



LOCAL CULINARY ONLINE MARKETING EDUCATION IN PULOTONDO VILLAGE TULUNGAGUNG

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Abstract

This PKM was carried out in an effort to provide knowledge sharing related to local culinary online marketing education in Pulotondo Village, Ngunut – Tulungagung Regency. Village existence must be taken a serious attention from the government through related policies. One of them is by empowering the economy carried out by official institutions for community economic activities, namely BUMDes . BUMDes manages village economic assets and resources in the context of empowering the village community's economy so that BUMDes directly participates in managing the economy in the village. One of the business fields that BUMDes can choose is a joint venture with the community. Therefore BUMDes business marketing education with various trainings that can increase the village's economic income. The initial step for educating the BUMDes Management Team as a contributor to strengthening the community's economy is to provide information, knowledge and skills, which must be carried out in multi-aspects, both from the community, social, cultural aspects, government policies and marketing potential for them. Growing entrepreneurial ideas, planning strategies to marketing continues to evolve into the needs of today's society. The PKM activity program is planned to be implemented has been coordinated with the BUMDes Management Team for Pulotondo Village, Kec . Ngunut – Kab . Tulungagung which will host the PKM activities by inviting all parties related to the PKM program. The presence of lecturers and students who are also entrepreneurial practitioners is expected to provide enlightenment and new knowledge which is quite meaningful for all participants.

INTRODUCTION

Birth (Law of the Republic of Indonesia Number 6 of 2014 concerning Villages) according to (Ilmi, 2021) has give hope For continuity village from side distribution of village funds, revitalization village, implementation government village even utilization potency or wisdom local For village That Alone. Reported from (BUMDes.id, 2018) that Village -Owned Enterprises (BUMDes) are No direct become pillar democracy Because the status as institution economy society that has role Enough strategic For economy people in rural areas . BUMDes as delivered by (Aisyah et al., 2022; BUMDes.id, 2018; Chikmawati, 2019; Iyan et al., 2020) become right village For utilise Village Law regulations in do innovation moment dig potency village (optimization asset village) existing with objective enhancement economy village

Village Pulotondo, District Ngunut Regency Tulungagung.

If BUMDes Village Pulotondo, District Ngunut Regency Tulungagung, as one _ partner government village in realize plan development economy economics, yes managed optimally then village expected can become independent village. BUMDes can become the driving force economy village public If managed in a way kind and professional through management finance village (Chikmawati, 2019; Pradnyani, 2019). However (Aisyah et al., 2022) state that during This various programs and developments village by the government often fail in the mentoring process until public truly independent.

There is Lots potency prospective business and more promising For BUMDes Village Pulotondo, District Ngunut Regency Tulungagung. As stated by (Praptono & Budiyanto, 2002; EE Putra, nd) sector business small in a way consistent capable put self as provider good goods and services for the community with Power buy low and middle for example only in sectors that operate in the field fashion/clothing, culinary or food, or other. Sector the capable involve public in a way wide as it has been

explained by (Hapsari, 2019; Hartika et al., 2020) who stated that Mother House ladder is good potential For made target introduction to entrepreneur to own role in help life economy something family. This matter very important when need family Keep going increase.

As has been Lots known public around Tulungagung, several culinary following This is typical Tulungagung like chicken lol grilled, sompil, geti, crackers rambak, green coffee and cethe and so on . (Kristiana et al., 2018; Prayogi, 2017; Sunaryo, 2019) explain that culinary can used as potency Power pull that you have something area to become destination tourist and very fast its development. Tourists come visit try culinary local has become the experience you want felt tourists. Tour culinary moment This very popular and become trend style life in do tour holiday somewhere area certain ones No conscious, habitual Eat No only become primary needs but also becoming need tertiary.

Based on profile village obtained from results discussion with Head Village Pulotondo, in fact geographical Village Pulotondo own location Enough strategic Because almost The entire area is on land flat and made track important For access between some sub-district areas Ngunut to the District area Sumbergempol with level sufficient mobility congested. Topographic data village show that village This is in the plains and is fertile with supported system irrigation become potency development potential agriculture produce product good farming. Development patterns land in the Village Pulotondo more dominated by activities agriculture food and horticulture that is rice, corn, soybeans and others with use irrigation irrigation technical from Lodoagung is quite enough adequate as well as helped with making well artificial, helpful system good farming .

