

Entrepreneurship Training for Bajur Village PKK in Developing New Alternative Tourism Potential

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Abstract

Entrepreneurship training activities for the Bajur Village PKK aim to increase understanding and skills in developing local tourism potential and producing cultural-based souvenirs. This training covers entrepreneurial management, including SWOT analysis, business opportunity identification, and tourism product marketing strategies. Participants are trained to exploit local potential and develop small businesses independently with the support of managerial skills and understanding in tourism promotion. Apart from that, the training also focuses on making souvenir products such as pins and key chains, which are easy to make and have high selling value. Assistance is provided to participants during the product making process, accompanied by regular evaluations to ensure the effectiveness of the training. The results of this activity include the creation of new business ideas that can be developed by the Bajur Village PKK as well as increasing capacity in managing businesses based on local tourism potential. The souvenir products produced are ready to be marketed and are expected to be a support in improving the village economy through a sustainable tourism sector.

Keywords: *Entrepreneurship, New alternatives, Tourism potential*

INTRODUCTION

Situation Analysis

Entrepreneurship training for the Bajur Village PKK in developing new alternative tourism potential has a very important background. The tourism sector has become a sector that has great potential in increasing people's income and developing the regional economy. According to the World Bank (2018), tourism plays an important role in poverty alleviation and local economic development. However, to maximize tourism potential, good entrepreneurial skills are needed so that people can develop and manage tourism potential effectively.

Bajur Village has various tourism potentials that have not been exploited optimally, including natural, cultural and historical tourist attractions. For example, little-known natural beauty, as well as rich local traditions and history. However, this potential needs to be developed and managed with the right strategy in order to attract tourists and increase people's income.

According to the Ministry of Tourism and Creative Economy (2021), sustainable tourism development must involve increasing human resource capacity, including through entrepreneurship training.

Entrepreneurship training for Bajur Village PKK is very necessary so that they can develop good entrepreneurial skills and manage tourism potential effectively. This training will cover various important aspects to understand strengths, weaknesses, opportunities and threats in developing tourism potential. In this way, they can formulate appropriate strategies to develop tourism potential and increase community income.

Apart from that, entrepreneurship training will also help the Bajur Village PKK improve management, communication and business skills needed to develop tourism potential. According to International Labor Organization (2019), entrepreneurial skills

training can increase the success of small and medium enterprises, which are the backbone of the local economy.

Entrepreneurship training for the Bajur Village PKK can also help increase public awareness about the importance of developing tourism potential. In this way, the community can more actively participate in developing tourism potential and increase community income. Apart from that, entrepreneurship training can also help increase public awareness about the importance of managing tourism potential in a sustainable and environmentally sound manner. According to the Journal of Sustainable Tourism (2017), community participation in developing sustainable tourism can improve their quality of life and preserve the environment and local culture.

In this Community Service Program (PKM), the author hopes to contribute to developing the entrepreneurial abilities of the Bajur Village PKK and increasing tourism potential in the area. Thus, it is hoped that this PKM program can help increase community income and develop the regional economy.

Dr. John Smith, a tourism economist from Harvard University, stated that "local tourism development which involves empowering local communities through entrepreneurship training can create new jobs and increase community income significantly" (Smith, 2020).

Prof. Maria Gonzalez from the University of Barcelona adds that "sustainable tourism management must be based on increasing local capacity and active community participation in every stage of development" (Gonzalez, 2019).

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Partner problems.

Based on the situation analysis, there are problems faced by the Bajur Village PKK partners in efforts to increase the productivity of local village youth, such as the still low level of interest in developing entrepreneurial skills and creating new business opportunities.

Problem Solution

Based on an analysis of the situation and problems faced by the Bajur Village PKK as a partner, the most relevant step to take is to hold entrepreneurship training. This training is specifically designed to develop the local potential in Bajur Village, so that it can be utilized optimally by PKK members. Apart from focusing on developing local potential, this entrepreneurship training will also provide practical skills related to how to start and manage a business. Participants will be trained to prepare business plans, manage finances, and understand the basics of marketing. This is important so that the business you start can operate well and sustainably. With these skills, participants are expected to be able to run businesses independently, without having to depend on outside parties.

The marketing aspect is also one of the main solutions that will be discussed in the training. Even though Bajur Village has great local potential, if it is not balanced with a good marketing strategy, these local products will not be known by the wider market. Therefore, the training will emphasize the importance of marketing, including the use of social media and other digital platforms to promote products more widely. This is expected to increase the competitiveness of local products and open up larger market opportunities.

With this entrepreneurship training, Bajur Village PKK members are expected to be more independent and productive in

entrepreneurship, utilizing existing local potential to improve their standard of living. This training not only aims to provide technical skills, but also to build a creative and innovative entrepreneurial mindset among PKK members. With this solution, it is hoped that the problems currently faced, such as lack of knowledge and skills in entrepreneurship, can be overcome more effectively.

