



INCREASING KNOWLEDGE OF ENTREPRENEURSHIP, MARKETING, AND CHSE AS THE DEVELOPMENT OF PINGETOURISM VILLAGE MARGA DISTRICT, TABANAN, REGENCY, BALI

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Article Info

Article history:

Received Oct 02, 2022

Revised Nov 15, 2022

Accepted Nov 29, 2022

Keywords:

CHSE,
Entrepreneurship,
Training, Marketing and
Assistance

ABSTRACT

The Community Partnership Program (PKM) for Entrepreneurship, Marketing & CHSE Training and Assistance was carried out in Pinge Tourism Village, Tabanan, Bali which is located in Marga District, Tabanan Regency, Bali. The problems of the Entrepreneurship, Marketing & CHSE Training and Assistance group found that (1) Entrepreneurship was not yet available, for the pinge indigenous people (2) Marketing had not been integrated so that it could be used as a promotion for the Pinge tourism village (3) there was no center for creating interesting content regarding cultural promotion, agricultural production, and tourism. (4) There is no CHSE assistance and training in the village sector as well as procurement of facilities and materials to fulfill CHSE. To overcome this problem, the people of Pinge Tourism Village, Tabanan, Bali need a solution in the form of a PKM program in the form of the following activities: (1). Socialization of Entrepreneurship Training and Assistance, Marketing & CHSE, (2). Integrating marketing programs in a tourism village program in the form of flyers and digital marketing such as IG and FB, (3). Making promotional media (content) as digital marketing materials, and (4). CHSE assistance and training in the village sector as well as procurement of facilities and materials to fulfill the CHSE. The target achievements of PKM activities are: (1) Partners are able to have entrepreneurship knowledge > 80%, (2) Partners have marketing knowledge > 80%, (3). Partners are able to create Digital marketing content, which is applied to Instagram media, Facebook by > 50 %. (4) Partners implement CHSE according to standards and meet > 80% of self-assessment standards. PKM is designed with stages of activities which include: entrepreneurship training with business plan material, marketing training, creation of marketing promotional media (content) and procurement of facilities and materials to meet CHSE, materials for CHSE, CHSE training, CHSE independent assessment assistance. The PKM proposal is in line with one of the focuses of community service in 2022, namely tourism, specifically the development of tourism human resources who are qualified and ready to support quality tourism in accordance with the strategy of the Ministry of Tourism and Creative Economy. PKM also supports one of the leading fields of research and community service at Dhyana Pura University, namely harmonized tourism. This PKM supports the Main Performance Indicators of Higher Education: students gain experience off campus (IKU 2), lecturers engage in off-campus activities (IKU 3), and PKM activities are used as team project-based and case-based learning materials (IKU 7). The mandatory output of PKM is as a Synaptek speaker at Undhira. Additional outputs include articles in the Community Empowerment Journal (SINTA 4), publications in online media, and video publications on YouTube. This PKM program will be carried out by 3 Dhyana Pura University lecturers and involve 2 students. The implementation period is 1 year with a budget from Dhyana Pura University of IDR.

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1. INTRODUCTION

One of the provinces in Indonesia that has developed its tourism activities is Bali which is well known throughout the world. Besides having natural beauty, Bali is also rich in traditional and cultural values. The beauty of nature and cultural preservation in Bali for the benefit of tourism are combined with the role of traditional villages/pakraman villages as strength for local communities. [1] [2] Bali Province is the main sector for tourism development in Indonesia, one of the regencies in Bali that has begun to actively develop the tourism sector is Tabanan Regency. [3].

Tabanan Regency is one of the nine regencies/cities in Bali, besides being an agricultural area it also has considerable tourism potential to be developed [4] both in terms of its natural beauty and in terms of its cultural arts it has taken root in society based on the philosophy of religion. Hindus [5]. Based on the explanation above, our service team proposes PKM Entrepreneurship Training and Assistance, Marketing & CHSE to LPPM Undhira to develop the Pinge Tourism village, Marga, Tabanan Bali. Below is a picture 1. The Service Team talks with the Chairperson of the Pinge customary Pokdarwis Mr. I Made Jadrayasa (in the middle) one of which discusses forms of entrepreneurship, marketing, Bumbung Gebyog as Religious or Cultural tourism.



