

STRENGTHENING ECOTOURISM TO IMPROVE QUALITY OF LIFE IN UBUNG KAJA VILLAGE THROUGH CREATIVITY, ORDER, AND CULTURAL VALUES

A. A. Ketut JAYAWARSA¹, Komang Adi Kurniawan SAPUTRA^{2*}, A. A. Ngurah Mayun NARINDRA³

^{1,2,3}Faculty of Economics and Business, Warmadewa University

Abstract:

This KKN-PPM (Student Community Service) program was conducted in Ubung Kaja Village, North Denpasar District, Denpasar City, from July 22 to August 24, 2024, with the theme "Strengthening Ecotourism to Improve the Quality of Life of the Community." This theme highlights efforts to build a sustainable tourism village through creativity in Ecobricks, English language proficiency, and concrete actions in environmental conservation. The theme integrates these three elements in a complementary way, positively impacting the community and the environment. Ecobricks, as a creative recycling product, can become a symbol of the environmentally-conscious tourism village. They can be used to create unique handicrafts with high commercial value while reducing plastic waste. Proficiency in English is crucial for promoting the tourism village to international tourists. Students, as the future ambassadors of the village, can create promotional materials, such as brochures or videos in English, to attract tourists. Environmental Cleanliness: Cleaning activities are a concrete effort to preserve nature and improve the community's quality of life. A clean environment makes the tourist village more attractive and comfortable for visitors. The overarching theme of this program is "sustainability." Activities such as creating eco-bricks, learning English, and cleaning the environment are concrete efforts to realize a sustainable tourism village. These activities provide not only economic benefits but also social and environmental advantages.

Keywords: Sustainability, Ecotourism, Environmental Cleanliness, Creativity, Culture

Article History:

Received: 2024-09-04

Revised: 2024-10-02

Accepted: 2024-11-15

Vol 2 Issue 1 2024

Corresponding Author*

(adikurniawan@warmadewa.ac.id)



Page: 1-6

INTRODUCTION

Community Service Program (KKN) is a student-based community service activity with a multidisciplinary and sectoral approach, carried out at specific times and locations in Indonesia. The Directorate General of Higher Education of Indonesia has mandated all universities to implement KKN as part of the curriculum, integrating the *Tri Dharma* of Higher Education: Education, Research, and Community Service. The purpose of KKN is for students to actively contribute to improving the local community's potential and fostering a sense of responsibility. Through KKN activities, students are expected to think critically and solve community problems through direct interaction, gaining real-world experience that serves as a bridge to a broader working environment beyond the classroom (Candranegara et al., 2022).

As students involved in KKN activities, it is important to adapt to the surrounding community. KKN provides an opportunity to apply the theories learned in college, enabling a deeper understanding of the concepts studied. KKN is based on the reality that most community issues are interrelated and highly complex (Jayawarsa et al., 2021). Therefore, a monodisciplinary approach is often less effective. During KKN implementation, good cooperation and active involvement between students and the community are essential, from data and information collection, situation analysis, problem identification and formulation, solution selection, program planning, and implementation to evaluation (Michel & Bowling, 2013).

Through this KKN program, the community is expected to learn new things or develop existing potential through theories and practices taught directly by the students, thus enhancing the village's potential toward self-sufficiency and sustainability, as well as improving village food security. Additionally, KKN activities equip students with the skills to implement community programs and foster

an understanding of the different characteristics of each community. It also helps students develop empathy and problem-solving abilities for community issues (Putri et al., 2024).

Village Situation Analysis. Ubung Kaja Village, a significant part of the historical fabric of Bali, has a rich past that predates the Governor's Decree for Bali on April 1, 1980 (Decree No./7/Pem/IIa/257/-80). It was originally a part of Ubung Village, a collection of traditional villages (*desa adat*) covering 10 *banjar adat* (traditional hamlets), known locally as the *Dauh Tukad Badung* area (Kaja, n.d.). The governance of Ubung Village, prior to the NICA period in 1942, was led by I Made Ubud from Kesiman Village, who served as the *Perbekel* (village head) until 1942. Two administrative heads assisted him in his daily duties: I Made Nugra for Ubung and Kuwis for Petangan. In 1942, I Wayan Ngardi, a native of Ubung Village, took over as *Perbekel* and continued in the position until 1950. By 1951, Ubung Village expanded to include 17 *banjar adat*, following the addition of seven more hamlets: Binoh Kaja, Binoh Kelod, Dauh Kutuh, Pohgading, Anyar-Anyar, Batumekaem, and Tulang Ampyang, which were previously part of Peguyangan Village. Despite the expansion, Ubung Village remained divided into two *desa adat*: Ubung and Pohgading.

