

INCREASING THE POTENTIAL OF SUSUKAN TOURISM VILLAGE, COMAL DISTRICT, PEMALANG REGENCY THROUGH MERCHANDISE BRANDING AND STRENGTHENING THE ROLE OF VILLAGE YOUTH

Amanda Novita Dewi^{1*}, Amar Alli Makhrus¹

¹UIN Sunan Kalijaga, Yogyakarta
*20106040009@student.uin-suka.ac.id

Abstract - *Susukan Village is one of the villages located in Comal District, Pemalang Regency. The total area of the village is 131.81 ha with the majority of people working as farmers and traders. Susukan Village has the potential assets of village youth and the tourism industry. The assets of village youth are village youth from each hamlet in Susukan Village and the asset used as a potential tourism village in Susukan Village is the SERUNI Swimming Pool. The implementation of activities will be carried out from July to August 2023 using the ABCD (Asset-Based Community Development) method in Susukan Village, Comal District, Pemalang District. The activities carried out began with transects and inculturation to find village assets and potential. The determination of assets to be developed is determined through discussions with the village government. Program design by establishing excellent programs including Leadership Training for developing the potential of village youth, making logo designs and SERUNI merchandise designs, implementing Mural Competitions held by BUMDes at the SERUNI Swimming Pool for branding to increase village potential and SERUNI services. The results of this activity include: (1) The involvement of youth as the committee for the celebration of the 78th Anniversary of the Republic of Indonesia; (2) Submission of SERUNI logo design and merchandise design; (3) Implementation of mural competition at SERUNI Swimming Pool. The work program has been successfully implemented by involving the community and the government of Susukan Village.*

Keywords: *Village Potential, ABCD, Susukan, Youth, Tourism Village*

1. INTRODUCTION

Susukan Village is one of the villages located in Comal District, Pemalang Regency. Susukan Village has six hamlets consisting of Bantakan Hamlet, Tunggul Hamlet, Tegalan Hamlet, Central Susukan Hamlet, Kabongan Hamlet, and Kedawung Hamlet. The boundaries of Susukan Village to the north are Wonokromo Village, to the east of Sarwodadi Village, to the south of Kauman Village and to the west of Klegen Village. The total area of the village is 131.81 ha with the majority of people working as farmers and traders. The total population of the village is 6,076 consisting of 3,141 males and 2,935 females.



Figure 1. Map of the Potential of Susukan Village, Comal District, Pemalang Regency

Village potential is defined as the ability, strength, power and ability of a village and can be developed to improve the quality of life and welfare of the community. Waste village resources can be used as your economic resources to build villages (Diwangga, 2021). Based on observations, there are several groups of organizations registered in the village which are followed by the youth of Susukan Village. The registered organizations include Karang Taruna, IPM-IRM, IPNU-IPPNU, Bima Sakti Football Field Management, and PKK. The youth of Susukan Village have a role and contribution in the organization.

Youth is the key to the progress of a region in the form of economic and social changes. Based on Law Number 40 of 2009 concerning Youth, those aged 16-30 years are referred to as youth. Youth groups must be ready to face new challenges and be able to think creatively to create new innovations (Mawardi *et al.*, 2021). Lack of community participation, especially youth can have an impact on regional development and progress. This can be caused by 3 factors including will, ability, and opportunity (Pojo *et al.*, 2020).

Susukan Village has potential in the tourism industry that can have a positive impact and grow rapidly. Increasing the potential of villages to become tourism villages is carried out through the development of assets that become village resources and have the potential to improve community welfare (Rahayu *et al.*, 2022). Tourism villages can be conceptualized by focusing on village attractiveness,

safety, comfort, and satisfaction accompanied by supporting infrastructure. Thus, it is expected to improve the quality of life, social and economic of the village (Sari Lubis *et al.*, 2022).

The assets owned by Susukan Village are managed by BUMDes. These assets include Pasar Bantakan, Landfill, Samsat Budiman and SERUNI Swimming Pool. The asset that is used as a potential tourism village in Susukan Village is the SERUNI Swimming Pool (Susukan New Era Nuansa Indah). Village development into a tourism village is a solution to create jobs for local communities, mobilize the local potential of the village, create opportunities and market networks that can attract tourists so as to create social welfare of the community around the tourist area (Utami *et al.*, 2019).

