, and promotion method. In general, physical and non-physical activities, main work programs and additional work programs have been well realized so that they reach the ultimate goal of the work program and each work program implemented gets a good response from the community and village officials.

INTRODUCTION

Tanjungsari Village is one of 8 villages in the Sadananya Subdistrict of Ciamis Regency with an area of 676 hectares. Most of the area is agricultural land and plantations, therefore the majority of community livelihoods are in agriculture. However, there are also some who process and utilize the scope of agriculture into Micro, Small and Medium Enterprises (MSMEs).

From direct observations and approaches that have been made by KKN-PPM students to village officials and the community, several obstacles that occur in Tanjungsari Village can be identified. The problems found include several aspects, including the optimization and escalation of tourism villages, adding the selling value of a product, the legality of MSMEs, upgrading the Women Farmers Group (KWT) of each hamlet in terms of supporting the improvement of the community's economy, the domino effect of the pandemic which undeniably affects the socio-economic life of the people of Tanjungsari Village, how to respond to changes in the process situation from pandemic to endemic, and so on.

These various problems are often a stumbling block in the community's efforts to meet their economic needs, because they affect various aspects, one of which is the unstable market price of agricultural products/commodities/results, less optimal management of tourist destinations and less organized management of KWT. The existing problems can be solved with the synergy of all relevant stakeholders, especially the role of Pentahelix in solving these problems.

Thus, the existing problems of improving the socio-economy of the community need further attention and action so that solutions or solution steps can be realized by direct observation, collecting joint assumptions, socialization from related parties, drawing conclusions together, pragmatic solutions, and following up on socialization or debriefing of parties who are competent in their fields.

In this regard, students as agents of change and upholders of the Tri Dharma of higher education, namely Education, Research, and Service, are obliged to implement these three things. In terms of service, because the existing problems are related to the acceleration of community economic recovery, of course the work program that we carry out is related to efforts and steps to solve problems critically, pragmatically, and superlatively.

IMPLEMENTATION AND METHODS

Survey Method

Survey is used to find out the current conditions that occur in Tanjungsari Village. In this survey method, KKN-PPM students go directly to each hamlet to find out the problems that occur in the community and the environment or to find out the potential in Tanjungsari Village. Data or information collection can be done by observation, document collection, questionnaires or direct interviews with the community and related parties in Tanjungsari Village. The purpose of these observations and interviews will be used as a benchmark in determining the work program to be implemented in Tanjungsari Village.

Mentoring Method

Assistance is carried out to directly assist community groups in carrying out their activities, such as activities in the fields of education, religion, health, agriculture, fisheries, tourism and activities in other fields.

In the activities or implementation of KKN-PPM activities in Tanjungsari Village, KKN-PPM students provide assistance in several work programs, namely in the fields of education, health, agriculture, fisheries and tourism. Students go directly to help activities or activities such as in providing guidance and assistance at the stage of the teaching and learning process in extracurricular activities at SD Negeri 1 Tanjungsari in Citulang Hamlet, SD Negeri 2 Tanjungsari in Sukawening Hamlet and MI Cikalagen in Cikalagen Hamlet by helping to provide guidance and teaching to elementary and MI students for approximately 1 month. In the field of agriculture, KKN-PPM students provide assistance to each KWT (Karang Wanita Taru) in Tanjungsari Village by providing some information related to agriculture that the KWT does not know.

In the health sector, KKN-PPM students provide assistance to POSBINDU activities in Tanjungsari Village. KKN-PPM students also participate in the implementation of daily, weekly and monthly recitations in each ta'lim assembly in each hamlet of Tanjungsari Village to realize work programs in the religious field.

KKN-PPM students also provide assistance in developing tourist village locations in Tanjungsari Village. One of the first steps that KKN-PPM students take in helping to develop tourist village locations is that KKN-PPM students make Tourism Village Development Banners that are installed at the T-junction near the Sadananya terminal which includes 3 tourist locations including: curug panganten, leuwi pamipiran and campground. In addition, KKN-PPM students also make directions at several points leading to each tourist destination location in Tanjungsari Village. Each implementation of this work program will be guided and accompanied by Tanjungsari Village KKN-PPM Participants who are supported by the Village Government and the Tanjungsari Village Community. Furthermore, to improve the facilities and infrastructure in tourist destinations, KKN-PPM students made several trash bins that will be used in related tourist destinations. (pictures of banners, directions, trash cans)

Lecture Method

In carrying out KKN-PPM work program activities in Tanjungsari Village, KKN-PPM students held a Workshop on Tourism Economics with the theme "Sustainable Economic Escalation Through Sustainable Tourism Villages and Planting Trees to Preserve Rivers" which was held at the Tanjungsari Village GOR and tourist destinations in Tanjungsari Village. This activity is intended, among others, for each KWT (Women Farmers Group) in Tanjungsari Village.

Guidance Method

This method is used to directly assist community groups in carrying out their activities, one of which is to make efforts to guide each Women Farmers Group by providing understanding related to things that are not yet understood, such as switching the use of chemical fertilizers to organic fertilizers or manure.

