EMPOWERING AND IMPROVING THE QUALITY OF POTENTIAL VILLAGE RESOURCES IN CANDIWATES

Rita Ambarwati^{1*}, Wildan Alif², Ristha Ochtavia³, Putri Nur Rizki Wijayanti⁴

- 1)Department of Management, Universitas Muhammadiyah Sidoarjo
- ²⁾Department of Law, Universitas Muhammadiyah Sidoarjo
- ³⁾Department of English Education, Universitas Muhammadiyah Sidoarjo
- ⁴⁾Department of Elementary School Teacher Education, Universitas Muhammadiyah Sidoarjo

Article history

Received : 12-05-2023 Revised : 07-12-2023 Accepted : 19-12-2023

*Corresponding author

Rita Ambarwati

Email: ritaambarwati@umsida.ac.id

Abstract

Community service projects in Candiwates Village, Prigen District, were carried out by academics from the Universitas Muhammadiyah Sidoarjo in partnership with the village authority and the cultural office. Exploring the potential of existing resources and long-term community empowerment were critical components in developing the work program for Candiwates Village. The renovation of the Candi Jawi cultural heritage site is one of the activity projects, and the results of this renovation will be utilized to develop facilities contained in the cultural heritage. The method of implementing this community service activity includes the stages of pre-implementation. implementation and evaluation. In addition to promoting the Sapta Pesona features of tourist villages, this community service activity includes socio-cultural, educational, and economic initiatives. This task was completed for one month, beginning on January 16, 2023, and ending on February 16, 2023. The implycations of this community service activity can increase community awareness and cooperation in realizing the development of an advanced and highly competitive tourist village in an integrated manner from the perspective of economic and socio-cultural aspects and educational considerations.

Keywords: Candiwates; Community Service; Sapta Pesona; Tourist Village

© 2024 Some rights reserved

INTRODUCTION

The spread of COVID-19 over the past few years has had a felt effect on various aspects of life, including the economic aspect, which is crucial for society. MSME players carry out business activities on small- to large-scale. All parties have tried to rebuild businesses affected by the COVID-19 pandemic, including the community of MSME players in Candiwates Village. In addition, the number of MSMEs in the village is relatively small, while the potential in Candiwates village is still immense. Candiwates Village has a favorite tourist spot and a village icon, Candi Jawi. This temple is a historical relic that needs to be preserved by Candiwates village. However, many people outside the village still do not know this historical place. The leading actor in the implementation of village development, the most crucial aspect to achieve success in the implementation of village development, requires the participation and

support of human resources. The majority of Candiwates Village residents' livelihoods are engaged in agriculture. The problem that often arises is the need for more employment. The thing that needs to be considered in village development is to make efforts to expand employment opportunities. It can be done by strengthening small businesses and providing credit as capital for business development, especially in the trade sector. The availability of natural resources and a geographical location that supports economic and socio-cultural development make Candiwates Village a potential Village for Tourism Village. Therefore, in 2020 Candiwates Village is focused on developing tourism infrastructure to build the village economy.

In Tri Dharma, higher Education has 3 points which are very influential for the tertiary institution. The three Tri Dharma points are Education, teaching, community service, and research and development.



Muhammadiyah University of Sidoarjo (UMSIDA) holds a mandatory annual activity program, namely a community service program. The community service program is an activity in which the activities carried out by students can help the community carry out various activities in their respective departments, and in the process of helping, students do not expect compensation in any form. The community service activities carried out in 2023 are different from the previous year. The community service program was previously carried out in each student's area and was not allowed to stay overnight due to the COVID-19 outbreak (Churaez et al., 2020). In 2023, students will be divided into Pacet, Trawas, Pandaan, and Prigen regions; in each area, students will be divided into 50 groups with each village that has been determined. In the community service activity program, good cooperation is needed with the village government, local community, and universities to carry out the program successfully.

The community service activity program aims to enable students to learn new experiences regarding dealing with or identifying all kinds of problems that exist within the community (Wolo et al., 2020). Community service activities can also increase community needs in science, technology, and art. Implementation in this field to the real life of society can be directly taken from curriculum material obtained in lecture activities carried out previously. In

the community service program implemented by Muhammadiyah Sidoarjo University, there are 4 divisions: the education division, Sapta Pesona, MSME, and socio-culture. The theme given by the Muhammadiyah University of Sidoarjo to the community service activities in 2023 is "Streaming Local Potential Towards A Sustainable Sapta Pesona Village". In accordance with the theme given by the campus, the activities carried out by this community service group focus on Sapta Pesonaeven, though the community service activities are divided into various kinds. These are Education, Socio-Cultural, MSME, and Sapta Pesona. In addition to preparing students to be ready physically and mentally. This community service activity is a forum for students to train in soft skills that they have and do not have so that they are always ready to face tertiary institutions; these types of soft skills include: (1) piety to God Almighty; (2) anti-corruption; (3) tolerance; (4) discipline (Kurnia et al., 2020).

