

Training for Village-Owned Enterprises in Managing Tourism in Mopaano Village, Buton Regency

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Abstract

This community service program aims to strengthen institutional capacity and business management at the village level. The program's partner is the Village-Owned Enterprise (BUMDesa) Kembang Baru Mainawa, located in Mopaano Village, Buton Regency. Based on the observations conducted, the partner faces limitations in the competencies of its members, resulting in suboptimal revenue from village tourism services. Therefore, the objective of this program is to strengthen the capacity of BUMDes managers and Karang Taruna members in organizational governance and in promoting village tourism. The activities are carried out in three stages: (1) a location survey to gather initial data, engage stakeholders, and obtain permissions; (2) delivering materials on tourism as an economic strength for the village; and (3) promotional training with a focus on digital marketing and tourism product design. The results of the activities are measured through participant understanding questionnaires, which indicate an 80% increase in understanding of institutional governance in tourism management, and an 83.3% increase in understanding the importance of tourism, particularly in increasing village income, creating jobs, and promoting MSME growth. By the end of the program, participants understand that sustainable tourism development in Mopaano Village requires continuous training, infrastructure improvements, and collaboration between the village Government and community organizations to ensure long-term economic resilience.

Keywords: Training; Managing Village Tourism; Village Owned Enterprises; Mopaano Village Tourism

Abstrak

Program pengabdian masyarakat ini bertujuan untuk penguatan kapasitas kelembagaan dan manajemen usaha pada tingkat masyarakat desa. Mitra program ini adalah Badan Usaha Milik Desa (BUMDesa) Kembang Baru Mainawa, terletak di Desa Mopaano Kabupaten Buton. Berdasarkan observasi yang dilakukan, mitra menghadapi keterbatasan kompetensi anggotanya yang berakibat pada kurang optimalnya pendapat desa yang berasal dari layanan wisata. Untuk itu, sasaran program ini untuk penguatan kapasitas pengelola BUMDes dan anggota Karang Taruna Desa dalam tata kelola organisasi dan mempromosikan wisata desa. Metode pelaksanaan kegiatan melalui tiga tahap: (1) survei lokasi untuk mengumpulkan data awal, menjalin keterlibatan pemangku kepentingan, dan memperoleh izin; (2) penyampaian materi tentang pariwisata sebagai sumber kekuatan ekonomi desa; dan (3) pelatihan promosi dengan fokus pada pemasaran digital dan desain produk wisata. Hasil kegiatan diukur melalui kuisisioner pemahaman peserta yang menunjukkan adanya peningkatan pemahaman peserta mencapai 80% untuk tata kelola kelembagaan pengelolaan pariwisata, dan 83,3% untuk pemahaman pada urgensi pariwisata seperti khususnya dalam meningkatkan pendapatan desa, menciptakan lapangan kerja, dan mendorong pertumbuhan UMKM. Pada akhir program peserta memahami

bahwa pengembangan pariwisata berkelanjutan di Desa Mopaano memerlukan pelatihan berkesinambungan, perbaikan infrastruktur, dan kolaborasi antara pemerintah desa dan organisasi masyarakat untuk menjamin ketahanan ekonomi jangka panjang.

Kata kunci: Pelatihan; Mengelola Pariwisata Desa; Badan Usaha Milik Desa; Wisata Desa Mopaano