Ubung Kaja Village, now located in North Denpasar District, Denpasar City, Bali Province, is a place of immense potential. It consists of 18 *banjar* (hamlets), including Banjar Umasari, Dharma Santi, Tegal Kori Kaja, Mertagangga, Anyar-Anyar, Petangan Gede, Pohgading, Dauh Kutuh, Batumekaem, Tegal Kori, Tulangampiang, Binoh Kaja, Binoh Kelod, Permata Anyar, Liligundi, Pemangkalan, Tegal Kauh, and Tegal Kangin. The total population of Ubung Kaja is approximately 17,153 people. The village is endowed with potential assets, such as the *Subak Pakel* irrigation system, used for trekking, and pottery craftsmanship, primarily found in Banjar Binoh Kaja and Binoh Kelod. While the village government has worked to optimize some of these assets, several challenges remain. For instance, trekking activities are hindered by a lack of proper signage, and cleanliness in certain areas remains an issue. Additionally, pottery production, concentrated in Banjar Binoh Kaja and Kelod, faces challenges that need further development.

Issues of needs. Problems in Ubung Kaja Village, North Denpasar District, Denpasar City:

- Lack of Awareness and Consistency in Waste Sorting: There needs to be more awareness and consistency among the community in Ubung Kaja regarding waste sorting at the household level. This has led to environmental pollution and various health issues. Therefore, socialization and education about TPS 3R (Waste Management through Reduce, Reuse, and Recycle) are needed. Additionally, waste management should focus on transforming waste into useful items using Ecobricks (Kasim et al., 2014).
- Suboptimal Management of Village Potential: The management of village potential, particularly regarding subak pakel, still needs to be optimal. There is still a significant amount of waste, making cleanliness a primary issue. Furthermore, there needs to be more signage indicating tracking areas, preventing the village's potential from being optimized and providing economic value to Ubung Kaja Village. Regarding pottery potential, the village faces challenges such as a shortage of available materials and a need for skilled artisans for pottery production, hindering optimal development.
- Lack of Interest in Foreign Language Learning: Students seem uninterested in studying foreign languages, particularly English. Additionally, some struggle with basic skills in counting and reading.

METHODS

The implementation method for this work program is through active participation, divided into two stages:

- Preparation and Planning Stage: KKN (Community Service Program) students coordinate with the Village Head and the Social Welfare Section regarding the clean Friday activities in the Ubung Kaja Village area.

- b. Implementation Stage: KKN students divide their membership to carry out the work program. In the first week, the members are assigned to clean the area of Pura Kahyangan, Pura Prajapati in the Pakraman Pohgading Village, as well as the Wantilan area of the Pohgading customary village in Ubung Kaja. Then, in the second week, the clean Friday activities are held at Pura Dalam Batundulang in Banjar Pohgading, Ubung Kaja Village. In the third week, the clean Friday activities are conducted in the Wantilan area of Pohgading Village, Ubung Kaja. This program is carried out every Friday from 08:00 to 09:00 WITA, with a time allocation of 60 minutes on July 26, 2024, and from August 2 to August 7, 2024.

RESULT AND DISCUSSION

Efforts to Maintain Environmental Cleanliness. The work program for the first week involves conducting a community clean-up in the Wantilan area of Pohgading Village, followed by cleaning activities in Pura Kahyangan and Pura Prajapati in Pakraman Pohgading Village, Ubung Kaja. This community clean-up is carried out together with all village officials and KKN Group 007 students. The purpose of this activity is to maintain cleanliness, especially in the environment, to prevent it from becoming a breeding ground for germs and diseases (Christian & Alhazami, 2023).