IMPLEMENTATION METHOD

Community service activities are implemented in Candiwates Village, Prigen District, Pasuruan Regency, East Java Province. This activity was carried out for one month, from January 16, 2023 to February 16 2023. The main target of this community service activity is the icon in Candiwates village, namely Candi Jawi. It includes the activities of the Sapta

Table 1. Community service program

Indicator	Pre-Programs	Post-Programs
Educational	Local primary school children	Elementary school pupils demonstrate en-
Programs	demonstrate a limited compre-	hanced comprehension of educational con-
	hension of mathematics and English	cepts when provided with tangible learning aids
	studies.	and an environment that fosters engagement
	The educational programs offered	through gamification. Private tutoring provides
	at PAUD and TPQ	valuable assistance in helping youngsters better understand their academic subjects.
MSME Programs	The establishment of a user account	Almost all MSME players have understood how
	to initiate an online retail platform	to promote digitally through digital marketing
	inside the marketplace dedicated to	training and business license processing.
	MSMEs.	
	The subject of interest pertains to the	
	acquisition of a Certificate of Home	
Socio-Cultural	Industry Food Production (SPP-IRT) Training in batik, dance and	The present study focuses on the cleaning and
Programs	karawtitan	management practices implemented in the
rrograms	Karawinan	Candi Jawi tourism sector. The pupils
		comprehend culture more deeply and actively
		endeavor to safeguard its integrity.
	Cleaning and management of the	The Candi Jawi's site exhibits exceptional natural
	Candi Jawi tourism area The	beauty, offering picturesque settings ideal for
	students understand more about	capturing photographs. Furthermore, the
	culture and try to preserve it.	temple plays a crucial role in preserving and
		promoting local traditional arts.

Pesona aspect, better known as the Village tour. In addition, several aspects are the next target: MSME, Education, and Socio-Cultural. With this, we use a qualitative method to help community service in Candiwates Village (Table 1). The qualitative service activities method is the collection of oral or written descriptive data where the data is generated from the observations of the people being observed. This qualitative research aims to explain the phenomenon in depth through collection. This activity is carried out through several stages, namely preimplementation, implementation, and evaluation

Pre-implementation begins with observing the potential and opportunities of the work program to be implemented in Candiwates Village, Observation is a data collection tool carried out by systematically observing and recording things in the village. At this observation stage, group 07 students made direct observations at the location of Candiwates Village to discover several types of problems that hinder development and the potential in the aspects of Sapta Pesona, MSME, Education and Socio-Cultural for the future. After the observation activities were completed, the design of a work program plan prepared by group 07 students was continued. This second stage is the interview, which is often referred to as the interview stage. This stage means a stage or method carried out by collecting data through a question and answering directly with the source. This stage is carried out orally, in which the interviewer will ask an oral question the resource person will answer. In the documentation stage, this is a form of data collection that is quite easy. Documentation of community service activities is very important, as archives and evidence of reports are carried out during community service activities in Candiwates Village.

The second stage is the implementation of activities in the form of three work programs, namely Education, MSMEs, and socio-culture. The education work program includes assisting learning activities both in formal and informal Education, such as mentoring in schools around the village, assisting TPQ learning, and private lessons. The MSME work program includes training in e-commerce technology and forming a culinary MSME business group. The social aspect of the work program includes waste bank activities and toddler and elderly posyandu. The cultural aspect consists of dance, gamelan, and batik training. Activities for Sapta Pesona include painting, cleaning, and making many photo spots.

Furthermore, the last stage is evaluation. The evaluation was carried out by mapping the short-comings and strengths of the activities. If there are shortcomings, follow up by making improvements through the government and the involvement of the

local village community. The service implementation time is one month, starting from the preparation, implementation and evaluation stages.

