

## Mumbul Park and Lele Village: Tourism and Creative Economy Potential in Bojonegoro Regency

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### ABSTRACT

Kalianyar, Kalirejo and Pacul villages were three villages in the Bojonegoro Regency that have tourism and creative economy potential. Kalianyar Village had Mumbul Park tourist destination, while Kalirejo and Pacul Villages have the potential in the form of community fishponds which can become tourist destinations and producers of catfish. This Strategic Community Service Activity aimed to strengthen facilities and improve community skills in utilising their potential. These community service activities included: 1) Revitalization of Mumbul Park; 2) Training on making souvenirs; 3) Improvement of fish pond and foodstalls facilities; 4) Training on catfish feed from Moringa leaves; 5) Training on making flossed catfish; 6) Improvement of catfish pond facilities and installation of biopores; 7) Catfish cultivation in buckets training; 8) Training on making catfish nuggets and chicken dimsum; 9) Socialization of food diversification and fish-eating movement; 10) Socialization of applications for halal certification.

**Keywords:** *tourism villages; creative economy; improve facilities; food processing training.*

### INTRODUCTION

The development of a country requires optimizing its resources and potential to build the welfare of its citizens. Sustainable development requires community empowerment, a human-centered approach where communities play an important role in the development process, empowering communities to actively participate in the process (Anwas, 2013). Community Empowerment in the context of tourism and the creative economy is an effort to develop tourism and the creative economy on a community basis and involving local residents in the planning and decision-making process. Ultimately, this tourism development effort is expected to have long-term sustainability and be beneficial for the economy and the community environment (Suganda, 2018).

Bojonegoro is one of the districts in East Java which has tourism and creative economy potential, but most of the local people are still not aware of the potential they have. For example, there are three villages in the Bojonegoro area that have potential for tourism and the creative economy, namely Kalianyar, Pacul and Kalirejo villages. Kalianyar Village has the Mumbul Park tourist destination, while Kalirejo and

Pacul Villages have the potential in the form of community fish ponds which can become tourist destinations and producers of catfish. The village said that there was a gap that needed to be filled, namely improving park facilities, catfish ponds and developing the skills of the local community to stimulate the community's economy.

This gap is an opportunity for community empowerment through the Brawijaya University Student Entry to Village (MMD) program in Kalianyar, Kalirejo and Pacul villages. It is hoped that this MMD activity can increase tourism at Mumbul Park in Kalianyar Village, Fishing Educational Tourism in Pacul Village, increase the production of cultivated catfish in Kalirejo Village, increase the skills in making souvenirs in Kalianyar Village, and increase skills in processing catfish in Pacul and Kalirejo Villages. This activity is expected to be in line with the sustainable development goals (SDGs) (Bappenas, 2017), particularly the involvement of village women, equitable village economic growth, and partnerships for village development. By paying attention to the needs of the local community, The Community Service Team planned activities aimed at: 1) Increasing local community

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awareness regarding the potential for tourism and the creative economy in their area; 2) Improving facilities and capabilities to manage the Mumbul Park tourist destination, Kalianyar Village; Pacul Village Fishing and Kalirejo Village Fish Cultivation; 3) Increasing community knowledge and skills in making eye injuries and processing local food products, as well as training in preparation for halal certification; 4) Helping to realize community independence and prosperity based on optimizing community potential so that they are able to utilize and optimize the potential of existing resources.