Based on the above background, the assets and potential of the village are seen through observation, transect and analysis. For this reason, this service has the aim of developing the assets and potential of Susukan Village, Comal District, Pemalang Regency. The results of this community service are expected to be able to move the Susukan Village government in developing other village assets and potentials.

2. METHOD

The implementation of activities will be carried out from July to August 2023 using the ABCD (Asset-Based Community Development) method in Susukan Village, Comal District, Pemalang Regency. The activities carried out are excellent programs including Leadership Training, making logo designs and SERUNI merchandise designs, and participating in the implementation of Mural Competitions held by BUMDes at the SERUNI Swimming Pool. The ABCD method is a method that focuses on finding village potential so that it can be managed and developed into sustainable assets. There are five steps in the ABCD method including Discovery, Dream, Design, Define & Destiny. The design of the work program is carried out after observing the potential of the village which is summarized in Table 1.

Table 1. Stages of Work Program Planning in Susukan Village

No.	Activities	Method	Output
1	<i>Discovery</i>	Friendship and inculturation with the Susukan community	Discover people's assets, traditions, and communities
2	<i>Dream</i>	Formulate and select assets to be developed	Formulate and select assets to be developed
3	<i>Design</i>	Discuss and coordinate with related parties	Formulate strategies and processes for implementing work programs
4	<i>Define</i>	Establish the stages of developing potential assets of village youth and SERUNI swimming pool	Development of village youth potential: 1) Leadership training; 2) Centralization of youth activities. Development of tourism village assets: 1) branding through logo redesign, merchandising design; 2)

			mural competition at SERUNI swimming pool; 3) SERUNI Service
5	<i>Destiny</i>	Implementation of work programs involving youth and the community of Susukan Village	Implementation of the work program as planned

The work program is carried out by involving Field Supervisors, KKN Team Group 136, village government and the community of Susukan Village. The location of service was chosen with the aim of developing the assets and potential contained in the location. The assets found through observations and to be developed are coordinated by the Village Apparatus, BUMDes, communities, youth of Susukan Village.

3. RESULT AND DISCUSSION

A. Empowering the Role of Youth through Strengthening Leadership Character in Susukan Village

Youth have an important role in various aspects of life including environmental, political, educational, social, religious, development and progress of the nation. In their participation, youth can provide changes that have a positive impact on progress, development, community development and the environment (Usnan, 2021). In Susukan Village, there are active organizational groups participated by youth, including Karang Taruna, IPM-IRM, IPNU-IPPNU, Bima Sakti Football Field Management, and PKK. The role of youth can be improved with the help of various parties, one of which is community leaders. Youth participation is influenced by 3 factors including will, ability, and opportunity (Pojo *et al.*, 2020).

The willingness to participate in community activities is based on personal awareness. This is driven by the willingness to realize a prosperous life. To realize these ideals, abilities in the form of both soft skills and hard skills are needed. If a young man has the potential to build a village accompanied by willpower, it will create community welfare (Pojo *et al.*, 2020). Organizations can be formed because there are similarities between work, religion, ethnicity, and so on. The growth and development of the organization stems from the enthusiasm of the youth. Organizations pioneered by young people are expected to encourage unity, unity, and progress of the nation (Putri *et al.*, 2020)

The transect process is carried out through friendship and inculturation activities with the Susukan community. At this stage, various social aspects of the village community were found, one of which was the youth community consisting of Karang Taruna, IPM-IRM, IPNU-IPPNU, Bima Sakti Football Field Management, and PKK. In this organization, the youth of Susukan Village take an active role and contribute to every activity. According to sources, Karang Taruna Desa Susukan has experienced a vacuum period in the last 2 years. On July 26, 2023, a new management of Karang Taruna has been formed and confirmed. Furthermore, the KKN Team held discussions with related parties to formulate strategies and

processes for implementing work programs. Leadership Training is chosen as a form of activity in the work program to provide counseling to the organization so that in the future there is no power vacuum again.