RESULT AND DISCUSSION Educational Programs

This formal education teaching is an assistance program from a community service group in Candiwates Village (Awalludin & Ulfah, 2021). In Education, this service activity was carried out from January 24 to February 1, 2023. After going through several stages of surveys and interviews, students in the Education sector decided to do community service or mentoring at SDN Candiwates I, tutoring local children and teaching at two TPQs, namely Wonosalam and Bulakombo hamlets. The teaching of formal Education is a program of assistance from a community service group in Candiwates Village. While at SDN Candiwates I, students gave several questions about the school. We interviewed Mrs. Agustiningrum, the Principal of SDN Candiwates I, who provided some information about the school regarding the condition of the school, such as the lack of class facilities, there were still several classes that are using chalkboards, there were no fans in every class, and many more and the conditions of the students at that time.



Fig. 1. Educational program activities

This Education is divided into several students who will accompany and teach the lower grades, namely grades 1A, 1B and 2. Students accompany

students to study for one week but not only teach but also provide media that can be used in learning so students do not get bored during the process. Learn how to teach (Nanda et al., 2020). Activities at SDN Candiwates I every Monday are always carried out with morning ceremonial activities, followed by teaching and learning activities. On Tuesdays, Wednesdays, Thursdays, and Saturdays, there are always morning exercises attended by all students, teachers, and fellow students with different songs and movements every day, then continue with teaching and learning activities. On Friday, the school always holds a joint istighosah, attended by all school members and continues with learning activities (Fig. 1).

While we were teaching, we learned some of the weaknesses of each student, namely, the average grade 1 student was still not fluent in calculating addition and subtraction and was still hesitant to answer and write, which tended to be slow. Moreover, grade 2 students have weaknesses, namely, not being fluent in calculating multiplication and division. On the other hand, there are disadvantages; there are advantages that students have, namely, students have a high enthusiasm for learning, they are very enthusiastic and pay attention to students who teach in class, and they dare to try and are not afraid of being wrong in answering guesses given by students in Thematic lessons (counting) as well as English, students are very curious and self-confident (Raga et al., 2022).

Students in the field of Education provide "Number Dice" teaching aids for grade 2 students as teaching aids that help them make it easier to count randomly and practice concentration when running the props. The results obtained in this lesson are the enthusiasm of the very high students and the sense of responsibility to count according to the number of dice played by the teacher. On the last day at school, the teachers were very enthusiastic and moved the students because they gave a very warm and impressive closing by giving the impression of a message from the principal, teachers and students of SDN Candiwates I, as well as giving souvenirs for SDN Candiwates I (Dariyo, 2023). Another activity of Education is the dedication to early childhood education (PAUD) starting on January 26-27 and February 3-4, 2023. In the teaching program at Ledoktani PAUD, the learning process at PAUD places more emphasis on learning while playing because they cannot receive direct and more theoretical learning at that age. However, light learning will follow each game, such as guessing the alphabet and numbers coloring. Learning activities for children aged 2 years are learning activities that are easy to remember and carried out every day, such as being introduced to various shapes, colors, animals, and fruits. Several learning methods are applied in early childhood

learning, including playing, storytelling, singing, and field trip methods. By the time they are 2 years old, children can usually participate in the early childhood program because there they will learn many things that support the process of developing their brains, for example, fishing from straws and thread to become a fishing rod. The goal is to train children's motor and sensory skills. The teaching programs were in TPQ Wonosalam and Bulakombo students. In teaching TPQ, it starts on January 27-February 10, 2023; this is only taken every Monday, Wednesday and Friday. It can be seen in Figures 8 and 9 that there are very many female students who take part in learning at TPQ and are very enthusiastic, but the teaching staff at each TPQ, both in Wonosalam and Bulakombo are very limited. Therefore, we help the teaching staff at each TPQ to teach according to what the previous TPQ educators taught. It includes:

- Learning igro along with the makharijul letters, the Qur'an, and its tajwid.
- 2. Daily prayer learning
- 3. Book Study

After studying for several weeks, the progress made by the students was that they were very enthusiastic about learning, they had a passion for learning and had a better willingness to learn in the future. This development can be seen in daily activities, where there are levels of insight and others. The next program is the Education program, private tutoring, which has been mutually agreed upon between all community service group members and all village officials concerned, which this program is held in the second week. The main objective of this program is to carry out programs ranging from participation planning to forming committees based on the principle of, by, and for the community, to mobilize local children in carrying out activities (Aliyyah et al., 2021). This program is carried out at the post where the community service group students live every Monday, Wednesday and Thursday from 18.00 to 21.00 with the guidance of the students for the children. Students who take part in community service function as volunteers in teaching children together. The students of the community service program acting as mentors in private tutoring activities. In this session, the children gathered at the command post to take part in private tutoring activities. Students who take private lessons have the status of elementary school and madrasah primary school students from various classes. In this first meeting, students from the community service program assisted in doing assignments for students taking private lessons. It is known that there are many lags in learning faced by students due to less effective learning. The focus of concern is the children's lack of fluency in counting. There are

several lessons taught by community service students, including:

- a. Learning mathematics (subtraction, addition, multiplication and division) along with how to count
- b. Learning to read and write foreign languages
- c. Learning to read and writing

MSME Programs

In the MSME field, this service activity was carried out from January 26 to February 2 2023, and before this work program, the MSME field students conducted several surveys and interviewed several MSME actors in Candiwates village. We decided to do service to the doll industry in Blembem Candiwates hamlet. Also, for the herbal medicine community in Patuk Candiwates hamlet (Fig. 2), several fellow students explained some of the work plans that we would carry out, one of which was branding, packaging, and also making banners for the herbal medicine community (Putri et al., 2023). While at the MSME of dolls in the Blembem hamlet, which has the name "Toko Sri Rejeki", fellow students conducted interviews with the MSME, whose name is Mrs.. Sri; she also explained the process of making dolls. Not only that, he also taught us to make our own dolls, starting from drawing patterns on cloth, cutting patterns, combining patterns so that they can be sewn, then leaving patterns on the sides to be filled with dacron and closing them again by sewing. The tools needed are scissors, hot glue and a needle/sewing machine, then the materials needed are thread, nylex cloth, velboa cloth, rasfur fur cloth, dacron, and eye ornaments.



Fig. 2. MSME program activities

As the doll Industry owner, Mrs. Sri could not produce her own dolls. She has several employees who help her to make dolls, from drawing patterns to making dolls. The employees who work are mostly people from around the house. Many housewives come to work by bringing the materials and sewing them at home, but when they are about to fill the dolls with dacron, they must fill them at the production house if Mrs. Sri herself cannot produce dolls in large quantities because her energy cannot

be pressed. The amount produced by her employees was more than that of Mrs. Sri (Mucharomma et al., 2023).

Mrs. Ita also carried out the marketing process as the child of Mrs. Sri. Mrs. Ita did product marketing through social media, namely WhatsApp and only when there were exhibitions. This doll product is not in the shopee yet. Therefore, we can only help market this product through social media such as WhatsApp and Instagram. Also, we market through e-commerce, namely Shopee, and then the Shopee account will be taken over by the mother (Masita & Sumantri, 2023). This doll product is also sold in the Cheng-Ho Mosque area. However, the seller only took goods from Mrs. Sri's home industry and resold them at a slightly higher price. Many people take goods for resale from Ibu Sri's home industry. These sellers not only sell in the Cheng-ho area but also in their home area or open a shop. The work for the MSME was carried out in about 4 days, from the 26th to the 29th of January 2023.

The following day, the students also carried out the work program for community service for herbs, rice kencur, and turmeric asem, which Ms. Yayuk owned. Previously, we also interviewed her about the obstacles she had experienced while manufacturing and marketing herbal medicine. He said there may not be any problems in the manufacture of herbal medicine because it is quite easy to manufacture. Even though her marketing is still not widespread, the herbal medicine produced by Mrs. Yayuk already has a logo and brand name, namely "Jamu Putri", because she has received a permit letter (PIRT). He also said that the herbal products he had wanted to be assisted in online marketing, such as being registered with GoFood so that his products would become more widely known and his sales would increase. Fellow MSME students registered their herbal products on GoFood, and we also taught them how to use the application, starting from registration, such as filling in their name, email, and password, and completing business data. Furthermore, we also taught them how to receive orders until the order was complete. We also helped make him a banner to put up in front of the house so that drivers would find it easier to find (Puspita et al., 2023). The next day, we also learned how to make herbal turmeric tamarind. The ingredients used are quite simple: turmeric, tamarind, sugar and benzoate. This herbal product owned by Mrs. Yayuk can last for about a week in the refrigerator because the ingredients used in making herbal medicine are all fresh. The price is quite cheap, around 5000 rupiahs. It is packaged in a 500 ml bottle and is given a sticker on the packaging. Not only herbs, Mrs. Yayuk also produces dry food such as banana chips, macaroni, etc. We also help Mrs. Yayuk pack dry food there

because she does not yet have employees to assist in packing dry food. However, she also said that she wanted employees to help her soon because her orders were quite busy, especially before the holidays. The lesson we got was to learn how to make dolls and jamu (Elvina, 2019).