Village Pulotondo consists of 3 (three hamlets), 3 RWs and 9 RTs. Based on group type gender, Village Pulotondo with the existing area Enough potential with amount resident men: 1,856 people and total resident women 1,823 people. Based on group age resident with details as following: age (0-5) years 340 people, age (5-10) years 262 people, age (10-15) years 230 people, age (15-30) years 905 people, age (30-45) years 805 soul. For group age (45 ke above) years, 1,137 people. Based on eye livelihood resident Village Pulotondo divided to be: sector agriculture 648 people, sector services and trade 421 people, self-employed 371 people, sector industry 292 people.

BUMDes Village Pulotondo has stand up and try own role arrange economy in the village especially in the field business business LPG gas sales. However as BUMDes Village Pulotondo should own business together society so they can push economy public in a way whole. A number of obstacles inside empowerment BUMDes can do it identified, among others lack of source Power adequate human being in management BUMDes. Based on the data provided, results marketing results plant food and plants fruits No some are for sale to consumer nor intermediary. That is, results plant food and plants fruits consumed Alone. However, for results livestock and

fisheries sold to consumers. Sector farm nor fishery This become necessary potential dug for enhancement income village. Besides that's culinary typical Tulungagung can do it too become opportunity separately as variant products that can made product superior BUMDes Village Pulotondo.

Prospect empowering public in entrepreneurship very promising in the future, for That need given motivation through training entrepreneurship and nor marketing to the Management Team BUMDes Village Pulotondo, District Ngunut Regency Tulungagung. Activity devotion This aim for give motivation growing entrepreneurial ideas and how method management businessman especially related ones with activity development BUMDes Village Pulotondo.

Although, BUMDes Village Pulotondo has stand on the field business business LPG gas sales. However Already should BUMDes Village Pulotondo own business together society so they can push economy public in a way whole. There are many very field business that can considered For held. A number of constraint has identified among them lack of source Power adequate human being in the Management Team BUMDes. Party village Not yet focus For find and recognize potency What only those owned in the Village Pulotondo can do it moved to get it used For increasing PAD is also useful for its people. So BUMDes Village Pulotondo very Good if formed For manage possible activities support enhancement economy inhabitant public village. One of possible potential dug is from sector culinary local.

For That need development strategies for tourism culinary delights in the Village Pulotondo as part from Regency Tulungagung can develop so that can become Power pull main village This with utilise source local power. Required campaign diversity food more local intensive. This matter because material based standards source Power local easy obtainable and easy made become miscellaneous culinary typical as well as Already common consumed by the public Village Pulotondo. Through strategy proper marketing naturally can lift image food made from base food local Regency Tulungagung so that Lots popular with the public in a way broad and capable compete with modern food.

BUMDes Village Pulotondo, District Ngunut Regency Tulungagung can role significant if the business unit is also in the same field with public as it has been carried out by BUMDes other (Darwita & Redana, 2018; Pangestu, 2020; Pradnyani, 2019; Septiansyah & Kushartono, 2022) . One of them, BUMDes Village Pulotondo, District Ngunut Regency Tulungagung Can be an intermediary through business trade managed by BUMDes which markets product from public village to more scale wide.

increasing development of the digital era rapid growth is also supported by conditions the pandemic in 2019-2021 demands all individual capable adapt with environment new, no exception for BUMDes Village Pulotondo, District Ngunut Regency Tulungagung. Not only touching the production process, education nor communication, will but also touches on inner processes introduce as well as sell product with very intensity fast with social media. In the process of selling buy in

Century pandemic This more fast with using digital media (Yeni & Yanti, 2021).

(Aisyah et al., 2022) mentioned that with amount increasing number of social media users lots, yes become land For increase profits as well widen wing business BUMDes and the community in a way No direct. Marketing *online* via social media (such as Facebook, TikTok, Twitter, Instagram even YouTube although) can create visibility as well as existence or existence A product because of its users easy participate, share, and create networking social in a virtual world so established communication into an interactive dialogue. That matter because via social media can invite Who only those who are interested In participate and give contribution in the form of *feedback* in a way open, giving comments, as well share information in fast time and not limited. Utilization Instagram on business *online* with method upload Photo or product videos that will be promoted.