Table 2. Youth Centering Activities in Susukan Village

No.	Activities	Place	Time	Target	Output	
1.	Empowering the Role of Youth through Strengthening <i>Leadership Character</i> in Susukan Village	Susukan Village Hall	Friday, 11 August 2023	Karang Taruna, IPM-IRM, IPPNU, Lapangan Sepak Bola Bima Sakti, dan PKK	Shaping the leadership character of the youth of Susukan Village	
2.	PPHBN HUT RI Ke-78	Conditional	Conditional	All Youth of Susukan Village	Means of applying <i>Leadership material</i>	
3.	Quran Learning Activities	Babussalam Mosque	Every day ba'da maghrib	Children around the Mosque	Improve children's ability to read the Qur'an	
4.	Healthy Gymnastics Together	Fit Swimming Pool	SERUNI	Every Tuesday afternoon	Susukan Village Community	Raising health awareness
5.	MAPSI Competition (Adhan and Tilawah Quran)	Susukan Village Hall	Sunday, 20 August 2023	Children of Susukan Village aged 4-16 years	Increase children's enthusiasm in following religion.	

The KKN team sees youth as one of the important assets that can be developed through leadership training. This training will be held on August 11, 2023 at the Susukan Village Hall with BABINSA Susukan Mr. Serka Tri Hardianto as a resource person and targeting youth and related organizations. The implementation of this activity aims to form and build a leadership attitude that is able to provide direction, command, and motivation to the organization. With the potential of the youth of Susukan Village, it is hoped that this activity can be a forum for self-improvement and development.



Figure 2. Implementation of Leadership Training

Leadership training is needed to develop leadership abilities which include the ability to provide motivation, improve team performance, foster self-confidence and self-awareness of each member, create a sense of kinship and a sense of responsibility (Mulyono, 2018). Today, youth are beginning to have roles and positions within the organization. Of course, as a new generation, there are many challenges in becoming a leader in an organization. For this reason, the ideal leader is able to place himself and set a strategy to face any changes (Putri *et al.*, 2020).

Skills or abilities can be in the form of knowledge, practical abilities, competencies and certain expertise. Skills are one of the important aspects in optimizing human resources in order to achieve organizational goals (Mawardi *et al.*, 2021). Leadership training activities are one of the opportunities for youth to interact with others, adapt, build good communication, self-management and implement the knowledge of each individual. In organizations, many factors can be used as motivations including religion, social values, culture. Leadership that is ready to face change, become agents of change, maintain enthusiasm in change makes leadership roles broader (Putri *et al.*, 2020).



Figure 3. August 17 Commemoration in East Kabongan Hamlet

The realization of Leadership Training activities was seen during the commemoration of the 78th Anniversary of PHBN (National Big Day Commemoration), namely the involvement of youth as part of the committee. Youth

participation in these activities is an effort to realize and implement work programs. With this activity, young people have a place to develop skills through discussion forums, cooperative relationships, and socializing. Youth participation can be in the form of energy, thoughts and materials (Pojo *et al.*, 2020). The support of local villagers, community leaders and village governments is needed in the implementation of work programs. The Susukan Village Government provides full encouragement and support for every work program that will be implemented (Angkasawati, 2018). In commemoration of the 78th Anniversary of the Republic of Indonesia, the village government provided financial assistance and facilities to be utilized by the PHBN management committee. Each board plays an active role and prioritizes common goals for the running of the event.

Other activities are learning activities, healthy fitness exercises together and MAPSI (Adhan and Tilawah Quran) competitions. Quran learning activities at the Babussalam Mosque were followed by children around the mosque. Every day there are about 10-15 children who come to recite. This activity will be continued by IPNU-IPPNU youth so that learning activities at the Babussalam Mosque can continue. This activity is expected to improve children's ability to read the Quran and liven up the religious atmosphere around the Babussalam Mosque. Children and local residents gave a good response and support to the Quran learning activities. Healthy Fitness Exercise Together is one of the activities that targets the people of Susukan Village, especially for mothers. This activity is held every Tuesday afternoon at the SERUNI swimming pool. This activity is an effort to raise awareness of health. Physical activity has various benefits including reducing stress and depression, improving sleep quality, increasing the ability to concentrate, improving fitness and health (Farradika *et al.*, 2019). In addition, this activity is expected to be a place to interact and communicate with others and as a place to channel hobbies.