INTRODUCTION

Villages have authority as stipulated in Law Number 6 of 2014 concerning Villages, which is a special law on villages (Pradini, 2020). In accordance with applicable laws and regulations, villages have authority over village governance, implementation of development, community development, and empowerment of village communities (Tirta Gautama, 2022). By establishing a Village-Owned Enterprise (BUMDes), villages can mobilize their resources to strive to boost the village economy (Ramadana & Ribawanto, 2010). A Village-Owned Enterprise (BUMDes) is a business entity primarily owned by a village through direct involvement derived from local assets allocated for managing services, assets, and other businesses, with the aim of improving the well-being of the local community (Bere et al., 2023). The Village-Owned Enterprise (BUMDes) is an important innovation worthy of appreciation (Dewi, 2014). The success of the BUMDes business model has sparked optimism that economic growth will be more equitable and not concentrated solely in urban areas (Haryaningsih et al., 2022). The objective of BUMDes is to stimulate and accelerate village economic development. To increase village revenue and enhance self-reliance, villagers manage the resources they possess (Arindhawati & Utami, 2020). Increasing community income is one of the strategies for successful village development. One strategy to boost village income and community welfare is through village-owned enterprises, often abbreviated as BUMDes (Hasyim et al., 2021). Therefore, BUMDes is one of the ways to increase village income. One of the village economic institutions, BUMDes, strives to improve the village economy, village original income (PADes), prevent unemployment, and create new job opportunities, all of which will contribute to village economic growth and welfare (Sujadi, 2022). Villages have the authority to monitor and explore their potential to increase Village Original Income (PADes) in terms of income management (Mahyudin et al., 2020). The tourism industry is one of the sectors with potential to grow into Village Original Income (PADes) (Afrianti et al., 2020). One of the main priorities of village government development today is the growth of the tourism industry as a component of the creative economy (Lestari et al., 2023). Tourism is the movement of people from one place to another in search of harmony and satisfaction with the environment in terms of social, cultural, natural, and scientific aspects, where individuals or groups temporarily travel from one location to another (Primadany & Mardiyono, 2023). Beyond these considerations, one of the most important aspects of a tourist location is its natural surroundings and their pristine condition (Zakaria & Suprihardjo, 2014). The social, cultural, and scenic attractions of a village cannot be separated from its tourism potential (Suarta & Amalia, 2023). This potential is highly strategic and can be managed through tourism activities to improve community welfare and increase village income (Ababil & Yulistiyo, 2022). This indicates a very bright future for the tourism industry. The lack of managerial professionalism as managers and the low level of community involvement are two factors causing the suboptimal design of tourism development. In addition to agriculture and fisheries, one of the village's economic strengths is the creation of village-specific products, which is a program that must be implemented. With better products,

the community can utilize the tourism potential they possess. Currently, there is a trend in the tourism industry to develop village potential.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS AND TARGET SOLUTIONS

General description

Mopaano Village is located in Lasalimu Selatan Sub-district, Buton Regency. Mopaano Village has two natural tourist attractions: Koguna Beach and Red Shrimp Lake. The tourism potential of Mopaano Village still needs to be developed. Through observations conducted by the Community Service Team (PKM) in Mopaano Village, the Village-Owned Enterprise (BUMDes) in Mopaano faces challenges in understanding the importance of tourism development. The main obstacles to the development of tourism in Mopaano Village are the lack of training and knowledge among BUMDes managers in developing tourist attractions. The objective of this community service program is to enhance the skills of the Mopaano Village-Owned Enterprise (BUMDes) in managing tourism. Some of the topics to be covered in the training include presenting materials on tourism as a village economic strength and tourism promotion.

Problem

Based on the results of the situation analysis of the target group for this community service program, several weaknesses were identified that require intervention, as follows:

Table 1. Analysis Situation and Problem

No	Issues	The solution offered	Achievement Indicators
1	Group Awareness: Low interest among BUMDES managers in innovation and creativity for BUMDES business ventures	Knowledge transfer in the form of seminars	Increased enthusiasm among BUMDES managers to innovate and formulate creative BUMDES business ventures
2	Member Competence: Lack of competence among members to conceptualize quality tourism promotion	Workshops and Mentoring	Improved ability of BUMDES managers to produce content for tourism promotion through social media

Source: Analysis, 2025

Based on the analysis and description of the problems faced by the partners, there is a need for training to strengthen the role of BUMDes in developing the village economy. One approach taken is through a training program that focuses on improving the skills and capacity of BUMDes members. Thus, BUMDes can become more effective in managing tourism, accessing resources, and creating positive impacts on the village economy. In this context, the empowerment of BUMDes training programs is relevant and urgently needed to address the economic challenges faced by villages.

Target solution

Community service activities were conducted in Mopaano Village, Buton District. The activities were carried out by lecturers and students from the Government Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University of Buton. These activities provided students with the opportunity to apply the skills they have learned in their respective fields to benefit the community. This experience will undoubtedly broaden the knowledge and enhance the skills of both lecturers and students.