The purpose of this guidance is to provide solutions so that the community is able to reduce the cost of purchasing synthetic / chemical fertilizers so as to create independence in the procurement of organic fertilizers in the community and the use of animal manure that is usually not used. In an effort to implement the work program in agriculture, of course, it has been supported by the village government because the program is in accordance with this year's village program, namely the Food Security Program (KETAPANG) through the agricultural sector.

Promotion Methods

This method is used as a solution and initial step in carrying out the Tourism Village Development Work Program by promoting several Tourism Development Sites in Tanjungsari Village through social media, and focusing on 3 tourist locations, namely: Curug Panganten, Leuwi Pamipiran and Awilega Campground.

Activity Implementation

In accordance with the foundation and guidelines for the implementation of KKN-PPM activities, Galuh Ciamis University Period 1I Year 2023. Galuh Ciamis University KKN-PPM participants placed in Tanjungsari Village, Sadananya District, Ciamis Regency have planned and implemented several work programs which are divided into 6 fields, namely education, religion, health, agriculture, fisheries, and tourism.

RESULTS AND DISCUSSION

Main Program of KKN-PPM MSME Potential

The KKN-PPM Main Program in Tanjungsari Village is a program that is compiled based on the deliberations of KKN students with various parties. This main program includes non-physical and physical programs. The non-physical program is a program that aims to open and change the mindset of the community so that they are able to manage and utilize the potential of natural resources in their area properly, as an effort to improve the community's economy in a sustainable manner, the Tanjungsari Village KKN-PPM Students conduct socialization packaged in the form of workshops to educate the community by providing understanding and material that is directly practiced regarding work programs related to efforts to improve the economy in a sustainable manner. While the physical program is a real program regarding solutions to sustainable socio-economic improvement of the community through community empowerment activities in developing the potential of Human Resources (HR) and Natural Resources (SDA) in the area. As an effort to improve the quality of life of the community, it is hoped that in the future it will be able to provide welfare for the community.

The name of the main work program activity carried out, "Observation of Micro, Small and Medium Enterprises (MSMEs) in Each Hamlet of Tanjungsari Village" with the aims and objectives of this activity are to help develop MSME management, improve the community's economy through MSMEs, empower the community around MSMEs.

Time and Place was held on August 7-12, 2023 at the production house of each MSME member.

The concept of this program is that KKN-PPM students are divided into 4 groups randomly according to the hamlets in Tanjungsari Village, which will later be assigned to each UMKM actor in the relevant hamlet. In the data collection process, KKN-PPM students use the interview method to each MSME member, which later the data is combined and analyzed by all KKN-PPM students.



Figure 1. Observation of MSME

Agricultural and Tourism Potential

The name of the activity from the work program of the agricultural and tourism potential section, "Workshop on Tourism Economics and Lush Reforestation" with the theme of the activity, "Sustainable Economic Escalation Through Sustainable Tourism Villages and Planting Trees to Preserve Rivers" with the aims and objectives of the activity: as an effort to provide solutions for each Karang Wanita Taruna (KWT) in Tanjungsari Village with the hope that in the future the community will be able to apply organic-based agricultural methods on their agricultural land, help develop tourism villages, improve the community's economy through tourism, increase the aesthetic value of nature, provide recreational value.

Time and Place was held on August 27, 2023 at the Tanjungsari Village GOR, Curug Panganten and Leuwi Pamipiran.

The activity concept used in this work program is to conduct workshop activities which are attended by keynotes, speakers and audiences related to activities. Then continued with planting trees around tourist destinations in Tanjungsari Village.



Figure 2. KWT, Workshop and Planting Assistance

Additional Work Program Health Sector

The name of the activity carried out is "Assistance to the Integrated Assisted Post Program (POSBINDU) and Clean and Healthy Living Behavior (PHBS)" with the aims and objectives of the activity: providing insight and knowledge to the Tanjungsari Village Community about the importance of implementing PHBS in everyday life and the adverse effects that can be caused when not implementing clean and healthy living behavior in life, creating a clean and healthy environment that makes the community avoid various diseases, thus supporting the welfare of socio-economic improvement in the community, increasing community participation in the prevention and early discovery of non-communicable disease factors (PTM).

Time and Place The activity was held on August 8, 2023 at the home of the Chairperson of the Family Welfare Empowerment (PKK) in Sukawening Hamlet, Tanjungsari Village.

The concept of activities used for POSBINDU and PHBS activities is accompanied by midwives from Sadananya Subdistrict and socialization is carried out by means of direct meetings in several hamlets in Tanjungsari Village related to the time of socialization is adjusted to the POSBINDU Program schedule in the hamlet.



Figure 3. POSBINDU Activities

Education Field

The name of the activity for the work program in the education sector, "Coaching Extracurricular Exercise Activities and Preservation of the School Environment" with the aims and objectives of the activity is to teach discipline to every student, foster solidarity values (togetherness), foster a sense of enthusiasm in maintaining health through environmental preservation.