Figure 1. The Service Team discusses with the Chairperson of the Pinge adat Pokdarwis, Mr. I Made Jadrayasa

The economic structure of the Pinge Tourism Village, Tabanan, Bali is still an agrarian pattern which focuses on the agricultural sector, this is supported by the use of agricultural land which still has a portion that is spread as much as 85% of the total village land use, also around 80% of the livelihoods of the population depend on this sector. agriculture. In the agricultural sector, the commodity that stands out as the prima donna or mainstay is coffee. Several economic sectors that are classified as Economic Base besides the agricultural sector are: (1) Agro Tourism, (2) Nature Tourism, (3) Cultural/Religious Tourism, (4) Culinary Tourism and, (5) Agro-Hulticultural Market [6]. It is hoped that this will have a positive impact on the economic development of the Pinge Traditional Village as a whole. Below is picture 2. The natural atmosphere and the houses of the people in the Pinge Traditional Village are clean and very beautiful.



Figure 2. Natural atmosphere and residents' houses in Pinge Traditional Village, Marga, Tabanan Bali



Pinge Tourism Village, Tabanan, Bali is currently being promoted as a tourism village [7] [8] and several tourism supporting businesses have developed (Figure 3. Is a photo of the Pinge Village nameplate), including the following:

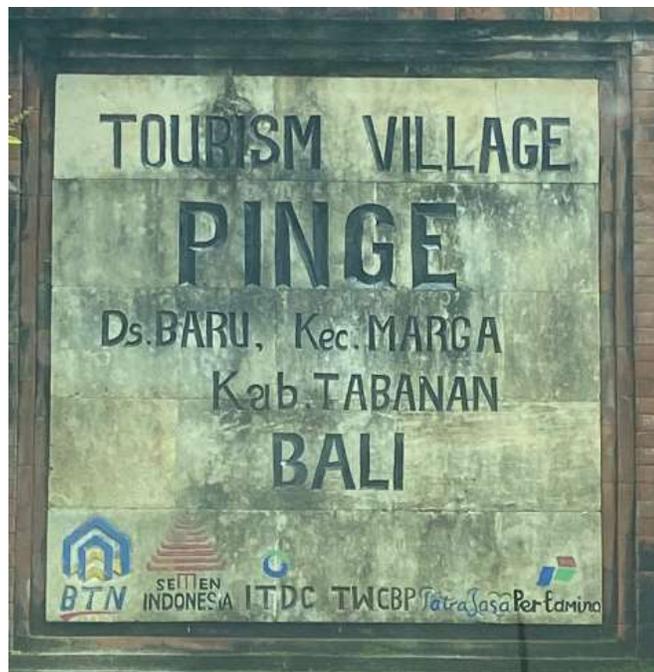


Figure 3. Nameplate of Pinge Tourism Village, Marga, Tabanan, Bali.

Agropolitan Plantation

Coffee plants are one of the agricultural products in the village of Pinge, Marga. Coffee plants in Pinge village reach 470 hectares and we often hear about Marga coffee, especially people outside Bali who often hear about the deliciousness of Marga coffee from Pinge village [9]. The delicious taste of Marga coffee is none other than the result of traditional cultivation using only organic fertilizers and pest control without the use of pesticides. This agropolitan plantation tour not only produces coffee, but the process of coffee processing can be witnessed by visitors who come to Pinge village, from the coffee logs to the coffee beans. [10] [11].

Pinge Tourism Village, Tabanan, Bali not only has agropolitan tourism but also has other tourism as follows [12]:

Natural tourism

Nature tourism in the Pinge traditional village is in the form of tracking trails in hilly areas through coffee plantations, orange groves, and tourists can pick coffee berries which have their own impression [13] [14]. Figure 4 below is where the service team conducted observations, discussions and initial interviews with problems.