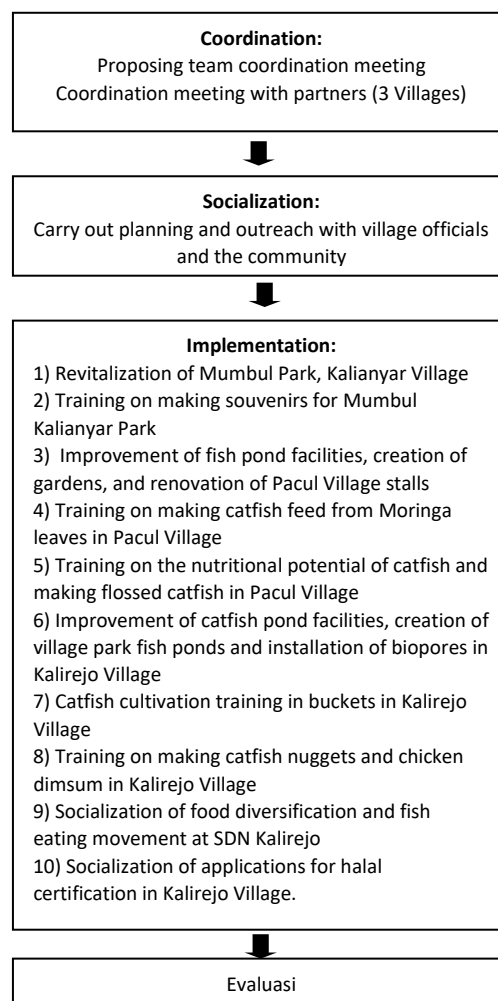
## MATERIAL AND METHOD

This community service activity is part of the Brawijaya University Student Village Development (MMD) program which was carried out simultaneously in 1000 villages (MMD1000D) in the East Java region. The activities reported in this article were carried out in 3 villages in the Bojonegoro Regency area, namely Kalianyar, Pacul and Kalirejo Villages. These three villages were chosen because these villages have tourism and creative economic potential, but were still not fully recognized and optimized by the local community. This community service activity was carried out by a team of MMD lecturers and students, and supported by the local community. This method of implementing community service was divided into four stages, namely 1) coordination; 2) socialization; 3) implementation; and 4) evaluation. The flow chart of the stages of community service can be seen in **Figure 1**.

## RESULT AND DISCUSSION

### 1. Revitalization of Mumbul Park, Kalianyar Village

The MMD1000D activity carried out to revitalize Mumbul Park by targeting the renewal aspect of the Mandiri Family Medicinal Plants Care Park (ASMANTOGA) as part of this Mumbul Park. Asmantoga Park was used as a preliminary project (pilot project) with the hope that in the future there will be sustainable development. The team, assisted by the local community and students, worked together to activate ASMANTOGA into a multifunctional park to meet family needs. In the future stages the program will focus on physical development in Mumbul Park.



**Figure 1.** Flowchart of Community Service Activities

The condition of the park after the service was carried out can be seen in **Figure 2**. The high enthusiasm of the community showed that the community really needs activities and more financial support to restore the potential of the Mumbul Park as a source of community income.



**Figure 2.** Revitalization of Mumbul Park, Kalianyar Village

### 2. Training on making souvenirs for Mumbul Kalianyar Park

In this training, the Community Service Team invited practitioners from Malang State

University to help disseminate knowledge to local residents. Creativity in making souvenirs for a tourist park is very necessary because it can empower the economy of village communities and improve community welfare (Asmi et al, 2019; Wiriatama & Andiani, 2021). The results of making souvenirs from this activity can be seen in **Figure 3**.



**Figure 3.** Training on making souvenirs

The souvenirs produced can be sold online by the community, because selling micro and small medium enterprises products digitally will help the community's economy (Anwar et al, 2023). This is in line with the opinion of Sutrisno (2021) who said that one real effort to help communities escape the impact of the pandemic is to encourage the advancement of the community empowerment sector to support village tourism potential (Gautama et al., 2020).

### **3. Improvement of fish pond facilities, creation of gardens, and renovation of Pacul Village stalls**

This activity was carried out at Mr Lukman's Lala Fishing Pond in Sekartoyo Hamlet, Pacul Village. This activity was carried out through several activities, including: 1) Dredging the bottom of the pond and piling up the sediment at the edge of the pond with the aim of increasing the volume capacity of the pond 2) Construction of the entrance gate to the fishing location 3) Installation of infographics and banners 4) Installation of stakes and directional signs to get to the fishing pond 5) Repair of stalls at the fishing pond location 6 ) Creation of a garden around the pool, and 7) Installation of biopores around the pool.

After identifying the problem and planning, The Community Service Team and Community agreed to clean the area around the pool, create and install 6 pieces of information boards, making and installing gates, making and installing pool barriers, raising the elevation of the area around the pool, deepening the depth of the pool to expand the pool volume capacity, renovating stalls and installing

directional signs to get to the fishing pool tourist area which can be seen in **Figure 4**.



**Figure 4.** Fish pond after revitalization and installation of information board

The output and outcome of this activity was that the community understands tourism potential and would be able to increase tourism potential by building supporting infrastructure for tourism villages in the creative economy sector.