Socio-Cultural Programs

We were given direct training by Mas Jati, and he gave direct training on one way of making batik. On social matters, students who carry out community service activities assisted by the Jawi Dusun Youth Organization (Tiger in the community service group in Candiwates Village) carry out social and cultural activities. Activities in the social sector include garbage banks, toddlers and elderly Posyandu. Cultural aspects, namely dance, gamelan, and batik (Hanim et al., 2023). On January 29, 2023, community service group students participated in dance and gamelan training activities. Dance training activities were carried out at Mr. Solekhan's studio and were trained by Ms. Retno, while Ki Erwin trained gamelan training as a cultural heritage in Candiwates Village. The students were very enthusiastic about participating in dance and gamelan training activities because it was a new experience for students carrying out community service activities (Fig. 3).

Mr. Soim, Mas Olink, and Mas Jati supervised this batik activity. He accompanies students participating in community service activities in batik training to get to know one type of Indonesian culture. He explained several types of batik, namely written batik and printed batik (Pripas). We carry out Garbage Bank activities where we help collect garbage in every resident's house to be weighed and remanaged by the waste bank (Anitasari et al., 2023). Other social activities carried out by our group are helping local residents in carrying out posyandu activities (Fig. 3). Posyandu was held 2 times at different times and places, the first posyandu was held on January 21 in front of the rented house occupied by our group. This is the first Posyandu whose activities target toddlers who want to get good health services. The Posyandu activities were assisted by community service group students, they were very enthusiastic in helping the Posyandu activities (Tanlain et al., 2021). The second posyandu activity was held on February 5 at the Candi Wates village hall. This second Posyandu activity is different from the first Posyandu, the difference is that this second Posyandu targets the elderly, not toddlers (Wuryantoro et al., 2023).

Pesona consists of security, order, cleanliness, beauty, coolness, friendliness, and memories (Thamdzir et al., 2023). Sapta Pesona, managed by our group in the village of Candi Wates, is the Candi Jawi tourist area. Candi Jawi is a temple built around

the 13th century where the temple is a relic from the Singasari kingdom. Candi Jawi is at the foot of Mount Welirang in Candiwates Village, Prigen, Pasuruan, East Java. Candi Jawi was founded on the orders of the Singasari kingdom's last king, King Kartanegara, as a place of worship for Shiva-Buddhist people. Candi Jawi was built on a fairly large area measuring 40x60 square meters and made of andesite stone. The temple has a height of about 24.5 meters, 14.2 meters long and 9.5 meters wide. The Sapta Pesona division managed by our community service group, is located in the Candi Jawi area (Azzahra et al., 2023).



Fig. 3. Socio-cultural program activities

Candi Jawi area has a potential that can be further developed. The intended potential is like having a large enough vacant land to develop several parts of the Candi Jawi. The first thing we did was paint the bridge with a bamboo concept pattern to blend in with the Candi Jawi and the surrounding nature, using this concept so that tourists would be comfortable with Indonesian culture (Latifah et al., 2023). The second concept we developed was the importance of planting, which will beautify the Candi Jawi. The plant we used was

the cryptantus plant, and the ancestor of the Candi Jawi was very fond of this plant. Our last concept is to utilize wood and bamboo plates in Candi Jawi to remind tourists that temple culture and other cultures must be protected and preserved, as well as to make it easier for tourists to take photos around the temple and the spots that we have developed (Hanim et al., 2023).

Evaluation

Community service activities in Candiwates Village, Pasuruan Regency, have been successful in accordance with the planned programs. A test was administered after the community service activity to assess the knowledge acquired throughout the activity since its commencement in the first week. The provided questions encompass the knowledge acquired throughout the learning sessions. Overall, the scores generated by the participants were undeniably satisfactory. Despite some bad scores from one participant, the learning experience is still not fully optimized.

Nevertheless, when considering the average value exceeding 85, the performance is commendable, particularly given the short duration of the learning period, which spans only 20 days. The participants displayed a high level of passion in their desire to ascertain their scores, indicating a strong interest in assessing their accomplishments throughout the learning exercises. An indicator of success and a positive outcome for the community service activity team is the heightened passion and interest of children in the area towards educational activities. One way to acknowledge the significance of Education is through self-directed learning, collaborative learning, or studying under the guidance of a mentor. The community education activity team provides tactful and nuanced assistance while refraining from employing harsh behavior towards children.