The MAPSI (Adhan and Tilawah) competition will be held on August 20, 2023 in Susukan Village Hall. In its implementation, village youth participated in helping this activity take place. This competition was attended by 60 children of Susukan Village with an age range of 4-16 years. This activity was held in the form of a competition with a focus on the religious and educational fields aimed at deepening understanding and appreciation of religious values. However, there are still young people in Susukan Village who are less enthusiastic in participating in the activity. This is due to the busyness of one of them is young people who have worked and gone to school / college. In addition, the management committee is less active in providing activity ideas. Thus, this can be one of the obstacles in the implementation of activities in Susukan Village.

B. Empowerment of SERUNI Swimming Pool Tourism Village

Village potential is defined as the ability, strength, power and ability of a village and can be developed to improve the quality of life and welfare of the community. Waste village resources can be used as your economic resources to build villages (Diwangga, 2021). The village is the smallest structural in government and has control to participate in developing the country's economy. To carry out the

development of tourism villages, BUMDes have a role in mapping the potential and priorities of the potential prepared. The plan to be carried out is a long-term plan (Noor & Zulfiani, 2021).

BUMDes make SERUNI a practice to prosper the community and strive to achieve social, material, and spiritual balance. This entrepreneurial practice can be a solution to realize village development. This will have a positive impact in improving marketing and creating other sources of opinion (Utami *et al.*, 2019). The tourism village empowerment program focuses on village attractiveness, safety, comfort, and satisfaction along with supporting infrastructure (Rahayu *et al.*, 2022).



Figure 4. SERUNI Swimming Pool

In addition to finding a youth community in the transect process, the KKN Team found another potential village, namely the SERUNI Swimming Pool. SERUNI (Susukan Era Baru Nuansa Indah) is one of the assets of Susukan Village managed by BUMDes Susukan. SERUNI was inaugurated by Pemasang Regent Mr. Mukti Agung Wibowo on December 23, 2021. The existence of SERUNI is an effort to improve the local economy, create jobs, create market networks and become a long-term tourism asset for the village. To support Susukan Village as a Tourism Village, this work program is carried out through SERUNI logo and merchandise design activities.

Table 3. SERUNI Swimming Pool Empowerment Activities

No.	Activities	Place	Time	Target	Output
1.	SERUNI logo and merchandise design	Conditional	August 6-16, 2023	BUMDes	Business identity that describes the uniqueness and characteristics of the business
2.	Mural race	SERUNI Swimming Pool	Sunday, 13 August 2023	General public	Introducing SERUNI to the wider community and as a photo spot
3.	Assisting SERUNI ministry	SERUNI Swimming Pool	Every Sunday	General public	More attractive to tourists to visit

The draft work program involving SERUNI was discussed again with related parties including the Head of Susukan Village, BUMDes, and the KKN Team. The discussion resulted in new information that SERUNI plans to make merchandise so that a logo design is needed as a form of sample to be released by SERUNI. The creation of the SERUNI logo design will be carried out on August 6 – 16, 2023. The logo design and merchandise that have been made will be presented to BUMDes on August 17, 2023. The KKN team made 2 logo designs and 2 merchandise designs then submitted to BUMDes for review. The selected logo design has been used by SERUNI as a sponsor in the 2023 Susukan Undi League event.



Figure 5. Seruni Logo Design Results

In figure 6. It is the result of a design proposed by the KKN Team and accepted by BUMDes and the design is used as the official logo of the Seruni Swimming Pool. There are several components in the logo including images of water and coconut trees with elements of blue, white and orange. Each component has a philosophy that is found in Table 4.

