

Empowerment of Community through the Packaging and Marketing of Agro-tourism in Banjar Kiadan, Pelaga Village, Petang District, Badung Regency

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Abstract KKN-PPM which carried out in Pelaga village, Petang, Badung aims to provide a wide space for local people to organizes and improves the system of management of agro tourism and to increases the participation of local communities in tourism development in Pelaga village through the well – packaging of agro tourism. In order to increase the income of local communities in Pelaga village, it is important to held this community empowerment through the utilization of its potencies, and then package it, as a valuable tourism product as well as to improve the finance and the power sources of those communities, also as a support of the tourism development in Badung. The targets of the activities of KKN – PPM are the agro tourism manager and the young generations of Pelaga village. The approaching models are: 1. Participatory Rural Appraisal (PRA) Model, (2) Entrepreneurship Capacity Building (ECB) Model, (3) Knowledge/Technology Transfer Model. Some activities have been done in KKN – PPM program in Pelaga village, in order to address the various problems of agro – tourism faced by the local communities of Pelaga village, such as: Setting – up a sort of a foundation to manage the agro – tourism in Pelaga village, tour guide training for the local communities, packaging training in how to package the coffee processed products into tourism products, English for tourism courses, and provide the local communities houses as home stays for the tourists.

Keywords: community service, empowerment, agro-tourism, community, tourism.

I INTRODUCTION

The Banjar Kiadan in Pelaga Village is one of the villages in Badung regency incorporated in the village ecotourism network. The Banjar Kiadan in Pelaga Village joined the ecotourism network in 1999. The purpose of the village ecotourism network of Banjar Kiadan in Pelaga Village is to create a strong and powerful local society so that they can play an active role in decision making regarding the spatial planning and the resources policy in order to realize community-based environmental, cultural, social and economic preservation and utilization. The development of ecotourism in Banjar Kiadan of Pelaga Village has a very strategic role in the development of tourism in North Badung. The statement was reinforced through the 2013 Hibah Bersaing research results conducted by I Gusti Ngurah Widyatmaja by interviewing Mr. Made Japa (Chairman of Kiadan Ecotourism Group) who said:

"The ecotourism that Kiadan offers does not change the lifestyle of

its people. The public anxiety about who really get benefits from the glitzy world of tourism does not happen here. We have no investors. The owners and managers of tourism in Kiadan are no other than our citizens, so they do not sell their land excessively as much happen in South Badung. Kiadan has no waterbom or hotel lobby with waiters who are ready to entertain new arrivals with a glass of orange juice. Kiadan only has a cow shed, terraced rice fields, coffee garden, and Wantilan Subak Abian Sari Boga. In this *wantilan* belongs to the community, the tourists who come treated with a cup of loak tea as a welcome drink that cooked in a furnace made of clay, right at the entrance of Wantilan".

The development of tourism conducted in Banjar Kiadan of Pelaga Village has more emphasis on the aspect of an environmental conservation. Based on observations, the use of land for supporting tourism activities is very limited such as accommodation, restaurants, and other tourism support facilities. The development of tourism conducted by local communities in Banjar Kiadan Pelaga Village is more emphasized on the conservation of nature and the empowerment of local communities, where this can be seen

from the maintenance of the authenticity of the natural environment and the life of local society that highlight the authenticity of community life in Banjar Kiadan, Pelaga Village.

Physically, the use of land associated with tourism activities is very limited, because local people are more utilizing their land in agriculture and plantation. This utilization is certainly based on the development of ecotourism that has more emphasis on the authenticity and the beauty of nature in Banjar Kiadan of Pelaga Village that were used as a tourist attraction.

The development of tourism facilities such as hotels, restaurants, villas and other tourism supporting facilities, especially in Banjar Kiadan of Pelaga Village, has no indication yet concerning about the availability of large-scale accommodation facilities because of the tourism development in Banjar Kiadan Pelaga Village is more oriented to small-scale development by providing natural tourism facilities such as the specially designed lodging rooms that are intended for tourists that is located around the resident's houses (homestay). The design of the lodging rooms for tourists is engineered by utilizing local bamboo and wood from Banjar Kiadan in Pelaga Village, so that the design of the rooms and the buildings look very unique and natural. The number of lodging that has been prepared by the manager of ecotourism in Banjar Kiadan of Pelaga Village as many as 9 lodgings scattered in the resident's homes. The appointment of lodging for tourists has been approved by the local village.