METHOD

This PKM activity carried out at the Village Office Pulotondo, District Ngunut Regency Tulungagung on August 10 2023. Stages implementation training is as following:

1. Planning on activities planning started with visits and discussions about upcoming PKM activities implemented in the village the.
2. The method used is observations and interviews to Head Village Pulotondo in a way straight to the moon December 2022. This intended so that the PKM Team can do analysis needs and potential people in the village Pulotondo. The PKM team interacts in a way effective and delivering information or useful skills. This is very step important in understand problems, needs, and hopes from Head Village along with his ranks Because through method This can give outlook deep about situations, perceptions, and experiences society, which is significant help the PKM Team formulate more solutions appropriate and relevant.
3. Results of visits and discussions with device village on January 20 2023 is village welcome Good implementation of PKM with provide facilities and infrastructure support PKM activities and time implementation set adapt existing conditions. Implementation activity implementation set with material form introduction or education online marketing for product BUMDes Village Pulotondo, District Ngunut Regency Tulungagung.
4. After obtaining adequate data For analyze needs, planning done with discussion between the PKM team was involved several times ensure that means infrastructure, methods delivery, target audience, schedule, and sources power required. In accordance plan activity education this online marketing done in form *Focus Group Discussion* (FGD) as well training For expand scope product BUBUMDes.fter the program is developed, PKM activities are implemented in accordance with schedule that has been planned through coordination with Head Village Pulotondo, Regency Tulungagung.
5. Evaluation on PKM results are carried out after activity finished through questionnaire given by the PKM team to Participants attend for the desired goals achieved from implementation activity This achieved.

As for goals activity is give education that the Management Team BUMDes must Can

adapt with progress existing technology so that it can be done Keep going running and developing. Marketing *on line* This is one of method interact between buyers and sellers without limit time and place. For that is, on activities This will given some tips for the Management Team BUMDes notice a number of matter important in online marketing, for example just clarity information from products sold, packaging product, management benchmarking or other. Product or services available BUMDes can informed with diverse possible access selected so that the candidate buyers in scope *on line* can see offers provided BUMDes, for example through *website, blog*, or social media.

Aspect emphasized marketing in activity This covers analysis and evaluation process training type business promising home, then participant practice For make (production) with utilise easy ingredients obtained and processed. Beside That Participants also learn about sales and counting profit. Related with management so participant Study about management business home simple. This matter aims to ensure participants can develop his business in a way sustainable. The hope participant So own ability process goods become A craft hand become opportunity big For made business business.

RESULTS AND DISCUSS

Planning on planning activities begins with a visit and discussion regarding upcoming PKM activities carried out in the village using observation and interview methods towards the Village Head Pulotondo directly on January 20 2023. After obtaining sufficient data to analyze needs, planning is carried out by discussion between PKM team for preparation of activities, such as facilities infrastructure, delivery methods, target audience, schedule, and resources required. According to planned educational activities This online marketing is carried out in the form of Focus Group Discussions (FGD) and training to expand BUMDes product coverage.

PKM activities are carried out according to the schedule that has been planned in coordination with the Village Head Pulotondo, Regency Tulungagung. The implementation will be carried out on August 10 2023 at the Hall Village specifically the Village Community Independence Space Pulotondo, Regency Tulungagung. The implementation of this activity is a collaboration from Lecturers and Students as source person. Presentation of information is carried out orally , both formally and informally, using an LCD projector.

Implementation of service to public involve collaboration neat between lecturers and students as PKM team. Collaboration between students and lecturers as the resource persons in this activity have very positive potential. This can result wider and deeper impact to community targets, as well as providing experience valuable for students to apply their knowledge and skills in context real.

