

IMPROVING ECOTOURISM AND MSMEs COMPETENCE THROUGH ECOTRAVEL AND LOCAL BUSINESS BOOST IN PUHU PAYANGAN VILLAGE, GIANYAR

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Abstract:

This study aims to identify the potential challenges faced by Puhu Village, Payangan District, and Gianyar Regency in efforts to develop a tourism-based economy and empower MSMEs in the local village. Puhu Village is one of the villages in Bali that has abundant natural and cultural wealth, but has yet to be fully utilized. This study uses a qualitative approach with field observation methods, in-depth interviews, and secondary data analysis to collect relevant information. The study results indicate that Puhu Village has great potential in developing nature-based tourism sectors, such as agrotourism and ecotourism, supported by natural beauty, local wisdom, and local traditions. However, several challenges must be overcome, including a lack of supporting infrastructure, minimal promotion, and low community participation in tourism activities. This study recommends improving infrastructure, training for local communities, and more effective MSME promotion strategies to support economic development in Puhu Village. With proper management, the potential of this village can be developed sustainably and provide economic benefits to the local community without ignoring aspects of environmental and cultural preservation.

Keywords: Puhu Village, Ecotourism, MSMEs, Community Service Program, Gianyar.

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INTRODUCTION

Puhu Village, located in Payangan District, Gianyar Regency, Bali, is one of the villages rich in natural and cultural potential. This village is surrounded by beautiful natural scenery, such as hills, terraced rice fields, and rivers that flow calmly. In addition, the people of Puhu Village still hold tightly to the traditions and local wisdom passed down from generation to generation, making it a unique and exciting village to study further. Despite having various potentials, Puhu Village still needs to overcome several challenges in economic development, especially in the tourism and agricultural sectors. The tourism sector, which has become the backbone of the Balinese economy, has yet to have a significant impact on this village. Tourism growth is integral to economic and cultural development in many destinations (Kurniawan. R et al., 2024). The village can become a nature-based tourist destination and trigger sustainable economic growth (Sholeh. M et al., 2024). Solid and sustainable local economic development is an effective collaboration between using existing resources, the community and the government (Priambodo, M, 2022). This is due to the need for more supporting infrastructure, minimal promotion, and low community participation in the management of locally-based tourism.

On the other hand, the agricultural sector, which is the main livelihood of most villagers, also faces challenges in the form of modernization and climate change that can affect agricultural output. Along with tourism development in Bali, Puhu Village has an excellent opportunity to develop nature-based tourism potential, such as agrotourism and ecotourism, which aligns with the trend of sustainable tourism. The development of this sector is expected to improve the welfare of village communities without sacrificing the sustainability of the environment and local culture (Kurniawati et al., 2023). This study aims to identify the potential and challenges faced by Puhu Village in developing an economy based on tourism and agriculture, as well as to provide recommendations for strategies that can be implemented to improve the welfare of the local community. Thus, this study is expected to contribute to the sustainable developing of villages and provide a comprehensive picture of economic development opportunities in Puhu Village, Payangan, Gianyar. Based on the background of the problem obtained

from the results of the observations carried out, students of the Real Work Lecture (KKN) of Warmadewa University in Puhu Village, Payangan, carried out community service activities in order to assist the community in providing socialization and assistance regarding ecotourism and local business boost in order to improve ecotourism and MSME competencies. With this assistance, students assist the village and MSMEs in digital-based marketing, financial management, and infrastructure design through yoga bar image designs. MSMEs need financial management to support their financial management process (Nurfauziah et al., 2023). In addition, there are several main problems faced by MSMEs and villages in developing new ecotourism destinations: (1) Lack of knowledge of MSMEs and village managers of tourist attractions regarding the importance of digital marketing in supporting their business processes, (2) There is no daily sales recording for the sale of henna flower harvests, so this has an impact on uncertainty in knowing how much profit is obtained by local MSME actors so that they cannot predict their financial condition. Based on the problems experienced by partners, solutions can be sought to overcome these problems: (1) Providing training and additional knowledge to MSMEs in Puhu village regarding the importance of digital marketing, conducting promotional training through digital marketing that focuses on social media in recording daily sales, (2) Socialization and training in creating digital marketing media, namely by utilizing social media (3) creating design drawings or construction of yoga bar buildings carried out by KKN students from the architecture study program in supporting the development of ecotourism potential in Puhu village.

