

Strengthening Creative Local Human Resources In The Field Of Business Models And Marketing Of Coffee Ecotourism In Sukodono Village, Malang District

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Abstract

Sukodono Village in Malang Regency has diverse resource potential, but faces challenges related to branding and optimizing existing potential. The level of community literacy related to science and technology is still low, affecting the ability to operationalize technology to develop a sustainable coffee ecotourism business model. Making Sukodono Village a successful coffee ecotourism destination requires strategic planning to improve the competitiveness of the area. The level of knowledge and skills of local human resources is still lacking, hampering competitiveness and competence in developing sustainable business and marketing models, particularly in the utilization of digital platforms. Therefore, improving the quality of local human resources in Sukodono Village needs to be encouraged in order to apply modern business models such as the business model canvas. Assistance in community empowerment in Sukodono Village, by developing a more productive coffee ecotourism business model through a business model canvas (BMC), can be a solution to this problem. The development of coffee ecotourism begins with the branding process through existing promotional media, including village layout maps, websites, and regional taglines to increase the popularity of Sukodono Village as a coffee ecotourism destination in Malang Regency.

Keywords: Strengthening of Human Resources; Ecotourism; Business Model

INTRODUCTION

One of the areas in Malang Regency that is also known for its various potential resources is Sukodono Village, Dampit Subdistrict, Malang Regency. In general, the geographical location of Sukodono Village itself is in the highlands in the form of mountains which are producing areas for plantation and agricultural products, so it is not surprising that Sukodono Village has a variety of potentials that can become comparative advantages with other regions. However, in its journey, Sukodono Village itself is not free from various problems, one of which is related to the process of branding the area and optimizing the potential of existing resources. In addition, the level of understanding and/or literacy of the community related to science and technology is also still minimal, which indirectly affects the ability to operate technology and the branding process that can be carried out by the community as well as the development of business models for the sustainability of the village for the sustainability and sustainability of existing coffee ecotourism. Abundant potential will be in vain if there is no careful strategic planning to optimize existing resources.

Making Sukodono Village as one of the coffee ecotourism destinations in Malang Regency itself

needs to start with strategic planning in developing and increasing the competitiveness of the area. One of the important points in planning a strategy to increase competitiveness is to map the potential of the region as development capital and strategies in the implementation process. For this reason, as a form of effort to increase the competitiveness of an area, especially in the tourism sector, it requires the role and good cooperation of all relevant stakeholders, especially in this case from academics in the formulation and determination of policies and / or innovations to develop and optimize the existence of existing ecotourism without leaving local elements.

The development of ecotourism objects also needs to pay attention to the carrying capacity and capacity that exists in tourist objects. Wearing and Neil (1999) state that in relation to tourism activities, the carrying capacity of the environment has three elements that must be considered, namely ecological elements related to the natural environment of tourist destinations; sociocultural, related to the impact of tourism on society and its culture; and facilities related to the needs of tourists.

Furthermore, in order to create sustainable ecotourism, factors such as carrying capacity are needed to be integrated with each other. According to Dimjati (1999), there are several factors that must be considered in planning a tourism site, including tourists, transportation, attractions, service facilities, and information and promotion.

In relation to the information and promotion factor, Sukodono Village still encounters problems with the knowledge and/or skill level of local human resources, which are generally still relatively less competitive and competent in developing sustainable business models and marketing, especially the utilization of existing digital platforms. Therefore, improving the quality of human resources is something that is urgently needed and is a concern for both the Sukodono Village government and the community in developing the coffee ecotourism area in Sukodono Village. It takes the participation of many parties in improving the quality of human resources in the field of ecotourism which can be pursued one of them through intensive training and technical guidance together between stakeholders to provide and improve skills in related fields aimed at village governments, farmer groups, communities, and local youth involved in managing the potential of local natural resources, especially coffee commodities.

Strengthening the capacity of creative local human resources in Sukodono Village must also be encouraged so that they can institutionally apply modern business models such as the application of the business model canvas (BMC). This business strategic model is one of the strategic tools used to describe a business model and illustrate the rationale for how organizations create, deliver, and capture value. This business model canvas can also institutionally be a tool to help an organization or manager see more accurately the look of the business that is being or in the future will be built. Simply put, what is done in the early stages of applying this business model canvas is to turn a complicated business concept into a simple one. The trick is to display on one canvas sheet containing a business plan with nine well-integrated key elements in it covering strategic analysis internally and externally of the company (Osterwalder, 2012).

