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Independent creative village program as an effort to prosper the community based on village potential

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ABSTRACT

An independent village is a village that can carry out village development to improve the quality of life and life as much as possible for the welfare of rural communities with social resilience, economic resilience, and ecological resilience in a sustainable manner. One of the superior villages with a target to become an independent village is Panancangan Village, with various dynamic efforts to make it happen. Panancangan Village is one of the villages in Cibadak District, Lebak Regency, Banten Province. Three methods are used in the Independent Creative Village Program activities: internal discussions and online and offline activities. The independent creative village program has been implemented in this service activity. The activities include digital marketing seminars for MSMEs, health seminars (pulmonary TB), and traditional game competitions in the Republic of Indonesia's Independence Day framework.

ABSTRAK

Desa mandiri adalah desa yang mempunyai kemampuan dalam melaksanakan pembangunan desa untuk meningkatkan mutu kehidupan dan kehidupan yang sebesar-besarnya demi kesejahteraan masyarakat pedesaan dengan ketahanan sosial, ketahanan ekonomi, dan ketahanan ekologi secara berkelanjutan. Salah satu desa yang unggul dan mempunyai target untuk menjadi desa mandiri adalah Desa Panancangan, dengan berbagai upaya dinamis yang dilakukan untuk mewujudkannya. Desa Panancangan merupakan salah satu desa yang berada di Kecamatan Cibadak, Kabupaten Lebak, Provinsi Banten. Metode yang digunakan dalam kegiatan Program Desa Kreatif Mandiri ini ada tiga metode, yaitu diskusi internal, aktivitas online dan aktivitas offline. Program desa kreatif mandiri telah diterapkan dalam kegiatan pengabdian ini. Keegiatannya berupa seminar digital marketing untuk UMKM, seminar kesehatan (TB Paru), lomba permainan tradisional dalam rangka Hari Kemerdekaan Republik Indonesia.

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1. Introduction

Independent villages can carry out village development to improve the quality of life and life as much as possible for the welfare of rural communities with social, economic, and ecological resilience in a sustainable manner [1-2]. In line with this, an independent village is a village that can meet its own needs without depending on government assistance. Some factors that influence a village towards an independent village are human resource potential, natural resource potential, buyer potential (market), institutional, and local culture [3-4]. Independent Villages can be seen through the Building Village Index, which has three aspects, namely the Social Resilience Index (SRI), Economic Resilience Index (ERI), and Environmental Resilience Index (Enri) [5-6]. As part of national development ideals, independent villages are hampered by various problems that arise in their realization. One of the most dominant things is in the economic and social sectors [7-8]. Independent villages show social, economic, and cultural strength through sustainable community development and empowerment [9-10]. One of the superior villages with a target to become independent is Panancangan Village, with various dynamic efforts made to make it happen.

Panancangan Village is one of the villages in Cibadak District, Lebak Regency, Banten Province. Panancangan Village is the parent village of Bojong Cae Village and Cimenteng Jaya in 1967 and 2009 and is a village that produces agricultural products, both rice and plantation products. These conditions can be seen from the land use of most rice fields and plantations. Panancangan Village is very good for spurring rice productivity because it is supported by sufficient land and irrigation. Panancangan Village has a population of 3,337 people. Panancangan Village has an area of 264.2 and consists of 4



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hamlets: Galih Nangtung, Pasir Eurih, Talun, and Ciparay. The most geological characteristics in the Ist Hamlet Pasir Eurih area, especially in the village area, are hilly soil with a top layer of red soil (loose) topography. This land is in the form of hills and many springs. In 2nd Hamlet Galihnangtung, the topography of the land is hilly with rocky and rocky soil types and is very suitable for rice plants and plantations and enough springs. In 3rd Hamlet Talun Wetan, the land's topography is hilly with red soil types and is very suitable for rice plants and plantations. In 4th Hamlet Talun mosque, the land's topography is hilly with red soil types and is very suitable for rice plants and plantations. In general, the livelihoods of Panancangan Village residents can be identified into several fields: farmers, agricultural workers, civil servants / army / police, private employees, traders, entrepreneurs, retirees, construction workers, and breeders.