Figure 4. Interview with Agung Ngurah Arimbawa as Pokdarwis manager at Pinge Tabanan Village, Bali

Culinary tour

Tours available at Pinge Tourism Village, Tabanan, Bali are culinary tours at Pinge Banjar. Where the community based on existing groups prepares culinary delights for tourists. Tourists can try these traditional cakes, they will be very impressed because they are unique and delicious. [15]

Cultural or Religious Tourism

In addition to this culinary tour, there is also Cultural or Religious Tourism and the village of Pinge has a Dance Studio, namely Bumbung Gebyog which will hold a Piodalan ceremony at the temple by performing the traditional Pinge dance which may not be commercialized. However, the accessories for the Bumbung Gebyog dance are still worn out and need updating.

Agro-Hulticultural Market

In addition to the superior plants mentioned above, in the Pinge Tourism Village, Tabanan, Bali, there are also other agricultural products [16]. To facilitate the large number of agricultural products, the local village government provides a gathering place for local residents to sell their agricultural products. Other agricultural products are vegetables and fruits. Tourists can take advantage of this Agro-Hulticultural market location to get fresh vegetables and fruits at farmer's prices [17] [18].

Problem Analysis

Overall, the manager of the tourist attraction of Pinge Tourism Village, Tabanan, Bali is experiencing entrepreneurial, marketing problems which can be seen from the minimal level of visits, and accessibility problems due to the distance Pinge Tourism Village, Tabanan, Bali which is quite far from Denpasar City Center then far from tourist centers that are usually visited by tourists make the Pinge area, Marga not many visitors. It is believed that this problem can be overcome by providing online brochures in the form of digital marketing consisting of IG, FB, social media [19], and flyers (manually). Overnight tour packages have had a direct impact on increasing demand for home stay rooms and culinary delights because the domino effect of many tourist visits makes home stays and culinary delights increasingly crowded [20] [21].

The initial interview conducted by the Undhira Service Team regarding training for the Pinge tourism village, Marga was that there was still a lack of entrepreneurial knowledge, marketing and use of social media.[22]. When viewed from the business potential, the problem being faced is the lack of knowledge about making a business plan. When viewed from the human resource indicators, it can be concluded that the village has sufficient human resources for marketing development [23], [24]. When viewed from the Cleanliness, Health, Safety, Environmental Sustainability indicators, it appears that this village does not yet have hygiene and sanitation standards. When viewed from accessibility, this village has the advantage of being passed by national roads between provinces, but the location of this village is quite far from the center of Denpasar City.

The identification of the problems that have been carried out concludes that (1) Entrepreneurship is not yet available, for the Pinge indigenous people (2) They do not have marketing knowledge to be used as a promotion for the Pinge tourism village (3) There is no interesting content creation regarding cultural promotion, via Instagram and Facebook. (4) There is no CHSE assistance and training as well as procurement of facilities and materials to fulfill CHSE.

To overcome this problem, the people of Pinge Tourism Village, Tabanan, Bali need a solution in the form of a PKM program in the form of the following activities:

(1). Socialization of Entrepreneurship Training and Assistance, Marketing & CHSE, (2). Marketing knowledge training in a tourism village program, (3). Making promotional media (content) as digital marketing materials such as IG and FB, (4). CHSE assistance and training in the village sector as well as procurement of facilities and materials to fulfill the CHSE.

Problem Solution

The sustainability of the Tourism Village can be determined by the ability of the Tourism Village community to maintain a system of community involvement in entrepreneurship, and the ability of the community to market their business and respond to the business potential of Pinge Tourism Village, Tabanan, Bali to develop and preserve it.

Below, a solution will be explained that will be carried out by the service team in Pinge Marga Village, Tabanan Bali as follows:

(1) . Socialization of Entrepreneurship Training and Assistance, Marketing & CHSE
Entrepreneurship Training and Assistance

The service team will socialize in advance to the Pokdarwis of the Pinge Traditional Village regarding the plans that will be implemented in the Pinge Traditional Village, Marga, Tabanan. After that, entrepreneurship, marketing and CHSE training will be conducted.

(2) . Marketing training.



Marketing Training and Assistance

The Service Team provided outreach to Pokdarwis about marketing knowledge and trained Pokdarwis about marketing Pinge Traditional Village, Marga, Tabanan.