The work program for the second week involves conducting a community clean-up in the area of Pura Dalam Batundulang in Banjar Pohgading, Ubung Kaja Village. This cleaning activity is participated in by all village officials and KKN Group 007 students. The cleaning activity aims to maintain environmental cleanliness to avoid becoming a breeding ground for germs and diseases (Purnamawati et al., 2024).

The work program for the third week involves conducting cleaning activities in the Wantilan area of Pohgading Village, Ubung Kaja. This cleaning activity is attended by all village officials and KKN Group 007 students. The objective of this cleaning effort is to maintain cleanliness in the Wantilan area of Pohgading Village, thus preventing it from becoming a breeding ground for germs and diseases. Through this work program, it is hoped to help the community enhance their environmental awareness, cleanliness, and natural preservation, thereby avoiding various diseases that have become prevalent recently. Tourism Village Extension Program.



Figure 1. Efforts to Maintain Environmental Cleanliness

One Bottle, One Step to Save the Earth. Through Ecobrick, this activity is carried out by KKN-PMM students from Warmadewa University, located in Ubung Kaja Village. The ecobrick program aims to assist KKN-PMM students in the process of creating an ecobrick work program (Camilleri-Fenech et al., 2020). In the first and second weeks, the ecobrick program focuses on SD Negeri 3 Ubung for the creation of tables and chairs made from recycled plastic waste (ecobrick). This program aims to provide understanding to the students of SD Negeri 3 Ubung about the importance of preserving the

environment by reducing plastic waste, as well as teaching them about the concepts of recycling and reusing plastic waste. In the third and fourth weeks, the KKN students focus on Subak Pakel for creating a nameplate for Subak Pakel. This program aims to enhance the aesthetics of the Subak Pakel area and also provide an example of how to process plastic waste (Singh et al., 2022). Through this ecobrick work program, it is hoped that it can help students become more environmentally conscious and be beneficial for the students of SD Negeri 3 Ubung. Additionally, the creation of ecobricks is expected to enhance the creativity of the students by showing how plastic waste can be transformed into more useful materials for everyday use. Furthermore, this ecobrick creation program is expected to add aesthetic value to Subak Pakel and provide an example to the community of one way to process plastic waste (Saputra et al., 2021; Yin et al., 2019).



Figure 2. One Bottle, One Step to Save the Earth

The Dangers of Cyber Crime. Cybercrime, or crimes committed using computers, has become increasingly common in recent times. Perpetrators of cybercrime often target victims who lack understanding of the digital world. Therefore, it is essential to conduct outreach activities, especially for the younger generation, to help them avoid cybercrime. The cybercrime outreach activity was conducted by KKN-PMM students from Warmadewa University 2024 at SD 4 Ubung using engaging and easily understandable presentations for the sixth-grade students. It is hoped that through this program, the sixth graders of SD 4 Ubung will be able to understand the dangers of cybercrime and how to address it, as well as pass on the information shared to their friends and family to help them avoid cybercrime (Betti & Sarens, 2021; Ehioghiren et al., 2021).



Figure 3. The Dangers of Cyber Crime

CONCLUSION

From the overall explanation presented earlier, it can be concluded that the Community Service Program (KKN) is a form of dedication from students to the community, specifically carried out by Group 007 for approximately one month in Ubung Kaja Village, North Denpasar District, Denpasar City. The implementation of the KKN program in Ubung Kaja Village has run well according to the work programs that were designed from the beginning and have been fully executed.

During the implementation of this program, community participation and support were quite high, as the community participated in the execution of the KKN work programs, both from the students and the village authorities. This allowed the community to apply what had been taught by the students and to maximize the benefits derived from it. Throughout the various work programs, KKN students focused on keeping plastic from becoming toxic; distancing plastic waste from industrial processes that tend to deplete energy or cause high emissions; reducing plastic waste; and empowering residents who produce ecobricks if they meet the qualifications.