Viewed from the aspect of solid and liquid waste management, people of Banjar Kiadan in Pelaga Village has not yet felt the negative impacts imposed by tourism activities, this is due to the lack of intensity of tourist activities in doing tourism activities. So the intensity of the presence of solid or liquid waste is not too much.

The development of tourism in Banjar Kiadan of Pelaga Village began to appear since 2002. Local people began to welcome tourist visits and develop ecotourism activities by exploiting the natural and cultural potential of local communities. The development of tourists visiting Banjar Kiadan Pelaga Village is not as much as tourists visiting other tourism areas in Bali, this is caused by many factors, such as human resources, infrastructure, government role, distance, and excluded from tour packages by some travel agents. The development of the number of tourist visits to Banjar Kiadan in Pelaga Village can be seen in Table 1 below.

TABLE 1.

NUMBER OF TOURIST VISITS TO BANJAR KIADAN IN PELAGA VILLAGE

Year	Number of Visits (people)
2008	167
2009	122
2010	137
2011	202
2012	247

Source: Village Ecotourism Network, 2013

Observing the number of tourist visits in five years (2008 to 2012) to Banjar Kiadan in Pelaga Village in enjoying ecotourism products is certainly very far from expectations. This is certainly become a challenge in improving the quality of products offered, considering the amount of tourism potential that can be packaged and marketed to tourists. Until now the ecotourism activities have not run optimally in Banjar Kiadan Pelaga Village, because of the weak human resources that is related to the entrepreneurship, the understanding of the concept of ecotourism, the lack of skills in processing the results of plantations into attractive tourism products, and the weakness of human resources in managing ecotourism package and in mastering foreign language especially English. In the field of marketing, there are also problems related to the promotion of ecotourism that has not been integrated, so that the production of ecotourism and ecotourism activities are difficult to be marketed due to the unavailability of professional ecotourism management institutions and the marketing distribution system that is not yet established that connects ecotourism package producers and consumers/tourists.

II RESEARCH METHODS

A. *Proposals for Solving Problems*

Based on the explanation of the problems described in the Introduction, it is necessary to make efforts to overcome those problems, some proposals are proposed in the implementation of KKN-PPM program in Banjar Kiadan in Pelaga Village as follows:

- Improvement of an understanding of an entrepreneurship.
- Training for packaging the ecotourism package
- Establishment of the networking of marketing for ecotourism package.
- Technical training for guiding a tour (guiding techniques) for younger generation as local guide cadres who are ready to provide services to any tourist who visits Banjar Kiadan
- An English Language Training for younger generation in Banjar Kiadan
- Provision of residential houses as a place to stay for tourists (home stay).
- Culinary training for women of PKK in order to be able to prepare a serving for tourists who come to Banjar Kiadan.

B. *Methods for Solving Problems*

Looking at the output/results of activities that are going to be achieved, then the method that will be used to overcome the problem related to the packaging of coffee ecotourism in Banjar Kiadan of Pelaga Village can be classified into two, namely the exercising of an existing tourism potential data in Banjar Kiadan of Pelaga Village and community empowerment program. Those outcome

targets can be achieved by performing the following methods: (1) Collecting data through field survey, (2) Empowerment program through counseling, training, and assisting between assistant and target group. The approach model includes: (1) participatory rural appraisal (PRA) model, (2) entrepreneurship capacity building (ECB) model, and (3) knowledge/technology transfer (TT) model.

a. Participatory Rural Appraisal (PRA) Model

PRA model is identical with socio-cultural approach model of society which put forward participative, dialog, communicative, ethics and emic. This PRA is used to determine the direction of development and to solve all the problems that exist. People are always included in all decisions in their territory.

b. Entrepreneurship Capacity Building (ECB) Model

This model is used to improve the entrepreneurship capability of rural communities. Appropriate programs are used through empowerment and mentoring. College parties function as motivators, innovators, facilitators, and communicators.

c. Knowledge/Transfer Technology (TT) Model

The findings of research results and/or other activities from the university are socialized to the public appropriately. Furthermore, organizes training on appropriate technology for various sectors. TT programs include agriculture, livestock, industry, trade and tourism, especially to improve the quality and the quantity continuously.