### **4. Training on making catfish feed from Moringa leaves in Pacul Village**

This activity aimed to determine the effect of Moringa leaf flour on the growth of catfish. Feed with optimal protein content can produce maximum growth of catfish. Moringa leaves contain quite high levels of protein and contain Vitamin C which can affect the efficiency of protein utilization. A sample of catfish feed made from Moringa leaves can be seen in **Figure 5**. The average weight of each catfish was around 140 grams, and the total weight of all the catfish was approximately 15 kg. In the first 3 days of the trial, it was discovered that interest in catfish food had increased significantly. After providing feed made from Moringa leaves for 2 weeks, the catfish are ready to be harvested and ready to be consumed.



**Figure 5.** Catfish feed made from Moringa leaves



After conducting a survey, this activity was in accordance with the problems experienced by catfish farmers and provided satisfactory results.

##### 5. Training on the nutritional potential of catfish and making flossed catfish in Pacul Village

This activity was delivered to Women Association (PKK) in Pacul Village with the aim of increasing women's knowledge about the potential of catfish, especially regarding its nutritional content, health benefits and processing forms. The counseling material was delivered by lecturers from the Faculty of Health Sciences, Brawijaya University using the lecture and discussion method for approximately 60 minutes which can be seen in **Figure 6**.



**Figure 6.** Training on the potential of catfish

Measuring the level of knowledge of counseling participants was carried out by giving pre- and post-tests. Increased knowledge is measured by calculating the difference in pre and post test scores. In this activity, there was an increase in participants' knowledge of 33.75 points or the equivalent of 55.1% of the pre-test score. From the analysis of this data, it can be seen that the root cause of the processing of fishery products in Pacul Village was seen from four factors, namely HR (Community Resources) factors, environmental factors, method factors and material factors. The first factor was the human resources of Pacul Village, where the people of Pacul Village have limited knowledge and technology for processing fishery products. Environmental factors are where most of the pond owners in Pacul Village are not managed well, such as pond owners only open daily fishing where if they get fish from the fishing line then the fish was taken home in raw form, the fish should be able to be processed into food like a restaurant concept so that the value sales will be high. Third, the material factor was that fishery products in ponds in Pacul Village are not managed well, namely that fish from ponds would only be marketed to neighbors in raw form so that their selling value was low. Fourth, the method factor in

which processed fish products come from raw fish meat is quite difficult to do because generally raw fish has slippery skin and there are lots of spines so it was difficult to just remove the flesh. Apart from that, fish generally have little meat so making processed products requires a lot of fish. Due to the difficulty of the process of extracting fish meat, the processing process requires quite a bit of time to produce processed products that are ready to eat.

##### 6. Improvement of catfish pond facilities, creation of village park fish ponds and installation of biopores in Kalirejo Village

This activity was carried out by providing assistance in building fish ponds, village gardens and installing biopores in Kalirejo Village which can be seen in **Figure 7**. The initial study aimed to find general information regarding the destination village, especially about the existence of village garden facilities, then continued with discussions between village officials, village communities, and students.



**Figure 7.** Providing assistance and installing infographics to the Kalirejo Village Catfish Pond

The results of the discussion include: the need for a village park, what facilities the community expects, as well as determining the location for the development of the village park. The village garden design was created using AutoCAD software in the form of a 2D drawing. Presentation and submission of design results to village officials as the end of the Village Park Design Work Program activities. The Kalirejo village hall garden was redesigned by adding a fish pond and adding footrests that could be used for therapy, adding plants and grass for greenery and beautifying the Kalirejo village hall garden, repainting. And the addition of white coral stone to beautify the garden. The fish pond is 1.7m long, 1m wide, with a ground elevation of 0.5m. In the fish pond there was a fountain which was useful for filtering and oxygen for the

fish. The materials used to build a pool include red bricks, cement, paint and sand.