REFERENCES

- Betti, N., & Sarens, G. (2021). Understanding the internal audit function in a digitalised business environment. *Journal of Accounting and Organizational Change*, 17(2), 197–216. <https://doi.org/10.1108/JAOC-11-2019-0114>
- Camilleri-Fenech, M., Sola, J. O. i., Farreny, R., & Durany, X. G. (2020). A snapshot of solid waste generation in the hospitality industry. The case of a five-star hotel on the island of Malta. *Sustainable Production and Consumption*, 21, 104–119. <https://doi.org/10.1016/j.spc.2019.11.003>
- Candranegara, I. M. W., Mirta, I. W., Putra Sedana, I. D. G., & Wirata, G. (2022). Hexahelix Concept in The Development of Eco-Tourism Area in The Kelating Traditional Village Eco-Tourism Area, Kerambitan District, Tabanan Regency. *IAPA Proceedings Conference*, 144. <https://doi.org/10.30589/proceedings.2022.688>
- Christian, E., & Alhazami, L. (2023). Pengaruh Green Product Innovation Dan Green Process Innovation Terhadap Green Competitive Advantage (Studi Pada PT. Samcro Hyosung Adilestari). *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis*, 2(3), 237–250. <https://doi.org/10.55606/jupsim.v2i3.2029>
- Ehioghiren, E. E., Ojeaga, J. O., & Eneh, O. (2021). Cyber Security: The perspective of Accounting Professionals in Nigeria. *Accounting and Taxation Review*, 5(2), 15–29.
- Jayawarsa, A. . K., Purnami, A. A. S., & Saputra, K. A. K. (2021). Pentahelix To Build Sustainable Village and Tourism: A Theoretical Study. *American Research Journal of Humanities & Social Science (ARJHSS)*, 04(11), 20–27.
- Kasim, A., Gursay, D., Okumus, F., & Wong, A. (2014). The importance of water management in hotels: A framework for sustainability through innovation. *Journal of Sustainable Tourism*, 22(7), 1090–1107. <https://doi.org/10.1080/09669582.2013.873444>
- Michel, J. S., & Bowling, N. A. (2013). Does Dispositional Aggression Feed the Narcissistic Response? The Role of Narcissism and Aggression in the Prediction of Job Attitudes and Counterproductive Work Behaviors. *Journal Business Psychology*, 28, 93–105. <https://doi.org/10.1007/s10869-012-9265-6>
- Purnamawati, I. A. P. S., Laksmi, P. A. S., & Suriani, N. N. (2024). Implementasi Konsep Ekonomi Sirkular Melalui Produksi Eco-Enzim dalam Pengelolaan Sampah Sisa Makanan di Desa Mambal. *Akuntansi Dan Humaniora: Jurnal Pengabdian Masyarakat*, 3(1), 11–18. <https://doi.org/10.38142/ahjpm.v3i1.993>
- Putri, P. Y. A., Saputra, K. A. K., & Santini, N. M. (2024). Optimalisasi Keberadaan Bumdes sebagai Penyokong Perekonomian di Desa Angantaka Badung. *Akuntansi Dan Humaniora: Jurnal Pengabdian Masyarakat*, 3(1), 19–23. <https://doi.org/10.38142/ahjpm.v3i1.992>

Community Service : Sustainability Development

- Saputra, K. A. K., Manurung, D. T. H., Rachmawati, L., Siskawati, E., & Genta, F. K. (2021). Combining the concept of green accounting with the regulation of the prohibition of disposable plastic use. *International Journal of Energy Economics and Policy*, 11(4), 84–90. <https://doi.org/10.32479/ijeep.10087>
- Singh, N., Ogunseitan, O. A., & Tang, Y. (2022). Medical waste: Current challenges and future opportunities for sustainable management. *Critical Reviews in Environmental Science and Technology*, 52(11), 2000–2022. <https://doi.org/10.1080/10643389.2021.1885325>
- Yin, F., Xue, L., Liu, Z., Li, L., & Wang, C. (2019). Structure optimization of the separating nozzle for waste plastic recycling. *Procedia CIRP*, 80, 572–577. <https://doi.org/10.1016/j.procir.2019.01.042>