(3) . Training and creation of promotional media (content) as digital materials

Table 1. Problems and Solutions for Business Group Partners

No	Problem	Solution	Target
1	Don't have knowledge yet entrepreneurship	The service team will socialize in advance to the Pokdarwis of the Pinge Traditional Village regarding the plans that will be implemented at the Pokdarwis of the Pinge Traditional Village, Marga, Tabanan.	- The Service Team will socialize to Pokdarwis Tourism Village Pinge, Tabanan, Bali.
		After that there will be entrepreneurship training, This activity was carried out by Dr. I Wayan Ruspendi Junaedi, SE., MA.	Pokdarwis Has Business Plan knowledge
2	Don't have knowledge yet marketing.	The Service Team provides socialization for Pokdarwis about marketing knowledge, especially 4P	- Pokdarwis Pinge Tourism Village, Marga have Marketing Knowledge, especially 4P Marketing Mix.
		Train Pokdarwis about Pokdarwis marketing Pinge Traditional Village, Marga, Tabanan. This activity will be carried out by Dr. I Wayan Ruspendi Junaedi, SE., MA	- Pinge customary village Pokdarwis has knowledge of Marketing Mix (4P).
3	Making promotional media (content) as material digital marketing.	Interesting video creation training as a tourist destination. Photography training involving young people in Marga village. And Canva Training. This activity will be carried out by Gerson Feoh, S.Kom., M.Kom	- Tourism Village Managers are able to make photography, Create canvas.
		Making flyers, banners, video testimonials Pinge tourism village, Marga, Tabanan. This activity will be carried out by Gerson Feoh, S.Kom., M.Kom	Tourism Village Managers have flyers, banners and video testimonials.
		Promotional training using Instagram stories, social media, and also using social media hashtags. Conducted by Gerson Feoh, S.Kom., M.Kom	Tourism Village Managers are able to create content via Instagram and Facebook.
4.	CHSE training.	Procurement and Delivering CHSE training to suit the Ministry of Tourism and Creative Economy. This activity was carried out by Putu Steven Eka Putra, S.T., M.Par Univ. Dhyana Pura	Tourism Village Managers are able to have CHSE Standards (<i>Cleanliness, Health, Safety, Environmental Sustainability</i>) according to the Ministry of Tourism and Creative Economy and

			have CHSE Certificate
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This PKM supports the Main Performance Indicators of Higher Education: students gain experience off campus (IKU 2), lecturers engage in off-campus activities (IKU 3), and PKM activities are used as team project-based and case-based learning materials (IKU 7).

2. METHOD

The location of the Community Partnership Program (PKM) for Entrepreneurship, Marketing & CHSE Training and Assistance was held in Pinge Village, Marga, Marga District, Tabanan Regency, Bali. The programs and solutions offered are real programs in order to increase knowledge and skills in Entrepreneurship, Marketing & CHSE Pinge Traditional Village, Marga, Tabanan.

The method used in the Community Partnership Program (PKM) Entrepreneurship Training and Assistance, Marketing & CHSE is socialization which aims to provide socialization to Pokdarwis and training and assistance to apply and implement the fields of entrepreneurship, marketing and CHSE in Pinge traditional village.

3. RESULTS AND DISCUSSION

PKM Entrepreneurship, Marketing & CHSE Socialization Stage

This socialization stage was carried out by inviting all group members in the Entrepreneurship, Marketing & CHSE Training and Assistance of Pinge Tourism Village, Tabanan, Bali which was arranged by the local village apparatus. In this socialization will present the Village Head, traditional leaders, religious leaders, and some members of the community. The Dhyana Pura University was attended by the Head of the Institute for Research and Community Service (LP2M) along with staff, experts, and several students, Chief of Pinge Traditional Village, Tabanan, Bali Mr. Made Jadrayasa, will open this socialization event to provide motivation for the community [25], so that this good program from Dhyana Pura University can be implemented as well as possible. Then the Chancellor, who was accompanied by the Chairperson of LP2M, gave directions to the implementing team of the Community Partnership Program (PKM) Entrepreneurship, Marketing & CHSE Training and Assistance to provide assistance, training and guidance to community members.