Some institutions that have been established as partners in the implementation of KKN-PPM Program are: 1) Tourism Travel Bureau (BPW) Kasuri Bali Tours and Travel Inc., 2) Kiadan Ecotourism Group in Banjar Kiadan in Pelaga Village, and 3) The Government of Pelaga Village. These three partner institutions consist of two business groups and one group from the village government agency. BPW Kasuri Bali Tours and Travel Inc. is one of the BPW in Denpasar that actively creates an alternative of tourism packages, such as religious, rural, adventure, and ecotourism tour packages. The characteristics of tour packages offer by BPW to tourists are always have four elements which are something to see, something to do, something to buy, and something to learn. Fields of business/problems to be lifted and completed during the implementation of the KKN-PPM program are the improvement of the quality of tourism-related human resources, the packaging of ecotourism packages in the form of brochures, the marketing of ecotourism packages, and the provision of residential houses as home stay.

C. The Profile of the Target Groups with Potentials/ Problems

The community groups that is strategically targeted

having the potential and problems to overcome and related to this KKN-PPM activity are:

TABLE.2
THE COMMUNITY GROUP TARGETED POTENCIES AND PROBLEMS

No	Target Groups	Potencies	Problems
1.	Kiadan Ecotourism Group	As a manager and executor of ecotourism package activities	Professional management body is not yet established
2.	Young generation	As a manager, packager, and as a guide of ecotourism packages	Weak ability of human resources in tourism and foreign languages (especially English)
4.	Head of Family whose home is used as home stay	A house with natural and unique feel is suitable to be a place to stay for tourists	Less understanding about English and service to tourists in making bed
5.	Women in PKK group	As a local culinary provider served to tourists who visiting Banjar Kiadan of Pelaga Village	Have no knowledge in cleanliness, sanitation and culinary presentation
6.	Tourism stakeholders such as BPW (travel agents), tour guides and hotel and villa entrepreneurs around Banjar Kiadan in Pelaga Village	Marketing Tour Packages in Banjar Kiadan Village Pelaga to tourists	Tourism stakeholders are less familiar with the potential of ecotourism in Banjar Kiadan Pelaga Village

III. TARGET AND OUTCOME

In order to achieve the target and outcome of the KKN-PPM activities implemented in Banjar Kiadan Pelaga Village, the indicators of KKN-PPM product achievement in Banjar Kiadan Pelaga Village are:

- 1) The improvement of the ecotourism product packaging system in Banjar Kiadan Pelaga Village by establishing a more professional ecotourism management body with mission to plan, manage, market and operate ecotourism packages that have been prepared through management training for human resources in Banjar Kiadan Pelaga Village on an on-going basis.
- 2) The increment of the public participation in the process of packaging and marketing the ecotourism packages in Banjar Kiadan of Pelaga Village. Community participation in this case includes the involvement and participation in the management and implementation of operational activities of the ecotourism packages that offer to tourists. Communities are expected to be involved as ecotourism packages guide, home stay provision for tourists, agricultural and plantations land providers for ecotourism attractions, and sell

agricultural and plantation products directly to tourists such as coffee and other processed products.

- 3) The growth of community self-financing and self-help for the development of ecotourism in Banjar Kiadan of Pelaga Village, Petang District, Badung Regency so it becomes better known by tourists.
- 4) The rise in income received by the targeted groups from the packaging of ecotourism products in Banjar Kiadan Village Pelaga, Petang District, Badung Regency.

IV. IMPLEMENTATION METHOD

The method of implementation of the KKN-PPM activities in Banjar Kiadan Pelaga Village to overcome the problem is done through several stages as follows:

A. Preparation and Briefing

The KKN PPM activities are carried out by a committee under the chairman of LPPM Udayana University. The team is coordinated by an executive chairman assisted by two members with competencies in accordance with the proposed theme. In the operation, this activity is coordinated by a field supervisor (DPL) who provides technical guidance to the implementing students in the field. Student recruitment for the KKN PPM participant is done by the executing team by considering the relevance of the student's knowledge to the theme of the activity.

