

Implementation of the MBKM Grant Program as an Effort to Empower the Community of Gentungan Village, Mojogedang, Karanganyar

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Abstract

This study aims to determine the implementation of the MBKM project grant program in the village as an effort to empower the community of Gentungan Village, Mojogedang District, Karanganyar Regency. The great potential of Gentungan Village is in terms of tourism, culture, and also a strategic location that makes this village have its own opportunities and attractions. Cultural insight by the community is also important to preserve the cultural heritage of the archipelago. This research was conducted with descriptive qualitative research methods and used data collection techniques in the form of observation. The MBKM Grant Program produces several work programs such as, internship programs at the village office, getting to know the variety of archipelago heritage through teaching activities, utilizing Rumah Educational Tourism tours through outbound activities, kokedama skills training, and greening programs. The implementation of the MBKM Grant work program is able to encourage motivation, active participation, and optimize the local potential of the Gentungan Village community in a sustainable manner.

Keywords: Potential, Tourism, Culture, Community.

INTRODUCTION

Law Number 6 of 2014 concerning Villages provides an understanding that the support for national development is at the village level. Not as an object that only accepts procedures that come from the government level above, but the village has the authority to regulate its own territory by adapting to social and cultural conditions in identifying needs, problems and solutions (Endah, 2020). Community empowerment programs are a form of real action in supporting the concept of grassroots development or *grass roots* which means development starts from the village.

Community empowerment strengthens the social capital that a group has to be productive and achieve prosperity (Alfiansyah, 2023). Not only for people who are powerless, but empowerment can be done for people who still lack independence, so they need to explore and develop their potential. Like Gentungan Village which is located in Mojogedang District, Karanganyar Regency, Central Java. The village has some local potential but still needs to be developed.

Gentungan Village has an area of 298.97 ha and consists of several hamlets including Ngampel, Sidodadi, Kwagean, Gentungan, and

Jatimulyo. The population in the village is approximately 4,865 people and the majority earn their living as farmers (Rizki et al, 2022). Gentungan Village has an organized and complete village administration and management system and has several active social organizations. These organizations include, Family Empowerment and Welfare or PKK, Tourism Awareness Group (Pokdarwis), Mulyo Farmers Group, youth organizations, farmer cadets and so on. Agriculture and livestock are the most productive economic sectors which are integrated as the backbone of the community's economy (Purnomo et al, 2022).

Gentungan Village is in a very strategic location with fertile soil and beautiful nature. This was used by the local community to develop the potential of their village through the tourism sector, such as the establishment of Embung Setumpeng and the Educational Tourism House in Ngampel Hamlet which was initiated by the Mulyo I Farmers Group Association of Gentungan Village and the Tourism Awareness Group (Pokdarwis) of Ngampel Hamlet. The tourism potential in this village can be an effort to improve the welfare of village communities. The tourism sector is considered to be able to

help improve the economy and foster the enthusiasm of farmers so they can manage the village economy through developing and empowering local potential (Sutarso & Fahmi, 2022).

However, the people of Gentungan Village still have not utilized their tourism potential to the maximum. Existing tourism is not well resourced, causing its existence to decline. Efforts to use tourism sustainably are one thing that can be done to overcome this problem. Local communities have an important role in developing tourist villages because the various resources and culture they possess can be the main driving force in developing tourist villages (Gautama et al, 2020). MBKM grants through programs in schools seek to encourage the younger generation to become more aware of the potential that exists in their villages. Apart from insight into local potential, it is also important to provide insight into culture. Providing cultural insight can be done from an early age through school activities with culture-based learning.

Researchers conducted a study with several previous studies that were related and had a similar theme by discussing community empowerment and optimization efforts. This previous research serves as strengthening and comparative material in research, apart from that, it also serves as a reference for carrying out updates. Research by Kiki Endah (2020) entitled "Community Empowerment: Exploring Local Village Potential" explains that empowerment is an effort to explore the potential of village communities which leads to effective change and the ability to meet the community's socio-economic needs. Exploring the local potential of villages as an effort to solve problems and by developing human resources and natural resources owned by village communities. Research by Alexander Phuk Tjilen, et al. in 2023 with the title "Optimizing the Potential of Tourism Villages Through Sustainable Management: Contribution to the Welfare of Local Communities" explaining that sustainable tourism products can be developed by promoting the unique potential of villages such as their natural beauty and traditional culture. Training

and active community participation are efforts to optimize this unique potential.