The head of the Community Partnership Program (PKM) Implementation Team for Entrepreneurship, Marketing & CHSE Training and Assistance disseminated to all members of the Tourism group about the activities and benefits of this good program from the Ministry of Research, Technology and Higher Education. This socialization is related to the management of tourism village management, increasing digital marketing knowledge and skills. Making tour packages that allow tourists to stay in Pinge Village, Marga. With this socialization event, all group members who are members of the Tourism Village should prepare themselves to take part in the training program the following day according to the mutual agreement.

Entrepreneurship, Marketing & CHSE Training Phase

The training phase is a follow-up to the outreach program. This training program can be described as follows:

Management training is held by conducting outreach about the importance of visitor centers and databases for issues related to tourist data collection and information services to tourists and potential tourists. Provide assistance and training to groups that have been formed in Pinge Village, Marga. This program is expected to improve the ability of Entrepreneurship Training and Assistance Managers, Marketing & CHSE of Pinge Tourism Village, Tabanan, Bali in applying promotional techniques using social media such as Facebook, Twitter, WA, Line, and the like [26]. This training is expected to be able to manage culinary management, homestay, recreation, tourism activities, village cooperative financial management in an integrated way. This program is implemented by the PKM Team and by hospitality management students.

Training Increased digital marketing knowledge and skills. This training was carried out by the PKM implementation team assisted by tourism business management students at Dhyana Pura University. Organized tourism promotion training for members of the tourism committee for Pinge Tourism Village, Tabanan, Bali to overcome the low level of visits to Entrepreneurship Training and Assistance, Marketing & CHSE Pinge Village,



Marga. Organizing internet training for tourism committee members to deal with effective and efficient promotional media in the form of Websites. It is hoped that this program will provide Entrepreneurship Training and Assistance, Marketing & CHSE Pinge Tourism Village, Tabanan, Bali has a complete profile on various matters related to tourism and other aspects as tourist attractions and Tourism Village Managers are able to create tour packages that are integrated with the business fields involved. has grown [27]

Making tour packages that allow tourists to stay in Pinge Village, Marga. This training was carried out by the PKM implementation team assisted by Dhyana Pura University tourism business management students. The proposing team organizes it

Monitoring stage of PKM – Nature Tourism Village

The monitoring phase was carried out by the implementation team, LP2M Dhyana Pura University, and a team from the ministry. At this monitoring stage all activities must be seen to improve, starting from the training, mentoring, and results that have been obtained by the manager of the Entrepreneurship, Marketing & CHSE Training and Assistance in Pinge Village, Marga. The target to be achieved from this monitoring is to confirm all stages and processes of all activities related to the Entrepreneurship Training and Assistance, Marketing & CHSE of Pinge Tourism Village, Tabanan, Bali. If there are findings that are unsatisfactory, the implementation team will accompany the areas or aspects that are not optimal, so that they will not become findings again during the evaluation.

PKM evaluation stage – Entrepreneurship Training and Assistance, Marketing & CHSE Pinge Village, Marga

This evaluation phase is carried out after the specified time period is almost complete. The implementation team together with experts, the Head of LP2M, and the Ministry team evaluated each performance of the managers of the Entrepreneurship, Marketing & CHSE Training and Assistance of Pinge Tourism Village, Tabanan, Bali according to their respective main tasks. This evaluation was carried out by means of a Focus Group Discussion (FGD) which also checked the results of the activities at the location. Based on the results of the evaluation carried out by the implementing team, the group members and their leaders were notified in order to correct deficiencies and provide additional assistance so that the results obtained were maximized. Executors of this evaluation are a team of proposers, experts, and the Head of the Institute for Research and Community Service from Dhyana Pura University.

PKM sustainability stage – Entrepreneurship Training and Assistance, Marketing & CHSE Desa Pinge, Marga

The program sustainability stage is the stage that is carried out based on the results of monitoring and evaluation of activities. The assessment at this stage was carried out by the implementing team, LP2M, and the Ministry. In the framework of the sustainability of this program, each group Must increase productivity and teach similar or different business groups. The goal is for other groups or other subaks to gain the same knowledge, so that PKM – Entrepreneurship Training and Assistance, Marketing & CHSE Village Pinge, Marga can benefit all members of the community of Pinge Village, Marga.