Preparation materials include the collection of various materials and applied science apparatus which will be transferred to the targeted community on KKN PPM. Before going down to the village, students are given a briefing by field supervisors, experts on KKN PPM thematic, and partners. The material of the briefing is as follows:

- 1 An introduction of regional potencies
- 2 The ethics of interaction and socialization with the community
- 3 The technical knowledge related to activities' thematic
 - a. Management of ecotourism attraction
 - b. Agricultural technology
 - c. Tour guide
 - d. Marketing package packaging ecotourism

B. Implementation

- Steps in the form of programs that will be implemented to achieve the expected outcomes of the KKN-PPM theme in Banjar Kiadan Pelaga Village are:
 1. Establish a professional Ecotourism Management Board in Banjar Kiadan Pelaga Village.
 2. Create a formulation of ecotourism packages in the form of brochures to be offered to tourists that include activities; something to see, something to do, something to buy and something to learn.
 3. Preparation of local culinary to support the ecotourism activities.

4. Preparation of resident's house as a place to stay for tourists (home stay).
5. Increasing the competency of human resources in the field of ecotourism services for the targeted group.
6. Creating a distribution channel marketing (distribution channel) for ecotourism package products in Banjar Kiadan Pelaga Village.

- The methods used in empowering targeted groups are:

Methods of data collection were field surveys, and empowerment programs through counseling, training, and mentoring which are regular meetings between assistants and target groups. The approach model includes: (1) participatory rural appraisal (PRA) model, (2) entrepreneurship capacity building (ECB) model, and (3) knowledge/technology transfer (TT) model.

- Operational steps undertaken in this PPK KKN activity include:

1. Management training for prospective managers of ecotourism in Banjar Kiadan Pelaga Village
2. Training for packaging the ecotourism packages intended for the younger generation of villages and ecotourism groups in Banjar Kiadan includes: coffee harvesting tour packages, coffee processing, tracking and out-bound activities.
3. Create and install a name board for the Latin name of the different types of coffee on a group of farmers' land used as ecotourism activities
4. Printing in the form of brochures of various packages of ecotourism packages that have been prepared with community groups.
5. Establish the synergy of distribution of ecotourism marketing to tourists between managers among the Managers, Tourism Travel Bureau (BPW), Guides and Government of Badung Regency.
6. Training of guiding techniques and English for Banjar Kiadan and youth ecotourism groups in Banjar Kiadan Pelaga Village.
7. Train the owners of houses that are used as home stay in terms of organizing bed room (bed making), cleanliness and sanitation to meet tourist standards.
8. Monitoring, Supervision and Evaluation

V. THE ACHIEVED RESULTS

In the implementation of the KKN PPM activities implemented in Pelaga Village has been divided into several sub-fields. To observe some of the activities undertaken in the KKN PPM, associated activities will be described as follows:

A. Physical Infrastructure (PF)

A.1 Making the Name Board for the Latin Name of Coffee

The time of implementation was Tuesday, August 2, 2016, Location: The Coffee Plantation in Banjar Kiadan

(The Tracking Location), Target Group: Tourists (Participants of Tracking), Involved Parties: On-the-job training (KKN) Students, Tracking Managers. Implementation: this activity started at the beginning of the first week of KKN by conducting a survey of the location where the name board will be installed. The next step was proceeding with the design process for the name board for the Latin name. After the design is completed, then the ordering of the name board that took the time approximately 2 days. After the Latin name board is finished, it was brought to and placed at an office. On August 2, 2016, the placement of the name board of the coffee conducted at the tracking location in Banjar Kiadan of Pelaga Village by KKN students along with Mr. Sukadana as the manager of the tracking location. Problems: The tracking location in Banjar Kiadan was difficult to reach by vehicles, so the transport of large name board was rather difficult. In addition, the manager is also difficult to be contacted. Solution: Transportation of the name board for the Latin name is done by walking, along the coffee plantation. About the coordination issues with the managers of tracking location, KKN students have regularly contacted Mr. Sukadana to find the appropriate time. Outcome: The tourists can be recognized the types of *Arabica* and *Robusta* coffee that available in the tracking location along with its characteristics.

A.2 the Drawing of the Tracking Location Map in Banjar Kiadan of Pelaga Village

Time of implementation was on August 3, 2016. The location was at the office of the KKN UNUD in Pelaga Village; tracking location was in Banjar Kiadan. Involved parties were the KKN students and Tracking Site Managers, The implementation in this activity was began with a survey for tracking location in Banjar Kiadan, followed by tracking activities included some students who were accompanied by the managers of tracking location. During the tracking trip, students recorded coordinate points and ecotourism potential that exist along the tracking location using GPS device. Furthermore, the process of reading the coordinates was done by the students in the KKN office and subsequently forming a tracking path. After the path is created, they conducted the design of an interesting tracking map for the tourist. After the map design is completed, it was followed by the printing process at the printing station with the size of 1.5m x 1.2m which will then be framed. Problem: Not all students can operate the GPS and also it took a long time and quite difficult to read the coordinates. Solution: Training for operating the GPS conducted by some students at KKN office which then be tested in the tracking location in Banjar Auman of Pelaga Village before performing the next tracking in Banjar Kiadan Pelaga Village. Many KKN students were giving help in the process of reading the coordinates. Outcome: The tourists can recognize the tracking track that needs to be followed

along with the ecotourism potential contained therein.