Table 4. SERUNI Swimming Pool Logo Philosophy

No.	Figure	Philosophy
1.	Water	Symbolizes persistence and prosperity, namely an unyielding attitude in seeking business to prosper the surrounding environment
2.	Coconut palm	Symbolizes the symbol of independence, which is a reflection of Susukan Village which is an Independent Village
3.	Blue	Symbolizes peace and sustainability
4.	White	Symbolizes purity, cleanliness, life and beauty
5.	Orange	Symbolizes joy

The efforts of BUMDes to develop the SERUNI Swimming Pool can be seen through the provision of mural competitions. This competition can be used as a promotional medium so that the SERUNI Swimming Pool can be known by people outside Comal District. The distribution of competition pamphlets was carried out through several ways such as dissemination through social media, distribution of pamphlets to several formal educational institutions, and distribution of pamphlets to the people of Susukan Village. Dissemination through social media is considered

more effective because currently people are easier to receive information through social media and can reach more people (Syahirman Yusi *et al.*, 2022)

The mural competition by BUMDes in collaboration with the UIN SAIZU Purwokerto – UIN SUKA Yogyakarta KKN Team and the UNNES KKN Team will be held on August 13, 2023. The competition was attended by 13 participants, both teams and individuals from various regions such as Yogyakarta, Brebes, Pemalang, Banjarnegara, Purwokerto, and Tegal. The mural competition raised the theme "Pesona Nusantara" with the aim of creating a sense of enthusiasm to appreciate, introduce and preserve Indonesia's cultural wealth and natural beauty. In the competition, participants were given 8 hours to complete a mural that resulted in three winners with three different images.



Figure 6. Mural Competition

Mural comes from the word "Murus" which is a wall. Mural means drawing or painting with the wall as a permanent medium. By holding a mural art competition, it can be used as a medium that contains promotion, information and education for the wider community (Karyanto *et al.*, 2020). Art can be interpreted as a language of communication that is easily understood by various circles. In addition, murals are considered as one way to give the identity of a place, local people and local culture. For this reason, mural competitions can be applied with certain purposes and objectives (Irwandi & Sabana, 2019).



Figure 7. Door prize distribution at SERUNI Swimming Pool

The SERUNI service is carried out every Sunday in the form of door prize distribution which is drawn through SERUNI entrance tickets. The door prize distribution is carried out at 10.00 – 11.30 WIB by the officer. This gives more value to tourist attractions in the eyes of visitors and as a means of promotion. The KKN team carries out this service activity with a rolling system, where every week the members on duty are divided into a group of 5 people. In addition to the door prize distribution, the KKN Team also helped supervise around the swimming pool, helped guard the counter for entrance tickets, and assisted with services at the SERUNI canteen.

4. CONCLUSION

Increasing the potential of Susukan Village through human resources and natural resources is carried out using the ABCD method. The forms of activities carried out include Leadership Training, making logo designs and SERUNI merchandise designs, and participating in the implementation of Mural Competitions held by BUMDes at the SERUNI Swimming Pool. Each work program designed is the result of transect and inculturation to discover the assets and potential of the village. The work program has been successfully implemented by involving the community and the government of Susukan Village.

REFERENCE

- Angkasawati. (2018). Partisipasi Pemuda dalam Karang Taruna Desa (Studi di Desa Ngubalan Kecamatan Kalidawir Kabupaten Tulungagung). *Jurnal Publiciana*, Vol. 11(No. 1), 19. <https://journal.unita.ac.id/index.php/publiciana/article/view/137>.
- Diwangga, D. G. (2021). Pengembangan Potensi Desa Oleh Pemerintah Desa Di Desa Cintaratu Kecamatan Parigi Kabupaten Pangandaran. 807–820. <http://repository.unigal.ac.id/handle/123456789/862%0Ahttp://repository.unigal.ac.id:8080/bitstream/handle/123456789/862/70>. DEDEN 807-820.pdf?sequence=1&isAllowed=y.
- Farradika, Y., Umniyatun, Y., Nurmansyah, M. I., & Jannah, M. (2019). Perilaku Aktivitas Fisik dan Determinannya pada Mahasiswa Fakultas Ilmu - Ilmu Kesehatan Universitas Muhammadiyah Prof. Dr. Hamka. *ARKESMAS (Arsip Kesehatan Masyarakat)*, 4(1), 134–142. <https://doi.org/10.22236/arkesmas.v4i1.3548>.
- Irwandi, E., & Sabana, S. (2019). Proses Perwujudan Identitas Tempat Melalui Seni Mural. *Prosiding Seminar Nasional Desain Dan Arsitektur (SENADA)*, 2, 70–76. www.merriam-webster.com.
- Karyanto, B., Lombogia, M. F., & Hermawati, A. (2020). Mural Sebagai Sosialisasi Perilaku Hidup Bersih dan Sehat di Kecamatan Karawaci, Kota Tangerang, Provinsi Banten. *Jurnal Aplikasi Dan Inovasi Ipteks "Soliditas" (J-Solid)*, 3(2), 54. <https://doi.org/10.31328/js.v3i2.1586>.
- Mawardi, S., Mukrodi, M., Wahyudi, W., Sugiarti, E., & Anwar, S. (2021). Pelatihan Peningkatan Kapasitas Pemuda Dan Manajemen Organisasi Bina Remaja. *Jurnal PKM Manajemen Bisnis*, 1(2), 44–53.