Time and Place The implementation of the activity was carried out on August 3, 2023 and August 12, 2023 which took place at MI Cikalagen Cikalagen Hamlet and SD Negeri 2 Tanjungsari Sukawening Hamlet, Tanjungsari Village.

Activity Concept, Scout extracurricular training assistance activities at MI Cikalagen in the form of PBBAB training and scouting games. While at SD Negeri 2 Tanjungsari conducting kale planting activities with students and teachers in the context of environmental conservation.



Figure 4. Scout Extracurricular Assistance and Seed Planting

Religious Field

The name of the activity carried out is "Routine Daily, Weekly and Monthly Recitation of Tanjungsari Village Youth" with the aims and objectives of the activity, namely being able to increase our faith, both in Allah SWT and Rasulullah PBUH, increasing enthusiasm in carrying out amar ma'ruf nahi mungkar and enlivening the syi'ar of Islam, actualizing the teachings of Islam in order to build a more advanced and prosperous life of the people, society, nation and state physically and mentally, building friendship by approaching the community.

The time and place of implementation are activities carried out in the 1st, 2nd, 3rd and 4th weeks of August which take place in each ta'lim assembly in each hamlet in Tanjungsari village.

The concept of activities from the religious work program KKN-PPM students attend several daily, weekly and monthly recitation activities including: Ta'lim Assembly of Cukanguncal Hamlet, Ta'lim Assembly of Sukawening Hamlet, Ta'lim Assembly of Cikalagen Hamlet, Ta'lim Assembly of Citulang Hamlet.



Figure 5. Routine Recitation Agenda

Tourism Field

The name of the activity carried out is "Development of Tanjungsari Tourism Village through Making Banners, Trash Can and Road Signs to Tourist Sites" which has the aims and objectives of the activity is to assist the development of tourism villages, improve the community's economy through tourism, increase the aesthetic value of nature, provide recreational value, improve the layout of facilities and infrastructure for tourist destinations.

The time and place of implementation of the tourism work program activities are activities carried out in the 3rd and 4th weeks of August at the Main Post of KKN-PPM Students in Tanjungsari Village.

The activity concept used in this tourism work program is to make Tourism Village Development Banners, Trash Bins and Road Signs to Curug Panganten Tourist Sites, Leuwi Pamipiran and Awilega Campground.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The implementation of KKN-PPM Period II of Galuh University, which was carried out from August 1 to September 1, 2023, can be concluded as follows:

The implementation of KKN is basically a continuous process, as well as the programs, but for KKN-PPM Period II Year 2023 focuses on sustainable economic improvement, thus helping to increase the economic capacity of the community in Tanjungsari Village.

In general, physical and non-physical activities, main work programs and additional work programs have been well realized so that they reach the ultimate goal of the work program and every work program implemented gets a good response from the community and village officials.

As an implementation of one of the components of the Tri Dharma of Higher Education, namely community service, the Tanjungsari Village KKN-PPM Students have devoted the knowledge, abilities and skills that have been obtained in college and outside of college for the benefit of the community and as an effort to assist the community in improving the economy in a sustainable

manner by utilizing the potential of Human Resources (HR) and Natural Resources (SDA) in the area.

The work program that has been realized has received a very good response from the community, and the community has participated in the implementation of the KKN-PPM Work Program in Tanjungsari Village, so that each planned activity program can run successfully and smoothly. With the realization of this KKN-PPM Program, it aims to improve the sustainable economy through the Galuh University KKN-PPM Program in 2023.

Solidarity and communication between the Village Head, along with the Village Government Apparatus, the Community and Period I KKN-PPM Students of Galuh University were well established, so that the implementation of the KKN-PPM Work Program in Tanjungsari Village could be realized properly.

Recommendation

To convince students that the KKN program is very important as a vehicle for life learning, it is necessary to enlighten and renew the management of this program with the following efforts:

Before going to the field to carry out KKN, students are given special briefings on community service theory for at least one week. And previously KKN debriefing material was included intensively as a special course for one semester. In addition, the debriefing given to students is not limited to general debriefing but that is really needed in the scope of society, and debriefing should be carried out in each faculty according to the scientific field. That way students can better master their scientific fields, because before the implementation of KKN-PPM, each student has been equipped with various expertise, knowledge, and skills that can be implemented in social life, so that they are able and understand in finding a way out of every problem faced.

The community's wrong view of KKN must also be changed, for example, students are required in terms of material development, not spiritual. Many students object to requests that come from the community, which are related to material. There needs to be a follow-up to the implementation of KKN-PPM activities so that the community can further develop the results of the 2023 Galuh University KKN-PPM Teamwork Programs.

UCAPAN TERIMA KASIH

Bagian ini memberi Anda kesempatan untuk menyampaikan terima kasih kepada rekan-rekan Anda yang memberikan saran untuk pelaksanaan pengabdian Anda. Anda juga dapat menyampaikan penghargaan Anda atas bantuan keuangan yang Anda terima, dalam menyelesaikan proses pengabdian ini.