**Figure 8.** Socialization of biopore absorption holes

The socialization activity and installation of biopore absorption holes was carried out on Sunday, July 23 2023 at 09.00 at the Kalirejo Village Football Field targeting members of the Perseka Raya Football Club with a total of 15 people, which can be seen in **Figure 8**. The activity started with registration, distributing posters, and continued with socialization delivered by the person in charge of the activity program as the speaker. Before entering the socialization material session, the presenter explained the importance of water and soil conservation efforts through biopore infiltration holes and related to biopore absorption holes which consist of definitions, functions and benefits, tools and materials, manufacturing processes, and maintenance of biopore absorption holes. While delivering socialization material, the person in charge of the activity also carries out direct practice in front of the activity target. After that, it continued with the activity of installing biopore absorption holes by the target of the activity and accompanied by all group members. This activity resulted in 16 biopore absorption holes in the Kalirejo Village Football Field.

### 7. Catfish cultivation training in buckets in Kalirejo Village

This activity is carried out through socialization about catfish cultivation in buckets (BUDIKDAMBER), the benefits of this activity, and procedures for making BUDIKDAMBER. Next, training was carried out by forming 3 teams totaling approximately 12 students.



**Figure 9.** Catfish Training in a Bucket

This training was carried out on the MTs Hidayatul Athfal page which can be seen in **Figure 9**. The material topics presented included; how the aquaponic system works, the nitrogen cycle between fish and plants, BUDIKDAMBER material includes the meaning, advantages, tools needed to make BUDIKDAMBER, procedures for making a prototype, as well as things that need to be considered when caring for BUDIKDAMBER. During the training, students were divided into 3 teams. Each team will be given a BUDIKDAMBER package and 2 companions. Then the speaker will give directions for making BUDIKDAMBER from putting the catfish in the bucket to placing the BUDIKDAMBER.

### 8. Training on making catfish nuggets and chicken dimsum in Kalirejo Village

This training was conducted at the Kalirejo Village Hall with a target audience of women association and community volunteers. The topic of presenting material regarding Appropriate Technology for Processing Food Products, the material was divided into three informative sub-chapters, namely: (1) Explanation of Appropriate Technology, (2) Application in everyday life, (3) Implementation to build a business. Training activities are documented in **Figure 10**.



**Figure 10.** Training on making catfish nuggets and chicken dim sum

Presentation of material was carried out interactively and communicatively. This training covers various aspects, including procedures for using the tool, selecting quality vacuum plastic, as well as preventing things that can damage the product or reduce the effectiveness of the Vacuum Sealer tool.

### 9. Socialization of food diversification and fish eating movement at SDN Kalirejo

Topics for the socialization carried out include the definition and objectives of food diversification and how to implement it, an

explanation of fish in general in terms of its characteristics, the nutritional content of fish which is good for body health, the types of fish that can be consumed and cannot be consumed as well as providing samples of processed fish food. in the form of fish balls. All of this material was presented in a way that was easy to understand and interesting for the target audience: students in Grades 3 and 4 of elementary school.



**Figure 11.** Sosialisasi diversifikasi pangan dan gerakan makan ikan di SDN Kalirejo

#### 10. Socialization of applications for halal certification in Kalirejo Village

The targets of this training were 11 micro and small medium enterprises owners in the Kalirejo Village area. The material provided in this socialization includes a quota for applying for free halal certification prepared by the government, requirements for registering for halal certification, the flow for free halal certification, and contact persons who can be contacted for the process of applying for halal certification.



**Figure 12.** Socialization of applications for halal certification

The result of this socialization was an increase in the average pre-test and post-test scores of participants from 60 to 80. This shows that this socialization activity has an impact on public knowledge regarding the application for halal certification which can be implemented in processed products resulting from community creativity.

#### IMPACT OF ACTIVITIES

This community service activity has a positive impact on increasing community knowledge and skills in encouraging community creativity and strengthening the economy of village communities. In the future, community service activities need to be increased in frequency so that there will be dissemination of knowledge from campus to village so that village residents will be increasingly empowered economically, which will have an impact on their welfare. The people of the three villages really hope that there will be further activities and a sustainable mentoring process so that the downstreaming of knowledge can run smoothly and the dissemination of knowledge to the community can be facilitated by this training program.

#### CONCLUSION

Improving park facilities, fish ponds and skills training such as souvenir making and fish processing are expected to increase tourist attraction and stimulate the local economy. Improvements in fish pond design and facilities as well as training for catfish farmers are expected to increase fish production and increase tourist attraction. Training on appropriate technology for local food processing products and halal certification training is expected to increase the economic value of local food products and improve the community's economy.

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