METHOD

The method used in the community service activities in Mopaano Village is through a community-based training approach, in this case carried out by referring to the target group approach, namely the managers of the Village-Owned Enterprise (BUMDes) and the Youth Organization (Karang Taruna) of the village. This method was chosen to optimize the role of the groups in the training process, as well as to serve as an intervention to enhance the skills of BUMDES managers in Mopaano Village in developing the village economy through village tourism. The training involved BUMDES managers and the Youth Association of Mopaano Village. The community service activity was conducted on Thursday, December 19, 2024.

Table 2. Community Service Activities

No	Activity	Method	Description
1	Location survey	Meetings and Discussions	PKM Team, Village Head, and Bumdes Manager
2	Presentation of material on tourism as a source of economic strength for villages	Meetings, Lectures, and Discussions	PKM Team, Bumdes Managers, and Karang Taruna
3	Promotion training	Workshops and Mentoring	PKM Team, Bumdes Managers, and Karang Taruna

Source: Analysis, 2025

RESULTS AND DISCUSSION

This community service program in Mopaano Village, Buton Regency, begins with a comprehensive site survey aimed at conducting direct observations and gathering relevant information to support the implementation of activities. The PKM team visits the partner location to collect data, engage with stakeholders, and obtain formal permission from village authorities. The survey findings reveal that the primary income source of the Village-Owned Enterprise (BUMDes) originates from tourism management, including entrance fees to tourist sites, parking fees, and gazebo rentals. These findings provide a foundation for designing interventions that strengthen tourism as an economic driver for the village. Following the survey, material presentations are conducted at the Mopaano Village meeting hall, attended by village officials, BUMDes managers, and members of the Karang Taruna youth organization. The session focuses on “Tourism as a Source of Economic Strength for Villages” to enhance community awareness and capacity in tourism management. The discussion emphasizes that sustainable tourism development can significantly improve local income, generate employment, and create opportunities for SMEs to market their products. It is acknowledged that while tourism growth can enhance welfare, its sustainability requires effective coordination among village authorities, consistent promotion, and the development of human resources as skilled tourism managers. Tourism promotion is addressed as a strategic component, aiming to increase visitor numbers through digital marketing. The training highlights the importance of leveraging information technology to design and disseminate promotional content showcasing Mopaano’s natural assets, such as its white-sand beach and the unique presence of red shrimp visible in the lake. Participants explore digital marketing strategies and discuss infrastructural limitations, particularly the absence of robust internet access. The session also identifies innovative tourism products, including fishing trips with local fishermen and educational tour packages, as potential attractions to diversify visitor experiences. Additionally, the PKM team introduces the design and

production of locally inspired souvenirs as both mementos and promotional tools for Mopaano Village. The souvenir designs—ranging from keychains, bracelets, and pins to t-shirts and tote bags—feature motifs symbolizing the village's tourist attractions. These products are first sketched, refined, and then produced for sale around the tourist area. By combining tourism-based economic initiatives with digital promotion and community skill-building, this program aims to create a sustainable tourism ecosystem that not only enhances Mopaano's visibility but also strengthens its economic resilience



Figure 1. Courses and Workshop

CONCLUSIONS AND SUGGESTIONS

The implications of these findings are discussed in which Village-Owned Enterprises (BUMDes) are crucial for achieving self-sustaining economic prosperity in villages. It is hoped that through BUMDes, existing community institutions can collaborate to optimize their capacity and promote equitable prosperity. One approach to tourism development that places the community at the center of growth is by training BUMDes in village tourism management. BUMDes Mopaano, a community empowerment organization, has a commercial division dedicated to tourism development. This training is expected to help BUMDes improve their tourism management skills. Village tourism development is hoped to proceed as planned and has the potential to enhance the well-being of the local community. To boost tourism in Mopaano Village, more training in BUMDes management for village tourism is required. The conclusion provides a summary of the description of the results and discussion, referring to the objectives of community service. Suggestions are written in a clear and operational manner. Conclusions and suggestions are presented in the form of new thought narratives which are the essence of the findings of community service. It is better not to use serial numbers

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