

# Community Economy Improvement Through Digital Tourism Village in Pabean Udik Village, Indramayu

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## ABSTRACT

*Poverty is a complex issue encompassing multi dimensions such as economic access, social factors, culture, politics and participation in society. Specifically, rural poverty poses a significant challenge to the advancement of development in rural areas. To address the issue, based on the Indramayu Village Development Acceleration (PPDI MBKM) initiative a community service activity was conducted to improve the local economy through the restoration and the management of land or public facilities, particularly the establishments of parks as potential business ventures for the surrounding communities. The activities aimed at creating opportunities for local vendors and entrepreneurs to sell their products and services around the parks. Hopefully, the efforts open diverse business opportunities and contribute to the overall improvement of the rural economy.*

**Keywords:** Indramayu, Pabean Udik, Poverty, rural, PPDI

## 1. INTRODUCTION

In this millennium era, creative and innovative thinking is demanded from teenagers. The short movement of time creates a trend that we follow, ranging from knowledge, education, to creativity in order to produce something new.

Indramayu Regency is located in a geographical position of 107°52' to 108°36' East Longitude (BT) and 6°15' to 6°40' South Latitude (LS). The area of Indramayu Regency is ± 204,011 Ha which is divided into administrative areas of 31 sub-districts and 302 villages. Indramayu District is one of the sub-districts in Indramayu Regency with a coastline of 114 km. Customs Udik is a village that has the largest total population in Indramayu, namely 13,953 people. This happened due to socialization from the Indramayu Health Office regarding the Family Planning (KB) program that had not gone as it should (**Indonesia, 2018**). Based on the monograph source of Pabean Udik Village, it can be seen that 73.01% of the Pabean Udik community make a living as fishermen (**Hidaya, 2017**), 13.88% have a livelihood as Civil Servants and the rest are traders, breeders, craftsmen, art workers, farm laborers and craftsmen. This indicates that the Customs Udik community lives below the poverty line and does not yet have a high quality of education (**Utami & Agustina, 2019**).

Poverty is a multidimensional problem related to the ability to access social, economic, political, cultural, and community participation. One of the complicated problems in developing countries is poverty (**Zartika et al., 2016**).

At the same time, there is a difference in income between the poor and the rich. This causes the level of poverty in rural areas to relatively increase every year. Therefore, the main problem in implementing this development is the relatively high level of poverty in rural areas. The main problem in the process of implementing rural development in Pabean Udik is poverty (**Juliantono & Munandar, 2016**).

Pabean Udik Village is one of a number of villages in Indramayu District. This village is one of the poorest areas with a total decile of 1,504 targeted household heads (**Data Statistik Indramayu, 2018**). The habit of the people who are relatively consumptive and wasteful in managing money for tertiary needs which are not their needs is a factor of poverty that occurs in Pabean Udik Village (**Syamsudhuha et al., 2020**). Even the money used is not from income, but comes from loans to moneylenders, so living expenses also come from borrowed money. To solve this problem (**Purbadi & Baru, 2016**), in 2022, the UPN Veterans Jakarta Faculty of Engineering Service Team and students will carry out community service in Cumi Pabean Udik Village (**Roni Salambue, Fatayat, Evfi Mahdiyah, 2020**). This activity was carried out for 5 days with the aim of beautifying a garden called "Cumi Park".

Based on the results of a survey conducted by the Lecturer Team, in the Customs area of Indramayu Udik there is one location that still looks shabby even though the place has potential if it is managed with good planning. The location is on Jalan Cumi Pabean Udik Village as shown in Figure 1.



**Figure 1. Cumi Village Location Map**

Through this PPDI the Lecturer team is trying to help partners to make the Cumi village area more beautiful. The purpose of this charity program activity is to make the area of the Cumi Block, Pabean Udik, Indramayu more "colorfull". So that the Indramayu Village Development Acceleration program (PPDI MBKM) can help residents of the Pabean Udik Customs, Cumi Village to be able to turn their area into a Tourism Village (**Azriati & Kausar, 2018**). The Indramayu Village Development Acceleration Program (PPDI MBKM) is related to IKU 5, namely the results of activities used by the community (**Dewi, Made Heny Urmila, Chafid Fandeli, 2013**), making the Cumi village area a tourist village location which can be used as a source of income for Cumi Village.