The first topic opened by the resource person during PKM was to show the potential of BUMDes products Pulotondo can be very varied depending on the resource nature, skill, wisdom local, and the needs of the community in the village. From the

agricultural and plantation sectors, you can use processed products from agricultural products as well as fruit fresh into processed products such as jam, juice, drinks fruit based as well as food, drinks and other products such as chips cassava, ca , or food organic. Apart from that, processed products from medicinal plants or herbs and spices local nor service tour based nature, culture, or adventures such as trekking, tourism culinary, or homestay.

After that the PKM team opened session discussion to gain more in depth knowledge what are the perceived challenges, obstacles and difficulties in developing BUMDes. From the results of this interaction, cooking traditional or unique characteristic typical The area is very worthy of being a superior product in the village.

Collaboration between lecturers who have experience and knowledge academics with students who bring enthusiasm and fresh ideas can produce results a more comprehensive and innovative approach in designing and implementing PKM activities. On the other hand, college students often have direct insight into the issues society and new ways to solve problems. Students get opportunities valuable for sharpening Skills social, communication, leadership, and *problem solving* through direct interaction with the community as well as experience working in a team. This collaboration allows these ideas to be integrated with the lecturer's knowledge and experience, thereby improving quality *problem solving* related to marketing superior products BUMDes Pulotondo.

Marketing BUMDes products in the village Pulotondo, Regency Tulungagung digitally is a smart step to improve product visibility so that it can reach a wider market. Community Service Team from Malang State Polytechnic has the opportunity to provide education on how to do it marketing culinary products local BUMDes. Through collaboration neat team of lecturers and students as source person as well as BUMDes Managers and the PKK Driving Team in these activities, several challenges as well as key success in marketing Local culinary products from BUMDes can be identified.

Successing management BUMDes in general involves various challenges, especially Because environment village own dynamics separately. Resource Limitations BUMDes are often experienced in terms of budget, workforce and infrastructure . This challenge can influence ability to initiate and manage business efficiently. Next, success BUMDes need good management, including planning, organizing, supervising, and controlling. Lack of skill management can be an obstacle in managing various business activities.

Marketing products or service from BUMDes to the wider market can be a challenge. Village own access limited to the market and lack of knowledge of modern marketing is a reasonable reason to inhibit his success . This is made worse if BUMDes only focuses on one type of product or business , the risk may increase if the market for the product experiences change. Important to have diversification business To use reduce this risk.

successful BUMDes need skilled and committed team. Development capacity members and managers Bumdes through training and coaching is important. For that reason improve knowledge and skills public villages in various aspects of business through education and training from BUMDes Managers should be maximized because in some cases, BUMDes may compete with businesses private or larger commercial . This competition can be an obstacle in achieving larger market share.

Next, the results of the discussion, was also obtained other challenges from perpetrator potential efforts to advance BUMDes. Obtain initial financing to get started business can be a challenge separately. Apart from that, there are capital problems period long for development Business can also be difficult if business feasibility analysis and recording of financial reports are not carried out properly.

Synergy from policies and regulations government as well as flexibility manager BUMDes to take a persuasive approach to public local to the product or New services offered by BUMDes can require time and intensive communication efforts but can be impactful success BUMDes. This is important to maintain continuity business BUMDes to be able face the challenges mentioned above. BUMDes managers must have strong commitment, collaborating with related parties, utilizing opportunity local, and so on adapt to changes in the business environment.

The marketing for culinary products local from Bumdes Pulotondo in Tulungagung could be a very interesting opportunity. BUMDes managers should start by creating a unique and attractive brand identity for culinary products locally, including creating logos, slogans and packaging designs that reflect authenticity of village products Pulotondo. Create a website dedicated to culinary products village Pulotondo. Display attractive product images, detailed descriptions, prices, as well as how to information purchase. If possible, add options online purchases. Consider joining a popular e-commerce platform in Indonesia, such as Tokopedia, Shopee, or Bukalapak. This can provide access to a larger market share.

BUMDes managers must practice utilize social media platforms such as Instagram, Facebook, and Twitter to share interesting images from village culinary products Pulotondo. Use hashtags that are relevant to culinary local and Tulungagung area names to improve range. Attractive and neat product packaging can make the product look more professional and attractive attention candidate customer. Don't forget to create evocative visual content tastes, such as photos and videos of the product making process, recipes, and customer testimonials. This will help build interest and trust customer potential. Confirm information about location physique BUMDes Pulotondo and contacts are clearly listed on the website and social media. This will help customer find and contact contact person easily.