A.3 the Making of Banjar Kiadan Ecotourism Brochure

Time of Execution was on August 14, 2016. Location was in the KKN UNUD command-post, Location of Tracking was in Banjar Kiadan. Involved parties were the KKN Student and the manager of the tracking location. Implementation: This activity is carried out after the tracking map is completed and then followed by the process for designing a brochure in accordance with the potential of ecotourism established in the tracking location in Banjar Kiadan of Pelaga Village. Then the brochure printed out with the size of 2x A4 as many as 1000 sheets that will be distributed on August 28, 2016 in several tourism locations available in Badung regency and surrounding areas. Problem: It was difficult to get an idea for designing a brochure and there was no printing station around the location of KKN. Solution: Student was exchanged ideas for designing a brochure and printed out the brochures in printing station in Denpasar. Outcome: Tourists can recognize the potential of ecotourism available in the Tracking Location in Banjar Kiadan of Village Pelaga.

A.4 Procurement of Garbage Bin in the Temple

The time of implementation was in the last week of the KKN implementation. The location was taken in the temples around the Pelaga Village area. There were involved parties including the KKN students and the Village Development Committee (*Kaur Pembangunan*). For the implementation, the activity began with survey for locating the garbage bin and by following the direction of the *Kaur Pembangunan* it then placed in the temple around Pelaga Village. After that, and ordering process of 4 pieces of garbage bins were conducted in the first week of KKN implementation. The process of making the garbage bin took 3 days which then beforehand being placed in the KKN UNUD command-post before it handed over in some temples located in Pelaga Village in the last week of the implementation of KKN. There were some problems have been faced. There is no place for making the garbage bins near the KKN command-post. Solution: An order for the garbage bins can be done in the nearby of Abiansemal area. Outcome: The cleanliness supporting facilities around the temple are more complete.

B. The Production Escalation

B.1 Training on the Latest Innovation of Coffee Plantation Product of Pelaga Village, Training on The Marketing of Plantation Product of Pelaga Village, and Training on The Marketing of Coffee Plantation Product of Pelaga Village

Time of Execution was on Thursday, August 04, 2016 (16:00 pm until 19:00 pm) Location in the hall of SMKN 1 Petang. Target Group: Coffee Farmer Group, PKK Women, General Community, and Youth in Desa Pelaga, and

Students of SMK N 1 Petang. Parties Involved: SMKN 1 Petang, PT. Bali Star Coffee, PT. Bali Bean Coffee, KKN PPM Student of Udayana University, Coffee Farmer Group, PKK Women, Public and Youth in Pelaga Village. Implementation: The committee's preparation started with the hall cleaning and preparing all necessary devices such as wireless microphone, laptop, LCD + projector, registration desk, absent, material and ATK, consumption, and demonstration tools. The event started at 15.00 which were attended by all participants, students and speakers. The event was opened by MC followed by the report of the committee chairman and the speech of the village coordinator who also opened the event due to the absence of the *perbekel* (village leader). After the opening, the event was then continued with the first presentation by Mr. I Ketut Sandi who talked about the Management of Marketing, Distribution and Innovation of Coffee. After the delivery of the presentation, it followed by a discussion session. Discussion sessions went smoothly; both speakers and participants were providing positive feedbacks. After the discussion session, the event was continued with a demonstration session that was exhibited by the KKN PPM XIII Public Health student of Udayana University. The demo was on how to manufacture scrub based coffee and coffee packaging training. After the demonstration session, continued with the second presentation by Ni Wayan Sari Sedana who talked about motivation to be a successful coffee farmer. After that the event closed by awarding certificates to the speakers followed by the join photo session. Then the committee tidied up the meeting place and returned to the KKN PPM XIII Udayana University command-post in Pelaga Village. Problems: the difficulty of raising awareness associated with time management for local communities. Solution: The committee asks attendees to contact their respective colleagues. Outcome: The community is expected to have the latest innovation on the coffee plantation results from Pelaga Village after the training of the latest innovations of coffee.