- <https://doi.org/10.37481/pkmb.v1i2.222>.
- Mulyono, H. (2018). Kepemimpinan (Leadership) Berbasis Karakter Dalam Peningkatan Kualitas Pengelolaan Perguruan Tinggi. *Jurnal Penelitian Pendidikan Sosial Humaniora*, 3(1), 290–297. <https://doi.org/10.32696/jp2sh.v3i1.93>.
- Noor, M. F., & Zulfiani, D. (2021). Indikator Pengembangan Desa Wisata. repository.unmul.ac.id.
- Pojo, L. P., Safar, M. S., & Momo, A. H. (2020). Partisipasi Pemuda Dalam Pembangunan Desa (Studi Di Desa Kasimpa Jaya Kecamatan Tiworo Selatan Kabupaten Muna Barat). *Selami Ips*, 12(1), 20. <https://doi.org/10.36709/selami.v12i1.10834>.
- Putri, S. A., Mirzania, A., & Hartanto, M.Pd, D. D. (2020). the Importance of a Transformational Leadership Model in Managing Organizational Culture. *Journal of Leadership in Organizations*, 2(1), 49–56. <https://doi.org/10.22146/jlo.49529>.
- Rahayu, H. A., Istikhomah, I., Fatmawati, N., Usami, R. W., Dari, F. U., & Habib, M. A. F. (2022). Analisis Pengembangan Potensi Desa Wisata Melalui Optimalisasi Asset Based Community Development Di Desa Mojokambang. *Greenomika*, 4(1), 31–43. <https://doi.org/10.55732/unu.gnk.2022.04.1.4>.
- Sari Lubis, A., Sari Dewi, R., Suginam, Rajana Harahap, J. P., & Pohan, S. L. (2022). Pemberdayaan Pemuda Desa Desa Mangga Dua Kabupaten Serdang Bedagai Menuju Desa Wisata. *Jurnal Pemberdayaan Pariwisata*, 4(1), 10–16. <https://doi.org/10.30647/jpp.v30647/jpp.4i1.1586>.
- Syahirman Yusi, M., Andriyani, T., Firdaus, Y., Administrasi Bisnis, J., & Negeri Sriwijaya, P. (2022). JAMB (Jurnal Aplikasi Manajemen dan Bisnis) Efektivitas Media Sosial Sebagai Media Promosi Dalam Meningkatkan Volume Penjualan Social Media Effectiveness as a Promotional Medium to Increase Sales Volume. *Jurnal Aplikasi Manajemen Dan Bisnis*, 3(1), 42–52.
- Usnan. (2021). Meningkatkan Peran Pemuda Dalam Pembangunan Lingkungan Melalui Tugas Sebagai Ketua RT. 2(1), 87–100.
- Utami, K. S., Tripalupi, L. E., & Meitriana, M. A. (2019). Peran Badan Usaha Milik Desa (BUMDes) Dalam Peningkatan Kesejahteraan Anggota Ditinjau Melalui Kewirausahaan Sosial. *Jurnal Pendidikan Ekonomi*, 11(2), 498–508. <https://ejournal.undiksha.ac.id/index.php/JJPE/article/view/21545/14001>.