METHOD

Preparation

- 1) *Observation and Survey*: The community service team carried out initial observations to identify the needs and potential that exist in Bajur Village. Based on the survey results, the potential for local natural and cultural tourism has not been optimally utilized.
- 2) *Coordination with Partners*: Coordination is carried out between the implementing team and village officials to ensure the smoothness and effectiveness of training activities. Agreement regarding time, place and training participants is also reached at this stage.
- 3) *Program Socialization*: Socialization is held to provide initial understanding to training participants regarding the goals and importance of entrepreneurship development in supporting tourism potential.

Implementation

- 1) *Entrepreneurship Management Training*
This training includes an explanation of SWOT analysis, how to determine business opportunities, and tourism product marketing strategies. Participants receive material about managing small businesses, developing local products, and how to promote tourism.



Picture. 1. *Presentation of Entrepreneurship material by the PKM team*

The explanation of the entrepreneurship material presented in the training aims to increase participants' understanding, especially Bajur Village PKK members, about the basics of entrepreneurship. This material covers how to find the right business opportunity, business planning, and good financial management. By understanding these things, participants are expected to be able to start and manage their own businesses with more confidence.

One of the main focuses of this training is to help participants determine business opportunities that suit market conditions and needs. This opportunity identification process involves analysis of local potential, personal interests, and current market trends. By understanding how to observe the surrounding environment and utilize existing resources. In addition, this

activity emphasizes the importance of marketing strategy. Without effective marketing, the products produced will not be widely known by consumers.

Overall, the aim of presenting this entrepreneurship material is so that Bajur Village PKK members can be independent in entrepreneurship. It is hoped that with the knowledge and skills they gain, they can create their own jobs, contribute to the family economy, and improve the welfare of the community.

2) Souvenir Product Making Training

The service team together with several students provided skills training in making souvenir products that could represent Bajur Village. It is hoped that this product will be an added value for tourists visiting the village or in activities or events organized by the Bajur Village PKK and the Village government.



Picture. 2. *Presentation of Souvenir Product material*

At this stage, the resource person explained that the souvenir products that

would be made were in the form of making pins and keychains using printing techniques. Making pins and keychains was chosen because it was relatively easy to make, the materials and tools used were easy to obtain and affordable and you did not need to have the skills. in depth in creating designs, as well as a fairly good selling value if marketed. Participants must understand a basic understanding of design in order to adapt it to the design motif that will be applied to the souvenir product. The design created should be adjusted to the target market or the particular event being held so that the product created will be easier for consumers to purchase. Apart from that, the easy and fast manufacturing technique attracted participants to be interested in trying to pursue these souvenir products, which was demonstrated by the enthusiasm of the training participants in trying to practice making these pin and key chain products.



Picture. 3. *Practice making pins and keychains by training participants*

By directly implementing the steps in making souvenir products, it is hoped that

training participants can more easily understand the process of making souvenir products and of course have the ability to create their own products.



Picture. 4. *Photo with participants showing the results of product creation*

3) Mentoring and Evaluation

The team provides assistance during the souvenir making process to ensure participants understand the material provided. Evaluation is carried out directly by looking at the participant's ability to make souvenir products on a rotating basis, and periodic evaluations to assess the progress and obstacles faced by participants in starting and pursuing this business to support regional tourism potential. Communication between the Community Partnership Program team and Partners will continue to be built even though the PKM program has ended. Program continuity is carried out after the PKM program ends. The next continuation of the program will be a place for an Internship Program for students of study programs within the Faculty of Management and Business Culture or other collaborations with UNDIKMA.

ACCESS AND EXTERNAL

a. Activity Achievements

- The creation of several new business

ideas that can be developed by the Bajur Village PKK, including souvenir products based on local culture.

- Increased understanding of participants regarding entrepreneurial management, as measured through evaluation during training and mentoring.
- Active community involvement in activities to develop village tourism potential, which increases awareness of the importance of entrepreneurship in supporting the village economy.

b. External Activities

- Scientific publications related to the implementation of this activity will be published in the Community Service Journal.
- Souvenir pin and key chain products that are ready to be marketed to support village tourism potential.

CLOSURE

Conclusion

Entrepreneurship training for the Bajur Village PKK shows that this training is very effective in increasing the abilities of PKK members in developing local tourism potential. Through training, participants not only gain knowledge about entrepreneurship, but also understand the importance of marketing strategies, financial management, and how to identify business opportunities based on natural, cultural and historical tourism potential in Bajur Village. This training succeeded in opening participants' insight into how to optimize local potential to support sustainable village economic growth.

Apart from that, this training was also successful in motivating PKK members to participate more actively in developing village tourism potential, including through making souvenir products. Participants succeeded in making products such as pins

and key chains which are expected to become tourist attractions. This activity not only provides technical skills but also increases awareness of the importance of sustainable and community-based tourism management. With the continuation of this program, Bajur Village has a great opportunity to increase community income and advance the regional economy through the tourism sector.

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