Efforts to be made in the Indramayu Village Development Acceleration (PPDI MBKM) activity to improve the economy of the surrounding community are by utilizing the land which is commonly called "Cumi Park" because it is located on the Cumi road in Pabean Udik Village. By making improvements to the Cumi park, it is that will be able to improve the economy by

developing business places to sell around the park (**Roni Salambue, Fatayat, Evfi Mahdiyah, 2020**). Activities carried out to beautify the Cumi park include making arches, 3D painting, paths, benches, tables, fences, garden decorations (hanging hats and lights), as well as planting elephant grass, medicinal plants and ornamental plants. When the village has been repaired, the garden can then be promoted in the media, so that it can become a new tourist attraction. (**Muhammad, 2016**)

## 2. METHODOLOGY

The activity plan for the Acceleration of Indramayu Village Development (PPDI MBKM) will be carried out for 5 months with the implementation method including, socialization, location survey, provision of Tools and Materials, implementation, promote the location through media social. In this PPDI activity, 10 students were assisted from the Industrial Engineering Study Program and the Electrical Engineering Study Program. Each student has their own duties and responsibilities. In carrying out the activity, the residents of the Cumi village community were also very enthusiastic about helping the team in the activity

### 2.1 Socialization

At this stage, there was a meeting of the team, the village head and the Udik Customs village apparatus. The discussion on this socialization is the program of activities that will be carried out by the team. Figure 2 shown that Pabean Udik apparatus welcomes the desire from the team to effect change in the Cumi village.



**Figure 2. Socialization with team and Pabean Udik Village Apparatus**

### 2.2 Location Survey

After the socialization of the work program is carried out, the next stage is to determine the right place for the implementation of the activity. Discussions held with the village head (Kuwu) resulted in an agreement, namely the Cumi Park was the right place. This location is very appropriate because it is a public facility that is still rundown and not maintained. The initial state of the Cumi Park can be seen in Figure 3.



**Figure 3. Location of Cumi Village**

### **2.3 Provision of Tools and Materials**

The process of purchasing tools and materials is carried out in stages. Tools and materials are purchased as needed to avoid wastage and according to their function in this step. In this step, assisted by local residents to make permanent chairs in the Cumi park, shows in the Figure 4. This chair can be used as a place for discussion between residents.



**Figure 4. Use of materials for the garden**

### **2.4. Implementation**

The Indramayu Village Development Acceleration Activity (PPDI MBKM) in Cumi Park actively involved the community, not only for gentlemen, the ladies of the residents of Cumi Village were also active in helping. Community participation like this is very helpful in activities so that it can encourage personal innovation and encourage the formation of mutual cooperation and cooperation between the lecturer team and indigenous peoples. This collaboration is shown in Figure 5. The community did not hesitate to help plant rambutan trees and help plant various kinds of plants that are beneficial for the family, such as fruits and also medicines.





Figure 5. Collaboration between Teams and society

## 2.5. Media Promotion

This promotion is done in the form of spreading information about the location of the colorful garden in the Cumi garden. Information is carried out through Social Media, Instagram and Youtube specifically to present information about the Cumi Park which will later be managed directly by the relevant government and also the community as shown in figure 6.