One of the programs successfully carried out was training in e-commerce technology and the formation of a culinary MSME business group; the positive effects were felt through the formation of this business group. Through this business group, MSME owners can help each other between members and from legality, it will facilitate the funding process and the process of applying for assistance from the government. The formation of a business group for MSME owners was one business group named the "Bougenvile" Women's Cooperative. This joint business group has 15 members consisting of a group leader, secretary, treasurer, bookkeeper and members (Fig. 2). The Head of Candiwates Village approved the establishment of this joint business group. In addition, establishing this group is a legality that can be used in various ways. This legality is deemed necessary, especially since the assistance provided by the

government is currently given to institutions or business groups that have registered legality. With the formation of this group, it is hoped that all group members can help each other develop their businesses, both in the manufacturing process, which is carried out together in one place, and the marketing process. The women who own MSMEs have been officially registered with the village institution, so they will receive special attention from the village later in empowering micro-enterprises in their government area. In addition, the training results conducted by the craftswomen have been uploaded on various promotional media with the help of relatives; as many as 15 of these ingke craftsmen have been actively promoting through Facebook and Instagram. During the evaluation conducted by the service team during the 2-month visit, the sales of MSME owners began to increase even though it was not drastically sharp, an increase of up to 15% compared to before the training was given. This community service also received appreciation from various parties, such as religious leaders and traditional leaders, as well as from the Taman Sari village institution, permitting it to form, which is also the legality of the business group. Some of the obstacles faced in forming this group included doubts from group members. They were worried that if they entered the group, then the customers they had would later be taken by other group members, so competition grose in the group. and the initial dues that members would issue were considered heavy by prospective members. The obstacles that arise can be resolved by providing an understanding of the governance of a business group so that there is no competition in a group, and the first dues issued are not burdensome for group members. Legality is very important in a business activity; with this legality, all business activities will be officially registered, making matters relating to proposals for applying for funds to government agencies more accessible (Juliasty, 2009). It is hoped that this achievement can continue to be improved and maintained, but it requires efforts from many parties related to MSMEs, both from the community and the government.

The other community service program is a socio-cultural program. The presence of a trash bank greatly aids inhabitants in waste management, hence offering economic advantages. Posyandu initiatives can enhance the health consciousness of the rural community, particularly among mothers and children. Education regarding self-sustained health maintenance and vaccination initiatives significantly enhances individuals' productivity and fosters a proactive approach toward illness prevention. After the implementation of cleaning initiatives and new amenities, the number of local tourist trips to Candi Jawi witnessed a significant surge of around 20%,

resulting in a cleaner and more aesthetically pleasing environment. The picturesque landscape and refreshing atmosphere surrounding Candi Jawi provide guests with a heightened sense of ease, allowing them to appreciate the scenic vistas fully.

CONCLUSION

This community service program was implemented from January 17 to February 16 2023 in Candiwates Village, Prigen District, Pasuruan Regency. The work programs carried out by our group are very diverse, and the work programs refer to the divisions that have been determined by the campus, namely the Education, socio-cultural, MSME, and Sapta Pesona divisions. In the education division, our group works together by providing service and mentoring at SDN Candiwates I, providing study guidance to local children and reciting at two TPQ, namely Wonosalam and Bulakombo hamlets. In the MSME division, our group is doing community service, working with the "Sri Rejeki" doll home industry in the Blembem hamlet, Candiwates village. We are branding on the Shopee application and the MSME herbal medicine "Jamu Putri" in the Patuk hamlet, Candiwates village. In the socio-cultural division, students carry out community service activities assisted by the Jawi Dusun Youth Organization. Sapta Pesona, managed by our group in the village of Candi Wates, is the Candi Jawi tourist area.

The digital marketing training program provided to artisans has successfully promoted their products through social media. Of the 15 artisans, 91% successfully sold their products using social media and online marketplaces. In addition, this service has successfully formed a collective business group consisting of 15 members. The formation of the business group has been successfully established, resulting in 90% smooth progress throughout the activities. The community engagement team will continue to monitor the progress of the aforementioned business group by conducting regular visits over a period of three months to ensure that the business group operates in accordance with the expected standards. This is done with the aim of ensuring the sustainability of the community engagement program. The next PKM activity can be expanded to target PKM partners with different themes, such as digital literacy for the Pauruan region. Other sociocultural programs, ilmmediately following the implementation of cleaning programs and additional amenities, the local tourist journeys to Candi Jawi experienced a substantial increase of approximately 20%, leading to a cleaner and more beautiful environment.

Community service activities encounter numerous challenges and constraints in educating the local population and engaging them in diverse work programs within this initiative. Engaging in forthcoming community service endeavors might enhance team members' ability to cultivate more meaningful relationships with the community. Improving connection with the village community can be achieved through intensified socialization efforts and engaging team members in regular village labor programs.