Based on the background and potential possessed by Sukodono Village, it is necessary to develop and improve each existing resource and of course adapted to the conditions and / or local wisdom. One approach that can be taken to support local development is to strengthen creative local human resources (HR) in the field of business models and coffee ecotourism marketing. For this reason, through this service "Strengthening Creative Local

Human Resources in the Field of Business Models and Marketing of Coffee Ecotourism in Sukodono Village, Malang Regency" there is great hope that it can provide answers and become a problem solving for Sukodono Village in developing its ecotourism potential. The objectives of this service related to Strengthening Creative Local Human Resources in the Field of Business Models and Marketing of Coffee Ecotourism in Sukodono Village, Malang Regency are as follows:

1. Further analyze the condition of coffee ecotourism in Sukodono Village including the role of carrying capacity in developing ecotourism destinations. in developing ecotourism destinations so that in the future sustainable ecotourism is created and oriented towards the welfare of the surrounding community and the problems faced,
2. Increase the competence and/or capability of all parties in the Sukodono Village area, including the village government, farmer groups, communities, and surrounding youth through mentoring and training related to the use of business models (BMC) and marketing strategies (including branding of ecotourism areas, utilization of online media, design, packaging, and so on),
3. Provide recommendations for the development of coffee ecotourism in Sukodono Village.

MATERIAL AND METHOD

Making Dampit District, especially Sukodono Village, a tourist destination, especially ecotourism, can be done in various ways and starts from the basics. First, increasing the competence of local human resources in business models or Business Model Canvas (BMC) is useful as a way to compile and develop a roadmap for the sustainable development of Sukodono village ecotourism.

Second, in terms of marketing or promoting tourism in Sukodono Village, utilizing the development of information and communication technology which is currently growing rapidly and can be accessed by the wider community. With the introduction of village tourism to the wider community, it is hoped that it can attract tourists from outside the region and even abroad to come and visit the tourist village area.

Sukodono Village tourism promotion media can later be done by using social media such as Instagram and improving coffee packaging.

social media such as Instagram and improving existing coffee packaging. The use of social media as a publication media has many advantages, including the breadth of accessibility, can be accessed from anywhere and anytime and by anyone, low cost, ease in the process of future development, as well as the speed and ease of the process of updating content and information therein. This is supported by the fact that the penetration of internet usage in Indonesia is very high according to a survey from the Association of Indonesian Internet Service Providers (APJII) in 2017, namely 54.68% or as many as 143.26 million people in Indonesia use the internet (APJII, 2017).

It is also possible that later strategies will be applied to increase the promotion of Sukodono Village through simple website development where website visibility is by Search Engine Optimization (SEO).

The topic to be raised in this service activity is related to strengthening Human Resources (HR) in the coffee ecotourism area in Sukodono Village, Dampit District, Malang Regency. This can be influenced by various factors, one of which is the community's understanding of the business model (BMC), the level of community literacy in the use of technology as a promotional medium and community knowledge related to how to provide new innovations in developing the potential of the existing area is still minimal. Based on the complexity of the problems raised in this service, the service method chosen is a qualitative method (qualitative analysis). In general, the qualitative method implemented aims to: a) analyze the problems that exist in Sukodono Village in developing a coffee ecotourism area, b) provide guidance and / or training for local communities related to business model (BMM), c) provide training for local communities related to coffee ecotourism, and d) provide training for local communities related to coffee ecotourism. Local communities related to business models (BMC), the use of technology, and creative innovations in ecotourism business and marketing, and c) develop and implement innovations, especially those directly related to the process of branding and promotion of the area so that it is expected to strengthen the competitiveness and/or comparative advantages of Sukodono Village. In the early stages, a qualitative approach was taken to generate a comprehensive understanding of the concept of ecotourism area development, so that the questionnaire instruments developed in the quantitative approach would be stronger in measurement. There are 4 (four) instruments used in the qualitative approach, including: observation,

pictures, videos, interviews and focus group discussions (FGDs).

IMPACT OF ACTIVITIES

Using Petri nets, we were able to graphically represent the components of our system as well as the transitions between states of the system. We also analyzed the dynamic behavior of the systems by examining properties such as liveness (the ability to reach certain states) and boundedness (the restriction on the number of tokens). All of this is extremely useful in system design and simulation, allowing us to test different configurations and control policies before actual implementation.

RESULTS AND DISCUSSION

The implementation of this service began with an opening or speech by the Head of Sukodono Village, Dampit District, Mr. Suharto. Mr. Suharto delivered some remarks about the potential of coffee in Sukodono and hoped that academics from the Faculty of Economics and Business, Universitas Brawijaya would be able to help the Sukodono community to develop the coffee industry. Mr. Suharto also conveyed some of the obstacles experienced by the surrounding community in developing the coffee business, such as related to coffee processing facilities, product packaging and distribution of goods. Next, was the second speech from Mr. Bangun, a representative of the economic section of the Malang Regency Government. Mr. Bangun hoped that this activity would be able to

increase the education and knowledge of the Sukodono community to produce quality coffee that has high selling value. With this potential, it is hoped that the Sukodono community will be more advanced and able to contribute to the economy of Malang Regency.