Based on previous research, this research seeks to empower the Gentungan Village community through implementing the MBKM Project Grant work program in the village. The implementation of the MBKM Project Grant program in the village aims to be a form of optimizing the empowerment of the Gentungan Village community, its implementation is packaged by utilizing local potential. Recognizing local potential is very important for economic development and development for the sustainability and progress of the village and the community itself (Ridwansyah et al, 2021). Public awareness of its potential plays an important role as the main driver. It is hoped that the MBKM project grant activity in this village will help the community to become more familiar with the existing potential and as an effort to utilize the tourism they have and be motivated to find new innovations that can support the movement to improve the village economy.

IMPLEMENTATION METHODAN

The implementation method in this research consists of systematic stages designed to achieve program objectives effectively. The implementation of the MBKM Grant program is carried out in an integrated manner involving the community and related institutions, to ensure successful implementation and sustainability of the program. The following explains the place and time of implementation, research approach, and data collection techniques used:

1. Place and Time

This program is implemented in Gentungan Village, Mojogedang District, Karanganyar Regency which includes several places, namely SD Negeri 02 Gentungan, SD Negeri 03 Gentungan, Gentungan Village Government Office, Educational Tourism House in Ngampel Hamlet, Embung Setumpeng, and the Ngampel Hamlet environment. The program implementation time is October 2024. School activities will be held on October 9, 11, 16 and 18 2024, the internship program will be from September 2 to October 25 2024,

kokedama training on October 20 2024, and environmental greening on October 23 2024

2. Research Approach

This research uses a qualitative approach with descriptive research type. A qualitative approach is a research method that produces descriptive data in the form of words, both written and spoken, obtained through interactions with individuals and behavioral observations. Qualitative research does not aim to generalize results, but rather to obtain a deep and contextual understanding of a particular phenomenon (Subakti et al, 2023). This approach makes it possible to find out in depth related to the implementation of programs for community empowerment in Gentungan Village.

3. Data Collection Techniques

This research uses observation techniques to directly understand the social conditions of village communities, the surrounding environment, and the local potential of the community. According to Jailani (2023), observation techniques involve direct observation of research subjects. The advantage of this technique is ease of access *setting*. This method is neither conspicuous nor hidden (*unobtrusive*), and does not require direct interaction with participants (Hasanah, 2017). By using this technique, clearer and in-depth information can be obtained regarding the social and economic conditions in Gentungan Village.

RESULTS AND DISCUSSION

1. Optimizing community services at the Gentungan Village Office through an internship program

The internship activities were carried out for two months at the Gentungan Village Government Office, which took place from September 2 to October 25 2024. The internship program at the village office was carried out through a picket system with a daily schedule of 2 students. This internship program is carried out with the aim of learning directly about village services to the community, increasing students'

understanding of village government system regulations, and developing students' administrative skills. According to Lutfia & Rahadi (2020), the internship program has proven to be effective in honing communication skills, adaptation, teamwork management, social interaction, and accuracy in carrying out tasks. These abilities are part of the soft skills that are important for students to have.

Through this internship, it is hoped that students will be more easily accepted into the world of work or business after completing their education, because of the experience gained during the internship (Rakhathoriq et al., 2024). During the internship period, several activities are carried out, namely assisting in administrative services to the community, including making business certificates, marriage certificates, death certificates, birth certificates, transfer certificates, incapacity certificates, and various other administrative letters. Some of the tasks carried out to support the village government administration process include creating Village Revenue and Expenditure Budget (APBD) planning documents, village expenditure receipt notes, and village meeting invitation letters. Another task in this internship activity is to participate in assisting and preparing administrative needs for meetings and meetings *master of ceremony* (MC) events in activities organized by the village government include regular PKK meetings, Village Development Plan Deliberation meetings (Musrenbangdes), as well as outreach on drug prevention and early marriage.