ACKNOWLEDGMENT

The authors acknowledge the financial support of Universitas Muhammadiyah Sidoarjo.

DAFTAR PUSTAKA

- Aliyyah, R. R., Rahmawati, Septriyani, W., Safitri, J., & Ramadhan, S. N. P. (2021). Kuliah Kerja Nyata: Pengabdian Kepada Masyarakat Melalui Kegiatan Pendampingan Pendidikan. *JMM (Jurnal Masyarakat Mandiri)*, 5(2), 663–676. https://journal.ummat.ac.id/index.php/jmm/article/view/4122
- Anitasari, M. E., Widiyatmoko, W., Kholis, R. N., Septiani, A. D., Cendani, E. W., Febriani, F. S., Triwahyuningsih, E., Rahmawati, N. F., Wulandari, E., Pangestu, A., Wibowo, H. S., & Wirawan, F. A. (2023). Sosialisasi Pengelolaan Limbah Sampah Serta Pengenalan Bank. Karunia: Jurnal Hasil Pengabdian Masyarakat Indonesia, 2(1), 48–52. https://journal.unimaramni.ac.id/index.php/Karunia/article/view/554
- Awalludin, S. A., & Ulfah, S. (2021). Pengembangan Desa Binaan Dengan Kuliah Kerja Nyata Pendidikan (KKN-DIK) Menuju Masyarakat Yang Mencerdaskan , Mencerahkan , dan Berkemajuan. Solma, 10(1), 127– 136.
 - https://journal.uhamka.ac.id/index.php/solma/article/view/5380
- Azzahra, S. M., Rukmi, W. I., & Sari, K. E. (2023). Konsep Penataan Fasilitas Pariwisata di Kawasan Cagar Budaya Singosari. *Jurnal Planning for Urban Region* and Environment, 12(0341), 109–120. https://purejournal.ub.ac.id/index.php/pure/article/ view/480
- Churaez, F. I., Ramadani, R., Firmansyah, R., Mahmudah, S. N., & Ramli, S. W. (2020). Pembuatan Dan Penyemprotan Disinfektan: Kegiatan Kkn Edisi Covid-19 Di Desa Bringin, Malang. Sinergi: Jurnal Pengabdian, 2, 50–55. https://journal.ummat.ac.id/index.php/JSPU/article/view/2485
- Dariyo, A. (2023). Kuliah Kerja Nyata Tematik sebagai Penguatan Pendidikan Karakter Resiliensi Mahasiswa. Jurnal Ilmu Pendidikan (JIP) STKIP Kusuma Negara, 14(2), 177–185. https://doi.org/10.37640/jip.v14i2.1547
- Elvina, E. (2019). Pengaruh Penggunaan Media Sosial Terhadap Pengembangan Usaha Kecil Menengah (UKM). Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen), 2(1), 106–118. https://doi.org/10.36987/ecobi.v2i1.722
- Hanim, B., Putri, L. A., Aulia, R., Amalia, L., Dzikri, M. H., & Hakiki, V. Y. (2023). Optimalisasi Program Pencegahan Stunting dan Penataan Masyarakat Guna

- Mewujudkan Keluarga Berkualitas oleh Mahasiswa KKn-T Stikes Payung Negeri di Kelurahan Pesisir. *Jurnal Pendidikan Tambusai*, 7(1), 266–269. https://jptam.org/index.php/jptam/article/view/5289
- Juliasty, S. (2009). Cerdas Mendapatkan dan Mengelola Modal Usaha. PT Balai Pustaka (Persero). https://books.google.co.id/books?id=F4h7DQAAQB
- Kurnia, M., Jaya, I., Jalil, A. R., Arya, N., Samsuddin, Ilham, M., Fikrang, Ashari, M., Kasruddin, N.A, N., A.J, E., F.R.R, B., S, N., Fajar, Zulfikar, M., R, T., R, U., Zulfikar, M.P, B., ... A, R. (2020). KKN Tematik Pemberdayaan Masyarakat melalui Penerapan Teknologi Untuk Peningkatan Taraf Hidup Masyarakat Di Kecamatan Pulau Sembilan Kabupaten Sinjai. Jurnal Pengabdian Masyarakat Hasanuddin (JPMH), 1(1), 1–9. https://journal.unhas.ac.id/index.php/jpmh/article/view/9579
- Latifah, W., Seruni, F. P., & Nengsih, W. (2023). Desensitization Techniques to Reduce the Trauma Impact of Social Media Victims from Bullying. *Jurnal Al-Irsyad: Jurnal Bimbingan Konseling Islam*, 4(2), 171–186. https://doi.org/10.24952/bki.v4i2.5431
- Masita, T. E., & Sumantri, P. E. (2023). Pemanfaatan Media Daring bagi UMKN Desa Padaherang di Era 4.0. WIKUACITYA: Jurnal Pengabdian Kepada Masyarakat, 02(01), 109–115. https://wikuacitya.unwiku.ac.id/index.php/wikuacitya/article/view/71
- Mucharomma, L., Arifin, L. I., Ekananda, E. J., & Ardiansyah, T. Y. (2023). Pengenalan E-Commerce Terhadap Umkm Desa. CONSCILIENCE: Jurnal Penelitian Dan Pengabdian Masyarakat, 1(1), 16–21. https://doi.org/10.30587/jc.v1i1.5278
- Nanda, D. W., Ulva, R., & Andiyanto. (2020). Pelatihan Kewirausahaan Membangun Motivasi Berwirausaha dan Keterampilan Berwirausaha di Sekolah Tinggi Ilmu Ekonomi Indragiri (STIE-I) Rengat. VALUES: Jurnal Pengabdian Kepada Masyarakat, 2(1), 16–23. https://journal.stieindragiri.ac.id/index.php/values/ar ticle/view/163
- Puspita, D., Leni Anggraeni, Andri Ardiansyah, Danny Rahmatullah, Miftahurrofiq Asid-Qi, Komariyah, & Khoirul Asrori. (2023). Sosialisasi Strategi Pemasaran