Clean water sources for household needs of the Panancangan Village community utilize existing spring sources to cover 1 of 2 hamlets with government assistance to cover 90%, and the rest use existing spring sources and dug wells and rivers. In general, the condition of clean water in Panancangan Village, Cibadak District, still needs to be improved to meet the needs of households. Electricity installations in Panancangan Village have been since 1953. Panancangan Village is the only village that has been electrified into the village by Presidential Decree or Instruction. Along with the electricity program in the Village (Prolisdes), less than 10% of the community still needs to install electric lighting out of the total 1,084 households. Infrastructure problems in Panancangan Village, especially roads and clean water, health facilities, education, and the economy, could be more optimal in managing natural resources caused by the lack of human resource capabilities. Therefore, the Independent Creative Village Program has objectives including a manifestation of the Tri Dharma of Higher Education in the field of community service, absolute actualization, especially in rural community development, building partnerships, and the implementation of academic science in producing solutions in overcoming problems that are planned to be overcome.

2. Method

The method used in the Independent Creative Village Program activities has three methods, including the following:

2.1. Internal discussion

Discussion activities were conducted offline with the village head, village secretary, and his ranks. The discussion began by explaining several work programs that will be carried out for one whole month in Panancangan Village. In this case, we communicate with Panancangan village so that activities run smoothly.

2.2. Offline activities

It is a direct activity where all students have designed positive activities according to supporting programs, each with the target of the general public by going directly to the field to ensure the dissemination of information and community service activities can be felt and following what is needed by Panancangan village and directly applied by the community.

2.3. Online activities

It is an online activity where making an online publication through mass media and journal publisher media. The activity is a complete activity for one month to implement the Independent Creative Village program in Panancangan Village.

3. Results and Discussion

3.1. MSME development

MSME development has three activities in its implementation, namely, MSME socialization and digital marketing of MSME products. In this activity, we provide socialization about digital marketing. Products produced are then documented and marketed through e-commerce accounts such as Shopee, Tokopedia, and Blibli.

3.2. Health seminar

Many villagers who smoke are still found in Panancangan village. Smoking is considered normal. Even though the smoking activity, many losses will be obtained afterward. Therefore, we conduct activities in the form of health seminars about pulmonary TB. Participants in this socialization are primarily young people because young people are an important target in this program.

3.3. Traditional games

Coinciding with the feast of independence, holding a race is very important. This game stimulates people's sense of nationalism and love for the motherland. So, several traditional competitions were made, such as sack racing, cracker eating competitions, marbles into bottles, and others.

3.4. Teaching in schools

Additional service activities in the form of teaching assistance. Learning assistance activities are conducted in two schools, namely at SDN 1 Panancangan. Activities at SDN 1 Panancangan are carried out every day. On Monday, a flag ceremony was held, which was attended by all students and the service team. Meanwhile, on Wednesday, a Quran learning assistance activity was for children in Kp. Galih Nangtung. Teaching activities at SDN 1

Panancangan are carried out regularly with participants, namely grade 1 and 2 students. On Tuesdays, the subjects taught are mathematics and cultural arts, while on Thursdays, the subjects are taught in English.



Figure 1. Visit to bamboo craft MSMEs.



Figure 2. Socialization of pulmonary TB.



Figure 3. Traditional competition for the Independence Day of the Republic of Indonesia.



Figure 4. Learning assistance activities by the service team.

4. Conclusion

The independent creative village program has been implemented in this service activity. The activities are digital marketing seminars for MSMEs, health seminars about pulmonary TB, and traditional game competitions on the Independence Day of the Republic of Indonesia. The activity went well and received a positive response from the people of Panancangan Village. People who participated in the activity looked enthusiastic. The seminar participants asked questions about their condition, such as suitable marketing methods, lung health levels, etc. Additional activities for children in primary school have also been well done. The students also enjoyed participating in a series of learning assistance activities.

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