2. Introduction to the diversity of Indonesian heritage through cultural learning projects

Consisting of many tribes, religions and traditions, Indonesian society grows with a strong sense of tolerance. However, it is not uncommon for there to be disputes and intolerance in society. Introduction to cultural diversity is very important so that something similar does not happen. Introduction to ethnic diversity has become an important aspect in forming student character in

accordance with the educational curriculum (Ndruru et al., 2023). Various ways can be used to introduce the surrounding culture to the community, especially to the younger generation. Such as the introduction of ethnic groups carried out by the MBKM Grant group which targets the introduction of Indonesian diversity to elementary school (SD) students. The program to introduce the diversity of Indonesian heritage is carried out by creating cultural projects. This activity was carried out at SD Negeri 02 Gentungan with the activity participants being class IV students.

The initial stage of activities is carried out by coordinating with the school, determining the learning concept, media to be used, systematic implementation and administrative aspects. This work program is formulated using a cooperative learning model or in groups by creating a cultural project, namely a three-dimensional wall magazine containing information about ethnic groups in Indonesia and their culture. This program was held in 2 meetings, namely on October 9 2024 and October 16 2024 at SD 02 Gentungan. The first meeting was aimed at providing material on Indonesian cultural diversity and technical guidance for working on cultural projects. Students are asked to express their creativity by working in teams to decorate wall boards, write descriptions about each tribe, and add interesting pictures and illustrations to clarify the information presented. The second meeting is the time when each group displays their respective work at a cultural exhibition in class. This aims to train students to be brave in conveying information and improving communication skills.

Through this cultural introduction activity, it is hoped that it can increase students' insight and knowledge about cultural diversity in Indonesia. It is hoped that students will be able to have knowledge of various ethnic groups other than their tribe of origin, so that it can create a sense of tolerance and mutual respect between each other. Apart from that, it is hoped that the benefits of introducing cultural diversity to students will

not only increase their knowledge, but also increase their sense of love and pride in their homeland and local Indonesian wisdom (Yuniarni, 2021). Developing creativity is also the hope of implementing this activity for elementary school students by collaborating with peers.

3. Educational tourism to introduce nature through outbound as a use of educational tourism.

This outbound-based educational tourism activity is carried out to optimize local tourism potential in supporting sustainable tourism development. Through this activity, the involvement of the younger generation is very important in the development and utilization of the Gentungan Village tourism sector in the form of Rumah Tani and Embung Setumpeng. In its implementation, this program was accompanied by students at SD Negeri 03 Gentungan by carrying out outbound learning outside the classroom located at the Gentungan Village tourist attraction. According to Imania (2015), outbound tourism is a part of educational tourism which contains activities in the open air to increase one's insight into knowledge and a creative spirit for learning through adventure experiences. This form of outbound-based educational tourism is intended as a way to enable the community, especially young people, to actively participate and have an interest in the tourism sector (Prasetio et al., 2023). This activity begins with proposing activities, preparing for the event, until the implementation stage of the activity, namely on 11 and 18 October 2024.

This program is carried out for two days by adjusting the stages of introducing and utilizing tourism to students so that activities run optimally so as to improve the quality and success of its implementation. The development of tourism potential in regions basically has certain principles in accordance with Minister of Home Affairs Regulation Number 33 of 2009 concerning Guidelines for Ecotourism Development in Regions, one of which involves educating the public regarding

concern, responsibility and commitment to environmental and cultural preservation. Therefore, in the process of implementing this educational tourism program, students are guided to carry out learning activities in the open which, apart from being fun, also increase their insight into nature, environmental awareness and social skills. Education itself is the main point in strengthening the community's understanding capacity regarding the importance of sustainable tourism villages (Aeni et al, 2021). This is in accordance with the implementation process of this program, where students are always provided with knowledge through outbound learning about the importance of optimizing tourist villages through wise use of the natural environment.

4. Kokedama skills training to increase the potential of the community in Gentungan Village.

Kokedama training is one of the efforts to empower the Gentungan Village community initiated by the UNS MBKM Grant Team. Community empowerment is a process of developing human resources in the village where they live by exploring personal potential, creativity, competence and ability to think and behave better than before (Mustanir et al, 2023).