The next speech was a representative of the FEB UB Service DPP Team, namely Mr. Dias Satria, SE, M.App.Ec, Ph.D. In his remarks, Mr. Dias said that coffee has great potential in the economic development of a region. Therefore, increasing the value added of coffee commodities is important at this time. Mr. Dias also expressed his openness to be able to discuss with the surrounding community in order to participate in advancing the economy of Sukodono Village, Dampit District.



Figure 1: Speech from Sukodono Village Head and Representative of Malang Regency Economic Section



Figure 2. Speech by the Head of the FEB UB Service DPP Team

The next event was an FGD or Forum Group Discussion that discussed the obstacles faced by coffee farmers and entrepreneurs in Sukodono village, Dampit sub-district, Malang Regency. The problems experienced by coffee farmers and entrepreneurs in Sukodono village include:

1) Good coffee processing in order to produce delicious flavors and can attract the interest of the wider community. Sukodono Dampit coffee has been famous for its taste in all corners of Indonesia, even exported abroad. However, this potential is still not maximized due to constraints related to coffee processing. Some tools at the processing site are still limited and not yet able to process coffee optimally. However, with these limitations, Sukodono village is still able to process delicious coffee, albeit in limited quantities. Matters regarding coffee productivity also need to be improved, because some coffee is only harvested 1-2x each year. Therefore, the

participation of several parties is needed in this regard.

2) Attractive packaging of processed coffee products. Besides still having limitations in processing facilities, Sukodono Dampit coffee is also constrained in terms of packaging. Product packaging is still considered simple and lacks selling value. In this case, some of the village's creative people are needed to participate in creating attractive product packaging, so as to increase coffee sales in the Sukodono Dampit area.

3) Infrastructure related to the delivery of coffee produced in Sukodono village. Access to Sukodono village, Dampit sub-district, is quite difficult. It requires at least 2 hours of travel from the center of Malang City. Because of this access, the people of Sukodono village are less able to market their products, due to the relatively expensive shipping costs and the unavailability of expeditions in the village environment. This is certainly a crucial problem for the distribution of coffee from Sukodono village. Some customers from out of town also complained about the high shipping costs.

After obtaining an overview of the problems in the coffee industry in Sukodono village, the FEB UB Service DPP team tried to provide some material related to the solution to these problems. In this service, there were three sessions of material provided by the service team, the first was material on Design Thinking delivered by Mr. Dias Satria, SE, M.App. Ec, Ph.D. This material emphasizes the importance of attractive promotions in order to encourage increased sales of coffee in Sukodono village, Dampit sub-district, Malang Regency. For example, attractive packaging also plays an important role in boosting coffee sales.

The second material was delivered by a student member of the DPP Service Team related to Creative and Digital Strategies in the coffee industry. In this material, several solutions were presented to be able to compete in the creative and coffee industry. One of them is through attractive product packaging that has selling value, as can be seen in the following picture.



Figure 3. Example of Attractive Product Packaging and Selling Value

Several examples of coffee shops that have thrived amidst the intense competition in the coffee industry were also shared. The goal was to motivate participants to create competitive coffee products.



Figure 4. Example of Coffee Industry Development

Here are some steps to grow your coffee business.

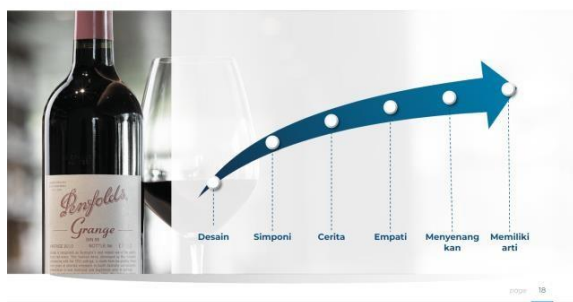


Figure 5. Coffee Business Development Steps

The third material was about how to design attractive product packaging. The participants were taught to use the Canva application as a place to create attractive promotional and packaging designs. Participants were given guidance directly by the DPP Service team students using their respective smartphones. Participants were given tips for combining attractive colors in packaging design. The use of this color also affects how attractive the packaging of a product is. In addition, participants

were also given the task by the team to create an attractive coffee product packaging design. coffee products and get door prizes from the team. Through this activity, new insights have been obtained for participants to design attractive product packaging



Figure 6. Product Packaging Design Using Canva

CONCLUSION and SUGGESTION

Based on the service activities that have been carried out, there are several problems faced by Sukodono residents in developing a coffee business. The problems include: 1) Good coffee processing in order to produce delicious flavors and can attract the interest of the wider community; 2) Attractive packaging of processed coffee products; and 3) Infrastructure related to shipping coffee produced in Sukodono village.

Therefore, the service team offers several solutions to these problems. First, fostering the management of coffee products so that they can compete in the international arena, one of which is by bringing baristas into the team. one of them is by bringing baristas into the team, so that they are able to assess the quality of coffee products.

Second, the service team provides training on packaging coffee products that are attractive and have high selling value. This service activity is expected to be able to provide new insights for Sukodono residents in developing a coffee business.

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