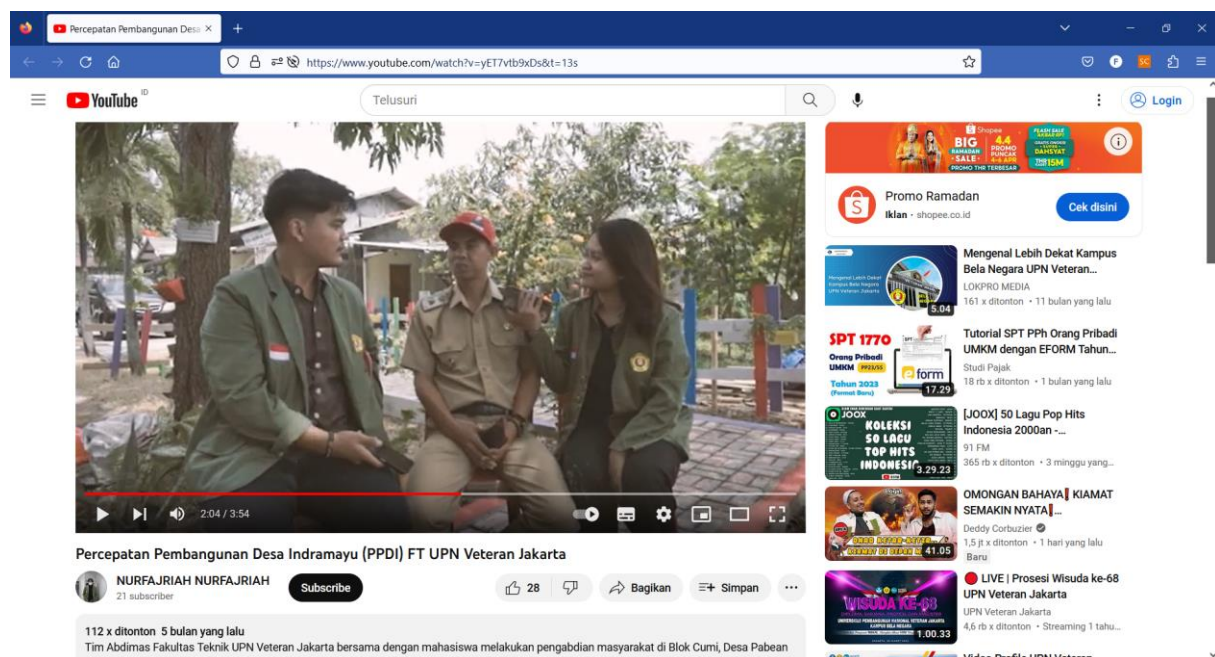


Figure 6. Promotion through online media

## 3. RESULT AND DISCUSSION

The implementation of repairing the park and adding public facilities at the Cumi park was carried out in several stages. The main stage for repairing a Cumi park is purchasing the tools and materials needed to make garden chairs and beautifying garden paths. Materials needed such as paving blocks, sand, cement, bricks. The first thing to do was to move the large stones around the Cumi park to make it easier to install the paving blocks, then measure the paving block installation points and make colorful fences.

The next day the team continued the second phase, starting with making 3D paintings at the entrance to the Cumi park, planting medicinal plant seeds around the garden and installing paving blocks. Apart from decorating the stones with colorful paint, the team also made ornaments out of straws as shown in Figure 7. This was done so that the park looked colorful, bright and could invite people from other villages to visit the Cumi Park.



**Figure 7. Decorating Process**

Figure 8 shows the results of the 3D paintings made by the team, as well as the placement of several hanging decorations, paving block painting which gives a colorful, bright, clean and beautiful impression.



**Figure 8. Cumi Park after implementation**

The last activity carried out was the stage of installing elephant grass on vacant land, so that the park looks more beautiful and not arid. As an appreciation from the community, they held an inauguration ceremony for the Cumi park and conveyed messages and responses from the residents of the Cumi village to the land improvements that had been carried out. The improvement activities at the Cumi Park are seen as being able to provide benefits for the residents of Pabean Udik Village while at the same time increasing the economy of the surrounding community by developing a place to sell businesses around the park as well as inviting visitors from other villages, so that the economy of the Cumi village community can increase.

#### **4. CONCLUSIONS**

From the implementation of this activity, it can be seen that the area of the Cumi Block, Udik Customs, Indramayu has become more "beautiful". So that the Indramayu Village Development Acceleration program (PPDI MBKM) can help residents of the Pabean Udik, Cumi Village to turn their area into a Tourism Village. The Indramayu Village Development Acceleration Program (PPDI MBKM) is related to IKU 5, namely the results of activities that can be used by the community, which aims to make the Cumi village area a tourist village location so that it can become a source of income for society. Mr. Samsul Ma'arip as the Village

Head said that with the implementation of FT UPN Veteran Jakarta, it was very useful for local residents. The results of the community service that is carried out are real and this is what the community needs.

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