Kokedama training is a program aimed at empowering and developing the skills of Gentungan Village community members, especially PKK women (Fitriyani, 2023). Apart from being aimed at training people's skills, kokedama training can also be an opportunity for new business ideas for the community. This kokedama training is also an effort to utilize the local potential that exists in Gentungan Village, namely Educational Tourism which is an educational tourist attraction for organic farming (Swandari et al, 2021). With the kokedama training activities at Rumah Educational Tourism it is hoped that it can increase efforts to utilize local tourism.

This kokedama training activity was carried out on Sunday, October 20 2024 at 09.00 WIB. We invited a resource person who is an expert in the field of kokedama training,

namely brother Angelo Di Lorenzo. This kokedama activity was attended by 60 people from PKK RW 13, 14 and 15 in Ngampel Hamlet. The results of the kokedama training that were made by each participant were then taken home to their respective homes as decorative plant hangers at home.

5. Greening Village

Greening activities in Gentungan Village are one of the work programs in collaboration with the Solo BPDAS Permanent Nursery. The aim of this activity is to green the land in Gentungan Village which is barren due to cutting down trees, changing the function of the land as a building that needs to be reforested, or empty land that does not yet have green plants around it, as an air freshener (*freshener air*), and as an addition to environmental aesthetics (Umasugi et al, 2021). Submission of seeds is made to the BPDAS Solo Permanent Nursery with a letter that has been approved and signed by the Head of Gentungan Village. The seeds obtained were 60 in number and consisted of 4 types of trees, namely, tabebuaya, soursop, matoa and water guava trees. The selection of trees has been adjusted to the type of environment and conditions of the land to be planted.

The location for tree planting has been approved by the village head and hamlet head, namely the Gentungan Village Government Office area, the Ngampel Hamlet area, Jalan Talut Baru Ngampel, the SDN 02 Gentungan area, and the SDN 03 Gentungan area. Planting was carried out simultaneously on Wednesday, October 23 2024. When planting, the UNS MBKM Grant team was assisted by community members and Gentungan Village officials. It is hoped that this greening activity can help preserve the environment and become a real form of environmental care in Gentungan Village by the UNS MBKM Grants team.

CONCLUSION

Gentungan Village has great potential to develop through community empowerment and management of local potential, especially in the

education, culture and environment-based tourism sectors. Implementation of the MBKM Grant program in this village is a strategic step to encourage strengthening social capital, improving community skills, and introducing the village's potential to the younger generation, encouraging motivation, an active role, and optimizing the local potential of the Gentungan Village community in a sustainable manner.

Various programs have been implemented, ranging from internships at the village office to strengthen understanding of the village government system, kokedama training to empower PKK women, to educational tourism activities based on *outbound* involving elementary school students. Apart from that, the greening program shows a commitment to preserving the environment which is in line with the principles of sustainable education. This effort not only increases community insight into local potential, but also encourages collaboration between various parties, such as village government, educational institutions and local communities. Through integrated and sustainable activities, Gentungan Village is expected to be able to become an independent village with an economy based on community empowerment and environmental preservation.

SUGGESTION

Based on the results of this research, there are several inputs that researchers can convey, including:

1. Tourism Potential Management: Gentungan Village has various promising tourism potentials such as Rumah Educational Tourism and Embung Setumpeng. Village governments and communities need to improve tourism management with better marketing strategies, such as using digital media for promotion and improving tourism supporting infrastructure.
2. Increased Community Involvement: Empowerment programs such as kokedama training and reforestation activities have succeeded in involving residents. However, more programs targeting other community groups, such as the younger generation, can

help create innovation and sustainable management of local potential.

3. Multi-stakeholder Collaboration: Villages can collaborate more closely with various parties, including universities, the private sector and government institutions, to support financing, training and technological innovation in developing village potential.
4. Sustainable Education Program: Development of cultural and environmental insight through village schools must continue. Programs such as the introduction of cultural diversity and education-based tourism *outbound* can be made into an annual activity involving more schools.

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