Participation of Partners and Dhyana Pura University

Participation of partners and participation of Dhyana Pura University is very much needed in advancing the PKM Entrepreneurship Training and Assistance, Marketing & CHSE of Pinge Tourism Village, Tabanan, Bali. Considering that this program is very useful for partners and Dhyana Pura University, starting from the introduction stage to the sustainability stage, partners and Undhira participate in:

Partner Participation (Pinge Village Head, Marga, and Tourism Committee).

Since the introduction of the PKM – Nature Tourism Village program, the Head of Pinge Village, Marga, and the Head of Digital Marketing have provided time to meet. They really hope for the help of Dhyana Pura University lecturers to guide and train their community members in developing Wisat Village. Evidence that the Head of Pinge Village, Marga, and the Head of the tourism group support the Ministry of Research, Technology and Higher Education's program through the signing of a statement letter with a 10,000 stamp duty as attached to this proposal. The Village Head, the Chair and the Tourism Committee, gathered their members at the Village Head's Office to listen to the socialization and benefits of the Ministry of Education and Culture's program

University from various study programs and expertise in their respective fields. In order to support the smooth running of the proposed program design, the academic qualifications of the proposing team are according to their expertise as described below:

Table 2. Division of Tasks for the PKM Proposal Team

No	Name	Homebase	Expertise	Task PKM
[1]	Gerson Feoh, S.Kom., M.T (Anggota 1)	Informatics Technology Study Program, University Dhyana Pura	Digital Marketing, Management Canva	Marketing Training, Digital Content and Training on the creation of Canva, Instagram and Facebook.

[2]	Dr. I Wayan Ruspindi Junaedi, SE., MA. (Ketua)	Master of Management Study Program, Master of University Management Dhyana Pura	Marketing and Entrepreneurship	Train Marketing and Entrepreneurship
[3]	Putu Steven Eka Putra, S.T., M.Par (Anggota 2)	Study program D4 Hospitality Management	Tourism and Hospitality Management	Assisting villages to obtain CHSE certificates and training in making tour packages that allow tourists to stay overnight in Pinge Village, Marga

team held a team meeting to discuss preparation for community service activities after the announcement of acceptance of the 2022 Community Service grant proposal. for maximum benefit to partners.



Figure 3 Initial Coordination of Activity Preparation

The service team also held meetings for initial socialization plans and direct visits to service partners, namely the Manager of the Pinge Tourism Village, Marga, Tabanan, Bali.





Figure 4. Initial Socialization and Meeting with the Management of the Pinge Tourism Village, Marga, Tabanan, Bali.

After knowing the needs of service partners, namely the Pinge Tourism Village PKM assisted group, the team held a meeting to map the socialization material by purchasing the equipment needed during the service.



Figure 5. Coordination of Equipment Purchases for Service Partners PKM implementation

Entrepreneurship Training and Financial Reports

The first day of training and mentoring as well as the opening of the training service and mentoring of the Pinge Tourism Village PKM assisted group. Participants were given presentations on materials, examples, and entrepreneurial practices in motivating partners by Dr. I Wayan Ruspindi Junaedi, Management Lecturer at Undhira. Before starting the activity, participants were given a questionnaire form (pretest) to determine their abilities and understanding related to Entrepreneurship and financial reports. Activity details are in the activity logbook (attached). This activity emphasizes that Partners can dare to try, be able to create unique products, make HPP, commit, be consistent and be able to make financial reports.



Figure 6. Implementation of Community Service on Entrepreneurship and Financial reports Digital Marketing Training Through Social Media

Training and mentoring on the second day of training and mentoring of the Pinge Tourism Village PKM assistance group. Mr. Gerson Feoh, S.Kom., M.T. provided materials, examples and practices for using digital marketing through social media. This activity emphasizes that Partners can create content on FB, IG, Line, Whats up, manage FB accounts, IG and a microwebsite so that it can be recognized by the public (consumers) so that many consumers can come and shop which in turn can increase sales of PKM Pinge Tourism Village.