C. Socio-cultural

C.1 Ecotourism Management Training

The execution time was on Monday, August 1, 2016 (18.00 Wita to 20.30 Wita). The location was take place in the Hall of SMKN 1 Petang. The target group were all *kelian banjar dinas* and the representatives of community leaders in Pelaga Village, Banjar Kiadan ecotourism group. The parties involved including Pelaga Village Officer, Faculty of Tourism of Udayana University, and KKN PPM Student of Udayana University, all of *kelian dinas* and Community Leaders in Pelaga Village, SMK N 1 Petang. The implementation has been done in this programme. Ecotourism Management Training has been well-prepared in advance. The preparation includes the coordination with Perbekel of Pelaga Village about the activities, distributing the invitation letters to all *kelian banjar dinas* of Pelaga

Village. The committee also prepared the building hall of SMKN 1 Petang as a place to do the activity. The committee also sent a letter to the speaker. Two days prior the event, the committee followed-up to the speaker, invitee, and all of *kelian banjar dinas* of Pelaga Village. On the D-day, the event began with the preparation by the committee on the necessary equipment including, room, wireless microphone, laptop, LCD + projector, registration desk, list of attendees, material with seminar kit, food and beverage, and demonstration kit. The event started at 18.00 which was attended by all participants, students and speakers. The event was opened by MC followed by the report of the chairman of committee and the speech given by the village coordinator, then opened by Perbekel of Pelaga Village. After it was opened, the event was continued with the presentation by Dr. I Nyoman Sukma Arida, M.Si. After the delivery of the presentation, then followed by 3 questioners. The discussion sessions went smoothly; both speakers and audiences gave positive feedback. The event closed with the certificates being awarded to the speaker followed by a join photo session. The committee then tidied up the meeting place and returned back to the KKN PPM XIII Universitas Udayana command-post in Pelaga Village. Problems: the low interest of the participants and the late confirmation regarding the speaker. Solution: the committee asks participants to contact their respective colleagues, as well as speaker's quick response. Outcome: the willingness of some *kelian banjar dinas* (the committee board of administrative hamlets) to immediately establish the ecotourism group in their area.

C.2 Ecotourism Management Training

The execution time was on Friday, August 05, 2016 and on Saturday, August 13, 2016 (18:00 pm to 20:30 pm). The location was in the meeting room of *perbekel* of Pelaga Village office. Target group was decided to all representatives of STT (*Sekeha Teruna Teruni*-the youth organization) of *banjar* members in Pelaga Village and representatives of ecotourism-awareness groups of Pelaga Village. The parties are involved Pelaga Village Officer, Faculty of Tourism of Udayana University, KKN PPM Student of Udayana University, representatives of the STT of the *banjar* members in Pelaga Village, the community leaders in Pelaga Village, as well as the representatives of the ecotourism-awareness groups. The implementation for this programme was that Ecotourism Management Training has been well-prepared in advance. The preparation included the coordination to Perbekel of Pelaga Village regarding the activities, the distribution of the invitation letters to all *kelian banjar dinas* of Pelaga Village. The committee was also preparing a meeting room at the *perbekel* of Pelaga Village office, Petang, as the place to do the activity. The committee also sent an invitation letter to the speaker. Two days prior the event, the committee followed-up the speaker's attendance, invitee, and all *kelian*

banjar dinas of Pelaga Village. On the D-day, the event began with the preparation by the committee on the necessary equipment including, room, wireless microphone, laptop, LCD + projector, registration desk, list of attendees, material with seminar kit, food and beverage, and demonstration kit. The event started at 18.00 which were attended by all participants, students and speakers. The event was opened by MC followed by the report of the chairman of committee and the speech given by the village coordinator, and then opened by *Perbekel* of Pelaga Village. During his speech, the *Perbekel* of Pelaga Village asked for this event to be repeated again for the reason of the lack number of participants. On the openings, the event was then continued with the delivery of presentation by Mr. I Putu Sudana. After delivered the presentation, followed by 3 questioners. The discussion sessions went smoothly; both speakers and audiences gave positive feedback. The event closed with the certificates being awarded to the speaker followed by a join photo session. The committee then tidied up the meeting place and returned back to the KKN PPM XIII Universitas Udayana command-post in Pelaga Village.

