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Community Empowerment in Well-Based Potential Welfare Improvement in Dompjong Village District Damages of Trenggalek District

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Abstract

Trenggalek Regency has a lot of natural potential, which if got intensive touch from certain parties: Government of regency/department, related institutions, Universities through research and community service, it is possible to be able to change progress in the area of the district of Trenggalek. Example of various potentials in the village Dompjong Bendungan district, which most of the community is dairy farmers, in addition to farming cassava, corn, and vegetable crops. If these potentials get more serious attention then it is possible to change the lifestyle of a more virtuous community in improving the welfare of the community in Dompjong village. But because of the limited quality of human resources, it raises many obstacles in optimizing all the potential that exists in this village. These constraints include social, economic, cultural, and inadequate road infrastructure. Dompjong Village, Bendungan Subdistrict, Trenggalek Regency is one of the national priority villages that need to get more attention from various parties, in an effort to improve people's welfare. The objective of the activities of *KKN Bela Negara Desa Prioritas Nasional* is to see the potential of the village, the problems faced by the community, how to overcome the problems, and to plan the development actions in order to what efforts should be done based on the potential in Dompjong village and the target to community empowerment through dairy milk based business, post-harvest process and product, waterfall tourism development, and development of Van Dille coffee based business. The activities of *KKN Bela Negara Desa Prioritas Nasional* in Dompjong Village, Bendungan District were conducted on 17-31 July 2017; and in the first year identified the following problems: (1) The intention and spirit of society that is still unstable in developing dairy cows based business and in developing SME's (Small Medium Enterprise) based on cassava, (2) Network marketing is still weak so that hamper productivity, (3) The absence of supporting facilities in every tourist location, (4) The absence of village tourist information center, (5) Not yet integrated the various tourist sites, (6) Low public awareness in supporting the tourist village, (7) The absence of aggressive promotion of SME's Van Dille coffee, and (8) Infrastructure roads that are less supportive in the development of SME's based on the existing potential in the village Dompjong. Therefore, in the second year (2018), so there is a strategy effort in overcoming those problems.

Keywords: Community welfare, empowerment, local potential

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INTRODUCTION

Trenggalek Regency has many natural potentials, so it is expected to empower the community and able to support the welfare of the family. The community in Dompnyong village, Bendungan sub-district is one of the villages in Trenggalek district which actually has a lot of potential to be developed, and in 2017 is the target of KKN Bela Negara Desa Prioritas Nasional, conducted by Students and Lecturers of UPN "Veteran" East Java . Most of the people's livelihoods are dairy farmers and farmers. Because of the lack of quality of Human Resources (HR), it can cause various obstacles in optimizing all the potential that exist so that the welfare of Dompnyong Village community is slow to be realized (Alyusi, 2016). The difficulty of optimizing all the potential of nature due to many factors hindered the progress of Dompnyong village itself. Factors inhibiting the welfare of family families in Dompnyong village are among others social, economic, cultural, and equally important factor is road infrastructure, especially in Dusun. The geographical location of Dompnyong village which is right at the foot of Mount Wilis makes this location produce many agricultural and plantation potentials Anyaegbunam, *et al.*, 2004; Blaikie, 2000). However, the location is quite far from the city of Trenggalek make Dompnyong village as one of the National Priority Village that needs to get the attention and synergy of all parties namely the district government through the relevant agencies, cooperation, and touch colleges through research and dedication to the community (Baran & Davis, 2000).

Lately tourism has become an activity that gets attention both from society and the government. For the international community with the human consciousness to spend time for a tourist destination. Nationally, the Indonesian people have also started to lead to the importance of tourism, whether they are directly involved or who only become supporting element in tourism. Similarly, the government, as almost in most countries in the world trying to find the best effort to gain foreign exchange from the tourism sector (Bungin, 2006).

In Indonesia, the tourism sector was originally developed after paying attention to the limited availability of oil and gas and other long-term mining sources, which initially became the mainstay sector for the Indonesian nation. Moreover, Indonesia is very rich in various minerals, especially oil and gas. The tourism sector can even be said to be a new item for Indonesia and has only been started seriously since about the early eighties. Tourism is a very sensitive activity, because the object of tourism activity is very close to sense of human being or human feeling. In general, the ultimate goal of the movement process in tourism is actually the effort to provide maximum service that focuses on satisfaction and satisfy customers. The existence of tourism is almost never apart from the importance of supporting sectors such as environment, demography, geography, banking, security, and followed by the role of information and communication technology as stated in various role of mass media (Berger, *et al.*, 2014).

One of the most potential tourist destinations to be developed is the Trenggalek Regency. Trenggalek is a small district located in the southern tip of East Java directly adjacent to the districts of Tulungagung, Ponorogo, and Pacitan. So little Trenggalek rarely known to outsiders. What stands out from this regency is coastal tourism, but since headed by regent, Emil Dardak, Trenggalek began to rise. Tourist destinations are not only centered on the beach, but also into the villages (Curran, *et al.*, 1998). One of them is Dompnyong village, Bendungan sub-district, Trenggalek regency. This tourist place is classified as young because it was inaugurated in 2015. Then what is interesting from the village Dompnyong.