Figure 7. Implementation of Community Service Regarding Marketing Training CHSE (Cleanlines, Health, Safety Environmental) Training

Training and mentoring on the third day of the training and mentoring of PKM Desa Wisata Pinge assistance groups, held on September 16 2021. Participants were given presentations on hygiene and sanitation materials, examples and practices by Mr. Putu Steven Eka Putra, S.T., M.Par. This activity emphasizes that Partners can maintain the cleanliness of the village, homestay, food and maintain environmental health. Because consumers also see this in their buying behavior.



Figure 8. Implementation of Community Service regarding CHSE

Partner Assistance

Training and mentoring on the fourth day of training and mentoring of the Pinge Tourism Village PKM assistance group. Participants were given material presentations, examples, and practice of Pinge Tourism Village Homestay with a focus on consumer satisfaction. This activity emphasizes that Partners can continue to be accompanied by Partners.



Figure 9. Implementation of Community Service regarding Customer satisfaction



Figure 10. Delivery of Tool Assistance

In the closing activities of community service activities, at the same time handover of tool assistance from the service team to Partners is carried out. The tools provided are as follows: Masks, Handwash, and Realme Tablets to create digital content on social media. The following is the official report (see figure 10. (below))

Lampiran 1

Lampiran Berita Acara Serah Terima Barang

Tanggal: 25 September 2022
Dibuat oleh: "PIM" Pertama dan Pembangunan Kesejahteraan, Pemasaran dan CSR sebagai Pengabdian Masyarakat Desa Wisata Pagar Lintang, Kabupaten Tabanan, Provinsi Bali

Ketua: Dr. I Wayan Rospardi Jusadi, S.E., M.A
Lecturer Profile: Pemasaran Berbasis Media Web
Alamat Email Kontak: Rp.7.000.000,00

Penerimaan Barang Serah terima / Penerima Desa Wisata, Marga, Tabanan

No	Nama Barang	Spesifikasi	Pembelian			
			Tahun Pembelian	Volume	Harga Satuan	Jumlah Harga
1	Realme Pad Mini Tablet, WiFi/32GB	7.644.000 Ultra Slim, 64GB RAM, 128GB Quick Charge 48MP Kamera	2022	1	7.644.000	7.644.000
2	Masker	Masker Realme HP Jolly 12.50 Kotak/box	2022	10	15.000	150.000
3	Handwash	500ml	2022	5	20.000	100.000

PIRAK KEDUA, Yang Menyerah, (Andi Apung Nugrah Perti Ariandana, S.P)

PIRAK PERTAMA, Yang Menerima, (Dr. I Wayan Rospardi Jusadi, S.E., M.A NIDN: 041204740)

Singapura/Menengah
Kantor Lembaga Penelitian dan Pengabdian Masyarakat
(Dr. I Wayan Rospardi Jusadi, S.E., M.A NIDN: 041204740)

Figure 11. Minutes of Handing Over of Equipment/Goods Aid



Comparison of POKDARWIS Assisted Group Pretest and Posttest PKM Results

After training and mentoring, comparisons were obtained before and after the training was carried out as shown in table 4.1., 4.2., and the percentage comparison of each measurement instrument as shown in table 4.3