Similarly to the event held on August 5, 2016, at the Saturday event on August 13, 2016, the number of participants reached the target and the event opened by *Kaur Pembangunan* of Pelaga Village. The event closed with the delivery of certificate awarded to the speaker followed by a join photo session. The committee then tidied up the meeting place and returned back to the KKN PPM XIII Universitas Udayana command-post in Pelaga Village. Problems: the lack number of participants who attended the event since the community has already bored with training activities and the community needs a real action by inviting tourist to the Pelaga Village, where the community assumes that the resources are ready to be executed. Solution: Students tried to coordinate with the Tourism Board for visiting package to the Pelaga Village, and a massive promotion through brochure printing, booklet and social media. Impact: The Tourism-awareness Group actively participating in the promotions together with students.

D. Public Health

The execution time was on Sunday, August 7, 2016 (from 09:00 Wita to 12:00 Wita). Location: Meeting Room in Pelaga Village Building Office. Target group: Plantation Farmers in Pelaga Village, Public Community, Student of SMK N 1 Petang. Parties involved: Pelaga Village Officer, Medical Faculty of Udayana University, KKN PPM Student of Udayana University, Plantation Farmers, SMK N 1 Petang, and Public Society. Implementation: K3 socialization activities have been well-prepared well in advance. The preparation included the coordination to the *perbekel* of Pelaga Village regarding the event, the distribution of invitation letter to all *kelian subak abian* (the leader of irrigation system) of Pelaga Village. The committee also prepared the demonstration facilities (hats,

googles, masks, boots, short-sleeve shirts, gloves, trousers, socks) used for the K3 demonstrations. The committee also sent an invitation letter to the speaker. Two days prior the event, the committee followed-up with the speaker, invitation, and all *kelian subak abian* of Pelaga Village. On the D-day, the event began with the preparation by the committee on the necessary equipment including, room, wireless microphone, laptop, LCD + projector, registration desk, list of attendees, material with seminar kit, food and beverage, and demonstration kit. The event started at 10.00 which were attended by all participants, students and speakers. The event was opened by MC followed by the report of the committee chairman and the speech of the village coordinator who also opened the event due to the absence of the *perbekel*. After the openings, the event was continued with the presentation by Mr. Kerta Duana, SKM, and MPH. After delivery of the presentation followed by three session discussions which every person asking questions. Discussion sessions went smoothly; both speakers and audiences gave positive feedback. After the discussion session, the event continued with demonstration session which was exhibited by KKN PPM XIII Public Health student of Udayana University. During the demonstration session, the speakers once again explained the benefits of the respective APD that was demonstrated. After the demonstration session, the event closed with the delivery of certificate awarded to the speaker and then followed by a join photo session. The committee then tidied up the meeting place and returned back to the KKN PPM XIII Universitas Udayana command-post in Pelaga Village. The problem was lack number of participant. The solution for this problem was the committee asks participants to contact their respective colleagues. Outcome: there was an increase in the understanding of plantation farmers and the general public regarding the concept of K3 and able to implement the K3 in the context of work.

VI. CONCLUSION

The potency in the form of natural and cultural uniqueness in Pelaga Village is desirable to be developed and introduced to tourists so that the rural community receive economic benefits, in the form of additional employment and can increase income, by providing services as local tour guide, culinary providers, providing unique souvenirs of Pelaga Village. The efforts that can be conducted are the development and packaging of an innovative tracking tour packages to attract the number of tourists visiting Pelaga Village and improvement of the quality of supporting human resources. To further develop Pelaga Village, the KKN-PPM Service Team has successfully created a package of rural tourism packages entitled "Tracking Kiadan" where the package has been realized in form of brochure. The realization of the ecotourism package has been preceded by a series of activities such as: 1) the determination of the path of

tracking track (something to see, something to do and something to learn) which will be passed by tourists in the Pelaga Village and its surroundings, 2) Creating a book contains the potency of tourism in Pelaga Village, 3) English training for young generation and village ecotourism managers who are directly involved in serving tourists in doing tourism activities. 4) Training of the guiding technique for youth members who involved as local guides for tourists in doing rural tourism activities 5) Mediating the eco-tourism groups and communities to collaborate with an existing tourism travel bureaus to promote and market travel packages that have been packed, so that tourist visits in Pelaga Village can be sustainable.

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