Application of special offers and discounts to customers who make purchases through the BUMDes online platform can encourage people to try the product. In fact, collaborating with local influencers who have followers who are relevant to culinary products can help increase exposure to BUMDes products . Influencers can share their

experience with products from village Pulotondo to their followers.

BUMDes managers must be skilled at providing touches authentic ethnicity. Tell the story behind the village product Pulotondo and value culture local contained therein. This will help differentiate BUMDes products from competitors and make them more attractive to customers who care about product origins. Utilise With this potential, BUMDES can develop superior products that not only support economy village but also take care wisdom local and cultural area. Certainly, if consistency and communication can be maintained continuously interact with customers, listen their feedback, and adapting according to their needs and preferences, it is not impossible for a superior product culinary BUMDes Pulotondo will be more successful.

Evaluation of the PKM results is carried out after the activity is completed through a questionnaire given by the PKM team to the participants present so that the goals to be achieved from implementation of this activity was achieved. The questionnaire consists of : from several questions that wanted to ascertain whether the PKM activities carried out provided solutions to the problems faced partner, whether member the team involved in PKM activities is active in providing assistance, whether frequency the assistance provided by the PPM team was felt is appropriate, and whether it occurs enhancement independence or addition knowledge and skills to partners. Apart from these questions, this questionnaire is also expected to be able to ascertain the overall results partner feel satisfaction with the PKM activities that have been implemented .

CONCLUSION

Evaluation satisfying from participants when the team provides education online marketing for superior products BUMDes Pulotondo shows that the goals set in PKM activities have been successfully achieved and received a positive response from the party served. This evaluation shows that this activity provides significant benefits and is in line with community expectations or parties involved. There are changes positive *mindset* in solving problems faced by the BUMDes Management Team. PKK Mobilization Team as well inhabitant the rest of society feels satisfied with the benefits provided and consider the activity relevant to their needs.

Satisfaction partner towards this activity increases participation active from public or parties involved in service activities. They are involved in the planning, implementation, and evaluation processes, shows their strong involvement. Every village own their own uniqueness and potential. It is important for BUMDES to identify potential that is in accordance with the expertise and resources available in their village as well understand market needs and preferences.

Collaboration between Polinema and the Village Pulotondo as well as his ranks proven by the agreement in the MoU as well open opportunity to become a village object built. Village Community service development refers to the village that is the

focus or target from community service programs or activities. In this context, Polinema collaborates with the Village Pulotondo to provide support, assistance, or solutions to problems faced by the community village. The main purpose from village Devotion building is improving quality life and prosperity community in the village through various relevant programs.

Village devotion building involves participation active from public village Pulotondo. This approach ensures that the proposed solution relevant to needs and aspirations public. Village construction also involves collaboration between various parties, such as Polinema, students, lecturers, government local, community purpose combining different resources and expertise to achieve better results.

As soon as the needs analysis and problems are identified , Polinema will develop specific service programs. This could be a training program, an empowerment program economics, educational programs, environmental programs, and so on. During and after service activities are carried out, the impact of the program being run measured and evaluated. This is done to assess the extent to which the program has been successful in overcoming existing problems and providing benefits to public.

Village Community service also involves monitoring sustainable to developments in the Village Pulotondo. The goal is to ensure that programs are implemented sustainable and impactful positive in term long. Apart from providing direct solutions to problems, villages Community service development also focuses on empowerment public. This may include skills training, upgrading knowledge, and development capacity communities to manage resources and solve their own problems.

After the service program is completed, the village built expected own ability to continue and sustain impact achieved. This reflects the term goal long from service activities. Village Community service is a concrete example from how institutions Education and other organizations can contribute positive to community through collaboration and relevant program.

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AUTHOR CONTRIBUTION STATEMENT

This service was carried out by 3 lecturers, namely AF as the first author in the service article who carried out practical service activities in the field, while ERS as the second author described the results of the service data obtained such as data sourced from interviews and documentation. NFMN as the third author acts as a reviewer of the article until it is submitted to the journal.

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