Table 3. Results of Entrepreneurship Pretest and Posttest Measurements

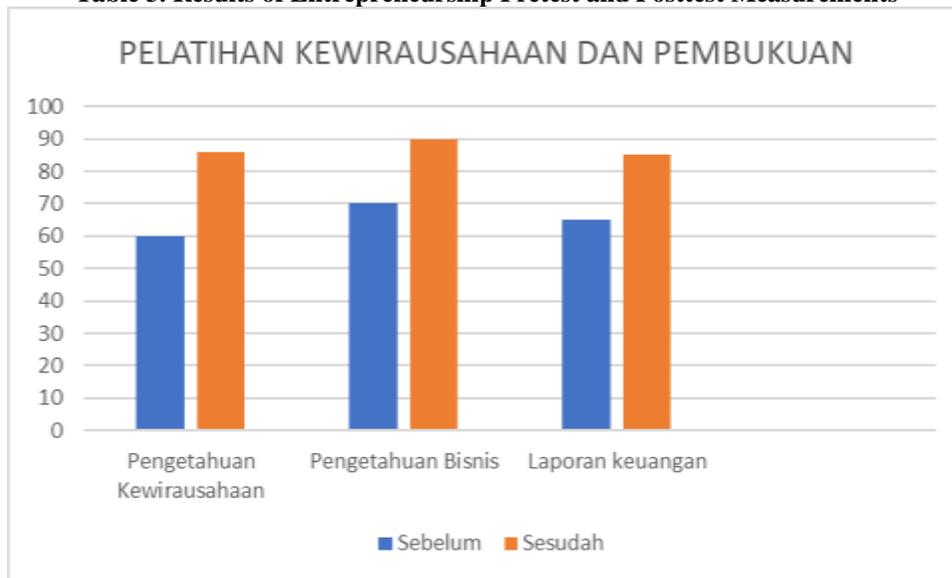
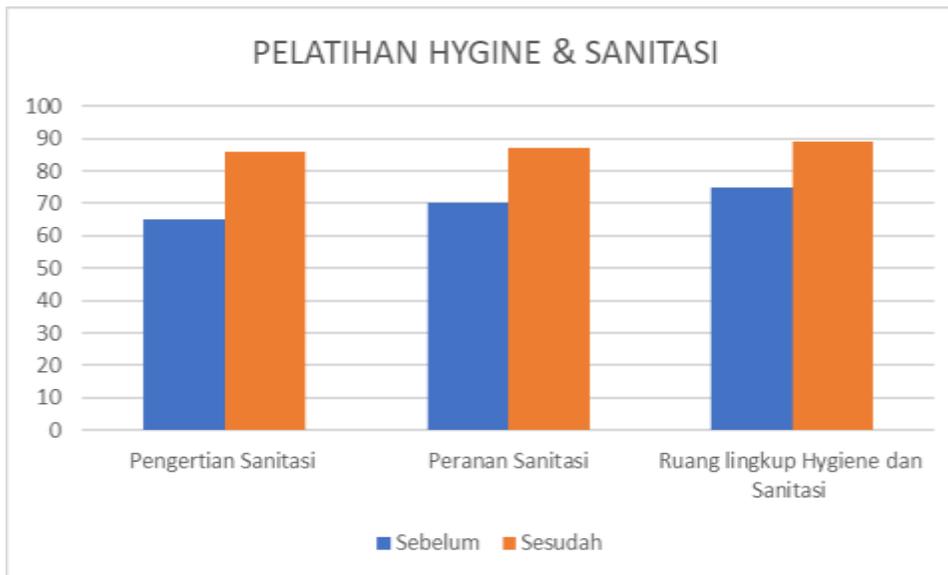


Table 4. Comparison of Pretest and Posttest Marketing Percentages

Instrument	Pratest	Posttest
1	62.22%	88.64%
2	60.49%	87.65%
3	53.33%	90.12%
4	46.41%	87.90%
5	63.20%	91.35%
6	61.48%	87.90%
7	67.90%	90.61%
8	61.72%	89.62%
9	62.22%	88.64%
10	60.49%	87.65%
11	53.33%	90.12%
12	46.41%	87.90%
13	63.20%	91.35%
14	61.48%	87.90%
15	67.90%	89.62%

Table 5. CHSE Pretest and Posttest Measurement Results

Based on the comparison of the pretest and posttest of the training participants and the assistance of the PKM Pinge Tourism Village assisted group, it can be concluded that there was an increase in each instrument, so that the training activities were quite effective in increasing the participants' abilities.

4. CONCLUSION

PKM activities of the PKM Assisted Group in Pinge Tourism Village, Marga, Tabanan, Bali Province have gone well. The outputs that have been achieved at the end of the implementation of the work program include videos of the implementation of activities uploaded via Youtube which can be seen in the Pinge Activity Video: (2885) PKM Training and Assistance of the UNDHIRA team in Pinge Tourism Village, Marga District, Kab. Tabanan - ok - YouTube, Electronic news (<https://crossbali.com/pkm-usaha-soto-sapi-jaen-san-oleh-dosen-undhira/2021/>)

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