METHODS

Implementation of *KKN-Bela Negara Desa Prioritas Nasional* activities starts with program planning activities by conducting field surveys and interviews with residents on potential problems, problem-solving strategies, and implementation of program activities in Dompnyong village. Based on the data of existing problems, then planned the

program to solve the problems of local villagers. Implementation of *KKN-Bela Negara Desa Prioritas Nasional* program is implemented by *KKN-Bela Negara Desa Prioritas Nasional* Team UPN "Veteran" East Java. As an evaluation, before and after *KKN-Bela Negara Desa Prioritas Nasional* was conducted, interviews were conducted with the help of questionnaires as benchmarks of data validity for the success of programs that have been and will be implemented.

RESULT AND DISCUSSION

A. Action Plan for the Development of Potency of Dompjong Village

1. Basic Concept of Action Plan

Planning that will be made to advance and improve the name of Dompjong Village is to introduce the potential of the village as a village that has great potential for tourist villages (table 1). It ranged from building a poor infrastructure and active community involvement in the development process, improving the quality of the village as a potential the magnitude of the tourist village, and maintain and develop the results of development in the village in encouraging the role of society in rural development (Cavestro, 2003).

Table 1. Program Matrix of Action Plan

Potentials	Problems	Solutions
Potentials related about natural resources, livestock, and agriculture. Development of van dillem coffee, tourism destination	<ol style="list-style-type: none"> 1. Refrigeration of river flows 2. No use of utilization with animal waste 3. No optimizing development SME/home industry based on cow milk and agricultural products 4. No optimizing development SME's Van Dille coffee and domino tourist destination 	<ol style="list-style-type: none"> 1. Maintaining river flowship with no waste of human and animal waste in river area 2. Training and recruitment of community groups in public empowerment based on local potentials: van dillem coffee, tourist destination, dairy milk, and cassava/corn.
Infrastructure	<ol style="list-style-type: none"> 1. Still is a damaged road 2. The maximum layer road 	<ol style="list-style-type: none"> 1. Improved infrastructure infrastructure 2. Road mark, road limitation, traffic attack, and road information)
Public facilities	<ol style="list-style-type: none"> 1. Less promotion 2. Lack of general facilities 	<ol style="list-style-type: none"> 1. Improved infrastructure 2. Road mark, road limitation, traffic attack, and road information)

B. Program and Activity Targets

Target programs and activities undertaken among them:

1. The waterfall has potential as a place of recreation. However, waterfall vines that have not managed well cause the visitors quiet. The management of this resort is a solution to increase the income of Dompnyong village. People are encouraged to manage themselves
2. The majority of Dompnyong villagers work are farmers and ranchers. The difficulties of farmers and breeders is the procurement of seeds, sales and marketing of agricultural products. To overcome this problem, it can empower the farmers' groups and the established farmers. By activating this group, the following activities can be held:
 - a. Procurement of seeds and assistance by farmer groups.
 - b. Increase the sale and purchase of food by selling the product together to the city so that the cost of delivery can be borne together and does not causes big losses, in addition to the selling value of agricultural products are also higher than the sales in the village Dompnyong.
 - c. To prevent agricultural products from spoiling in a certain period of time to wait for the delivery of crops simultaneously, people are encouraged to plant non-perishable crops for a long time but have high selling value such as rice, maize, mangosteen and durian.
 - d. The problem of distribution and marketing of milk dairy cows in Dompnyong village is still the main focus, therefore, to increase the selling value of milk dairy cow then, people are called to do the processing of milk dairy cow. Processing can be ice cream, milk dodol, milk candy, milk crackers etc. As for marketing problems can be applied kiosks/shops by- by typical Trenggalek around Dompnyong tourist areas or stalls outside the Dompnyong village.
 - e. Pest and disease explosion is a problem in the village Dompnyong due to the use of chemical pesticides with a dose that is less precise, so that pests become more resistant, especially pest grasshopper in rice. Therefore, people who are looking for farmers are encouraged to apply the control of pests and diseases of agricultural crops using vegetable pesticides. Vegetable pesticides are pesticides made from natural ingredients that contain certain compounds and are toxic to attacking pests and diseases. Application of natural/vegetable pesticides will not damage the surrounding environment and will not cause pest booming for a certain period of time. Vegetable pesticides can be made from materials such as mimba leaves, turmeric, lemongrass, soursop leaf, betel and other plants that have toxic compounds for pests. The making is also very simple and can be done by farmers easily without the high cost. Problems of government assistance that many not directly to the citizens due to certain parties who intentionally or unintentionally not convey directly. Can be overcome by re-registration of worthy citizens to get banyuan, thus the equality of acquisition of such aid will occur.
2. With the realization of the tourist village, the economic problems in Dompnyong and surrounding villages can increase because, the sales of stalls will also increase. Meanwhile, to increase the income of the village, the small tax system is applied.

CONCLUSION

The community in Dompnyong village is encouraged to keep growing crops least used to support the needs of life without having to buy in other areas. Besides, the community must also learn about the application of the right way of farming in order to produce quality agricultural products and can be marketed out of town. To realize the above it is necessary counseling - extension that can support the development of community human resources either in Dompnyong village or in the village Tumpak Aren.

Activity implementation plan:

1. Create a shop by a typical Dompnyong village in an urban kiosk so that it can introduce processed products in urban Dompnyong village.

2. Re-enabling the empowerment of BUMDES (Badan Usaha Milik Desa) optimally and also apply the interest system that is not too large and facilitate the requirements of borrowing so that the small people who really need not feel awkward to borrow in the BUMDES.

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