

ASSET-BASED COMMUNITY DEVELOPMENT BASIC TRAINING TO INCREASE COMMUNITY ECONOMY IN DUKUH DEMPOK VILLAGE, WULUHAN DISTRICT, JEMBER REGENCY

Riyanto Setiawan Suharsono ¹, Risa Martha Muliawati ², Ayu Widia Lestari ³,
Pratiwi Dwi Libriana ⁴

Universitas Muhammadiyah Jember, Jawa Timur

Email: ^{1*} riyantosetiawan@unmuhjember.ac.id

Abstract

The understanding of MSME business actors in Dukuh Dempok Village, Wuluhan District, Jember Regency regarding Asset-Based Community Development is still very minimal. The biggest strength in supporting the welfare of the community is the potential within oneself, the community has been born, lives, and develops so that it has assets. Assets can also come from the surrounding natural conditions and potential. These potentials can certainly be used as assets in a community empowerment strategy. The economic condition of the people in Dukuh Dempok Village, Wuluhan District, Jember Regency is expected to improve with this Asset-Based Community Development strategy. The natural wealth owned by Dukuh Dempok Village, if supported by the strength of Human Resources, can turn a village into a Tourism Village that is busy being visited by tourists. This dedication is expected to bring the results of the existing assets in the development of Dukuh Dempok Village as a Tourism Village which includes human assets, natural assets, economic assets, social assets, physical assets, cultural assets, and spiritual assets. The methods of this service activity are seminars, practices, discussions, and follow-up in the application of Asset-Based Community Development. Community service activities were carried out at the Dukuh Dempok Village Hall, Wuluhan District, Jember Regency. 24 participants attended, consisting of MSMEs, BUMDes, and the community. The participants enthusiastically took part in the seminar. The seminar activities ran smoothly during the implementation. It is hoped that the participants will be able to further develop their business potential and existing potential in the village so that they can get out of various problems, including problems of improving living standards and socio-economic problems.

Keywords: Asset-Based Community Development, Dukuh Dempok Village, MSME

INTRODUCTION

The condition of the people of Dukuh Dempok Village, Wuluhan District, Jember Regency, who are entering the new normal era, is classified as low and can be categorized as poor. This is reflected in the approximately 5,000 residents of Dukuh Dempok Village, Wuluhan District, who are recipients of the Integrated Social Welfare Fund (DTKS).

Most business actors in Dukuh Dempok Village are Micro, Small, and Medium Enterprises (MSMEs) where the amount of capital is limited. This limitation is because MSME actors in Dukuh Dempok Village, Wuluhan District have a limited financing network and business network. UMKM actors in Dukuh Dempok Village do not have sufficient knowledge in utilizing existing technology for product marketing. The condition of MSME Partners in Dukuh Dempok Village is due to MSME actors still not relying on technology in marketing.

Efforts to improve the community's economy can be carried out using the concept of Asset Based Community Development or the designation 'ABCD' which is one of the strategies in carrying out community development. In the concept of empowerment, the community that is the target of empowerment is no longer referred to as a group that is weak and does not have any potential. Society is seen as a group that has the potential to be able to get out of various problems, including problems of improving living standards, and socio-economic.

Basic training on Asset Based Community Development is expected to increase self-sufficiency and increase people's income to increase welfare, including regional income. Asset ownership tested is human resources, institutions, associations and organizations, physical, natural resources, financial/economic opportunity, and social. It is hoped that various assets owned by Dukuh Dempok Village, Wuluhan District, Jember Regency can be developed as a food-self-sufficient village in an effort to increase the income of the village community.

IMPLEMENTATION METHOD

The implementation of community service activities is carried out using the seminar or workshop method, practice, and discussion as well as follow-up after the implementation of the seminar or workshop. Community service activities were carried out at the Dukuh Dempok Village Hall, Wuluhan District, Jember Regency. The systematic implementation of this service activity is as follows:

1) Seminar / Workshop Method

Communities and MSMEs in Dukuh Dempok Village, Wuluhan District, Jember Regency are given science and technology knowledge by IT experts/experts related to Basic Asset Based Community Development Training to improve the local community's economy and also to increase sales and marketing and increase the competitiveness of MSME business products in Dukuh Dempok Village, Wuluhan District, Jember Regency.

2) Practice Method

MSME actors in Dukuh Dempok Village, Wuluhan District, Jember Regency practice Basic Asset Based Community Development Training owned by business actors.

3) Discussion Method

MSMEs in Dukuh Dempok Village, Wuluhan District, Jember Regency were allowed to ask directly IT experts/experts regarding Basic Asset Based Community Development Training regarding the problems that are likely to be faced by business actors.