METHODS

Unwar KKN students carry out several stages of community service implementation to help MSMEs and tourism managers in Puhu village overcome their problems.



Figure 1. Observation and interviews with MSME actors in Puhu Village



Figure 2. Observation and interviews with MSME actors in Puhu Village

The first stage is the Observation stage. At this stage, KKN Puhu Village students from Warmadewa University conducted observations and interviews with MSME actors in Puhu Village by observing and asking questions about their problems. The second stage is the problem mapping stage. After knowing the problems the partners face, the next step is to map the problems faced by the partners. Based on the results of observations and interviews, two main problems were recorded faced by the partners: (1) Lack of knowledge of MSME and the village management of tourist attractions regarding the importance of digital marketing in supporting their business processes, (2) There is no daily sales recording for the sale of henna flower harvests, so this has an impact on uncertainty in knowing how much profit is obtained by local MSME actors so that they cannot predict their financial condition. Currently, partners only market their products in nearby markets. The third stage is the planning and preparation stage. After mapping the problems partners face, the next step is to plan. In this stage, a mechanism for implementing training activities for partners is designed for making sales records and digital marketing. The fourth stage is the activity implementation stage. This stage is carried out by gathering MSME actors in Puhu village and providing assistance and outreach regarding financial recording and digital marketing through social media (Sholeh M. et al., 2023).



Figure 3. Survey and site visit for making a yoga bar

The last step is creating a design plan for the construction of a yoga bar, which begins with selecting a location, conducting a site visit to measure the land, and planning the building design.

RESULT AND DISCUSSION

Table 1. Activity Achievement Table

Theme	Activity	Achievement (0-100%)
Increasing ecotourism and MSMEs' competencies through ecotravel and local business boost in Puhu Payangan Village, Gianyar	(1) Go directly to the target partner's location to conduct observations and interviews regarding the problems experienced.	100%
	(2) Problem mapping	100%
	(3) Digital marketing training and mentoring.	100%
	(4) Financial recording training and assistance	100%
	(5) Yoga bar building design plan creation	100%

In implementing this activity, parties are involved in increasing public knowledge about the importance of digital marketing and making sales recording books in Puhu Village, including the Puhu Village Head, Puhu Village Secretary and MSME actors in Puhu Village. The village helps facilitate the place and time of socialization, and the village accompanies students in conducting initial checks and observations of the yoga bar.

Community Service : Sustainability Development

CONCLUSION

Community service implemented in Puhu Village, Payangan, has achieved the stated objectives: empowering the community through various capacity-building programs and developing local potential. The following are the main points of this conclusion:

1. **Community Capacity Building:** The training and outreach programs have increased community knowledge and skills in small and medium enterprises (SMEs) of village ecotourism potential. It is expected to increase the productivity and economic welfare of the local community.
2. **Community Participation and Cooperation:** Community participation in this community service activity is very high. This shows the community's awareness and commitment to advancing their village. Cooperation between residents, the village government, and the community service team has created a positive synergy in implementing the program.
3. **Challenges and Constraints:** Although much progress has been made, several challenges, such as limited resources and inadequate infrastructure, still need to be addressed. Further development is needed to ensure the sustainability of the programs that have been implemented.

Overall, community service in Puhu Village, Payangan, has significantly impacted community empowerment and the development of local potential and MSMEs. However, ongoing efforts and support from various parties are needed to maintain and optimize the results achieved.

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