- Produk Melalui Media Sosial bagi Pelaku UMKM. Journal Of Indonesian Social Society (JISS), 1(1), 07–10. https://doi.org/10.59435/jiss.v1i1.20
- Putri, Y. M., Rahmawati, S., & Permai, V. N. (2023). Peran Mahasiswa Kuliah Kerja Nyata dalam Pemulihan Ekonomi di Desa Ngaglik: Study tentang Pemulihan Ekonomi pada UMKM Jamur Krispi Mak Rin. *Jurnal Nusantara Mengabdi*, 2(2), 87–97. https://doi.org/10.35912/jnm.v2i2.1720
- Raga, A. E. D., Ngguna, F. K., Siwu, I. M. A., Padji, M. F. D., Piranyawa, R. F., Palabu, M. U. D., Pada, A. M., Rihi, M. K., Anamila, Y., Rangga, V. M., & Enda, R. R. H. (2022). Kuliah Kerja Nyata Tematik Peningkatan Kualitas Masyarakat Bidang Pendidikan, Pertanian Dan Kemasyarakatan Di Desa Praibakul, Kecamatan Haharu, Sumba Timur. SWARNA: Jurnal Pengabdian Kepada Masyarakat, 1(3), 150–158. https://doi.org/10.55681/swarna.v1i3.88
- Tanlain, I. P., Santoso, E., Helwend, R. M. N., Saamangun, C., Resusun, D. E., & Leiwakabessy, T. F. F. (2021). Skrining Penyakit Tidak Menular Pada Lansia di Kelurahan Uritetu. PATTIMURA MENGABDI (Jurnal Pengabdian Kepada Masyarakat), 1(1), 83–87. https://ojs3.unpatti.ac.id/index.php/pattimurameng abdi/article/view/4825
- Thamdzir, M., Dailami, D., & Sianivar, B. (2023). Pelatihan sadar wisata masyarakat desa wisata pandang tak jemu kampung bakau serip kelurahan sambau kecamatan nongsa kota batam. *Jurnal Keker Wisata*, 1(1), 87–98. https://doi.org/10.59193/jkw.v1i1.69
- Wolo, D., Ngapa, Y. S. D., & Hariyanti, M. L. (2020). Pengabdian Kkn-Mandiri Desa Golo Wuas Kabupaten Manggarai Timur. *Mitra Mahajana: Jurnal* Pengabdian Masyarakat, 1(1), 24–31. https://doi.org/10.37478/mahajana.y1i1.715
- Wuryantoro, W., Kholilurrahman, K., Ainnaya, K., Deep, B. G., Khatimah, H., Putri, A. M. R., Hariyadi, A. N., Putra, M., Tasya, D. P., & Zainuri, M. Y. (2023). Upaya Penanggulangan Stunting Melalui Sosialisasi Dan Edukasi Pola Hidup Sehat Didesa Sukaraja Kecamatan Jerowaru. Jurnal Ilmiah Abdi Mas TPB Unram, 5(1), 25–30. https://www.abdimastpb.unram.ac.id/index.php/A MTPB/article/view/126