4) Follow-Up Method

Communities and MSMEs in Dukuh Dempok Village, Wuluhan District, Jember Regency are given post-training and seminar guidance to ensure that business actors can absorb

knowledge related to Asset Based Community Development to improve the community's economy.

RESULTS AND DISCUSSION

The socialization of this Community Service Program was carried out for the community and MSME business actors in Dukuh Dempok Village, Kec. Wuluhan, Jember which is registered at the local village office. Community service related to Asset Based Community Development can be useful in developing the Economy of Dukuh Dempok Village based on local wisdom which has an impact on increasing product sales and marketing activities and the competitiveness of MSME businesses in Dukuh Dempok Village, Kec. Wulun, Jember.

The results of discussions with the village head and his staff formulated that Dukuh Dempok Village has the potential to become a tourism village. This potential can be seen from the Gumuk Watu Tourism which is managed by the Dukuh Dempok BUMDes. Gumuk Watu Tourism has its charm because it is an educational tour.

The next stage is a seminar regarding the community service activity program by providing an initial understanding of how the Village Asset Development process works. There were 24 participants who attended, consisting of MSMEs, BUMDes and the community. Speakers from the Muhammadiyah University of Jember namely Dr. Riyanto Setiawan Suharsono, gave a review of Asset Based Community Development, which means an approach to village community development. How to bring out the potential within oneself, the potential in the surrounding environment, the potential in the community so as to bring out the potential of the village as a whole.



Figure 1. The speaker gave the Socialization of Asset Based Community Development

Source: Data Processed, 2023

The next stage is carrying out practices, discussions and questions and answers with MSME actors in Dukuh Dempok Village, Kec. Wuluhan, Jember regarding the problems faced related to Asset Based Community Development. The discussion in Figure 2 resulted in an

understanding by MSME actors regarding the right way to develop their own potential and village potential to increase the selling power of village assets owned.



Figure 2. Communities and MSME Business Actors in Dukuh Dempok Village

Source: Data Processed, 2023

The material given to MSMEs in Dukuh Dempok Village is provided in the form of PowerPoint (PPT) with various attractive displays so it doesn't seem boring. The enthusiasm of MSME actors is needed so that they can immediately apply it in the business activities they carry out.

In Figure 3, you can see the tourism potential in Gumuk Watu, Dukuh Dempok Village. This tour in Gumuk Watu offers crystal fruit picking, sliced oranges, and fruit vegetables to visiting tourists. Only at Rp. 8.000,-/kg visitors can enjoy crystal fruit directly on site. As for sliced oranges, the price is Rp. 12,000/kg. The tourist spot also provides a swimming pool as a place to swim for children and adults. In addition, visitors can also enjoy the beauty of the sunset in the afternoon. Agricultural and plantation businesses in Gumuk Watu Tourist Attractions are a valuable asset in the development of Dukuh Dempok Village.



Figure 3. Gumuk Watu Tourist Attractions, Dukuh Dempok Village

Source: <https://liburanyuk.co.id>

The last stage is to carry out the follow-up stage, where the presenters will ensure that MSME actors can transfer the knowledge provided so that closer interaction with MSME actors is needed. Relations with MSME business actors after the service activities will continue to find out the progress achieved.

CONCLUSION

Understanding of MSME business actors in Dukuh Dempok Village, Kec. Wuluhan, Jember regarding Asset Based Community Development is still very minimal. Continuous training is needed to provide insight into MSME actors in developing Village Assets. The condition of MSME actors after receiving Asset Based Community Development training is expected to be able to further develop their business potential and the potential that exists in the village.

REFERENCES

- Ahmad, Munawar. (2007). Asset Based Communities Development (ABCD): Tipologi KKN Partisipatif UIN Sunan Kalijaga. *Jurnal Aplikasi Ilmuilmu Agama*, 3(2).
- Muhtar. (2012). Pengembangan Masyarakat dengan memanfaatkan aset lokal. *Jurnal Sosiokonsepia*, 17(1).
- Purwastuty, Ida. (2018). Pemberdayaan Keluarga Miskin Melalui Aset Komunitas. *Jurnal Mimbar Kesejahteraan Sosial*, 1.
- Rozaki, Abdur. 2015. Pengembangan Masyarakat Berbasis Aset. IRE.
- Widyaningsih, Heni. (2019). Pemberdayaan Masyarakat Dalam Pengembangan Desa Wisata Dan Implikasinya Terhadap Sosial Budaya Di Desa Sendangagung, Minggir, Sleman. *Journal of Indonesian Tourism, Hospitality and Recreation*, 2(1).