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**PROCEEDING
2nd INTERNATIONAL CONFERENCE ON
COMMUNITY SERVICE PROGRAMME
UNIVERSITAS PGRI SEMARANG**

**“Implementation of the Research Result on Innovation and
Social Science to Facing Industrial 4.0”**

Semarang Saturday, 19 October 2019

**LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT
UNIVERSITAS PGRI SEMARANG**

Penerbit LPPM
Universitas PGRI Semarang



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Welcome Message from Chairwoman of ICESRE and ICCSP 2019

Assalamualaikum WaRahmatullahi WaBarakatuh,

In the Name of Allah, the Most Beneficent, the Most Merciful. May the peace, the mercy, and the blessings of Allah be upon you.

Dear colleagues, professors, lecturers, researchers, professionals, ladies and gentlemen. On behalf of LPPM Universitas PGRI Semarang, I would like to express my sincere gratitude and welcome you to the second International Conference on Education and Social Science Research (ICESRE) and International Conference on Community Service Program (ICCSP) 2019. Moreover, I would like greatly appreciate to welcoming Prof. Dr. Ocky Karna Radjasa, M.Sc., Sutraphorn Tantinirat, Ph.D, Cristoper Cason, Ph.D, Jayne C Lammers, Ph.D, J.Casey Hammond, Ph.D, and Prof. Dr. Lilia Halim, two Co-Hosts, The Rector, the Vice Rectors, and the Deans of Universitas PGRI Semarang.

It is my hope that ICESRE and ICCSP 2019 as annual international conference held by LPPM Universitas PGRI Semarang would be able to achieve its objective in giving a wide opportunity for the participants to share thoughts and gain various information about innovation in the context of Education and Social Sciences to face the global challenge in industrial era 4.0.

Last but not least, my deepest gratitude goes to Dr. Muhdi, S.H., M.Hum. as the rector of Universitas PGRI Semarang who has directly and indirectly supported the well running of this seminar. The committee has organized a vibrant scientific program and is working hard to present highly respected and internationally well-known speakers to lead it. Although we try our best to be professional, on behalf LPPM Universitas PGRI Semarang, please accept our sincere apologies should there be inconveniences that occur before, during, or after the event. I wish you a very productive conference with exciting and encouraging discussions and exchange of knowledge.

May God bless us all with good health to make this event a successful and enjoyable one!

Wassalamu'alaikum WaRahmatullahi WaBarakatuh

Best Regards,

Dr. Arri Handayani, S.Psi, M.Si
The Chairwoman of ICESRE and ICCSP 2019

Speech from the Rector of Universitas PGRI Semarang

Assalamualaikumwr.wb.

Thanks to Almighty God for that we can organize and participate in The 2nd International Conference on Education and Social Science Research (ICESRE) and The 2nd International Conference of Community Service Program (ICCSPI). To the conference attendees, we warmly welcome your presence all in Universitas PGRI Semarang.

It is an honor and pride for Universitas PGRI Semarang to be able to organize The 2nd ICESRE and The 2nd ICCSP with the theme "The Implementation of Innovative Education and Social Science Research in Facing the Industry 4.0 Era". The theme is very interesting and nowadays is a concern for many parties in various fields, especially education and social science. Industry 4.0 era emphasizes the use of the internet of things, artificial intelligence, big data, and robotic, or it is known as automation era. Qualified human resources and equalization of technology should be prepared precisely and quickly so that we are able to compete with other nations. Those are the basic capital to survive and thrive in the 4.0 industrial era and the world of education becomes a leading guard and adaptive as the world continues to change.

Universitas PGRI Semarang has the motto "The Meaning University". This conference becomes one of the real evidence of the role of the university in supporting the development of innovative research in the field of education and social science, facilitating the establishment of a network of partnerships in the field of education and social science, and thus contributing to national development.

We thank and highest appreciation to the Committee and all the Co-hosts, for their hard work and support in organizing this conference. Hopefully this conference provides benefits and positive impacts for all of us. Welcome to the Conference.

Wassalamu'alaikum WaRahmatullahi WaBarakatuh

Thank you,

Dr. Muhdi, SH., M.Hum.
Rector of Universitas PGRI Semarang

Board of PROCEEDING
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“Implementation of the Research Result on Innovation and
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Regional Partnership Program Of Trabas Tourism Village and Special Souvenir Center Of Polosiri Village, Bawen District, Semarang Regency 2019

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Abstract— Polosiri Village is one of the villages in Bawen District, Semarang Regency. One of the potential Polosiri Village is traaS tourism. For more than 5 years, the village of Polosiri has often been a destination for trabas lovers such as Battax, R-Track, Tribas, TATO, and Traseba, each of community has more than 50 members to applying hobbies. In addition, Polosiri Village also has the potential of Mikro, Small, and Medium Enterprises. Lestari Sejahtera Women's Farmers Group which has about 25 members, has succeeded in processing horticultural produce into commercial products. Emponempon based product such as Sari Ginger, Sari Temulawak, Sari Turmeric, Wedang Uwuh, and White Turmeric Sari and tuber based product such as Kripik Kimpul and Mokaf flour are well produced. But in reality Polosari Village has problems that have not been resolved. In tourism sector of Polosiri Village (1) Still not aware of the trabas tourism economic potential (2) There is no master site plan for structuring tourism village areas (3) Don't have the maximum marketing skills for tourism village (4) Don't have the managerial skills to manage a tourism village. And In UMKM sector of Polosiri Village (1) There's no business diversification ability (2) The product doesn't have a SIUP, BPOM, and PIRT (3) Don't have the maximum UMKM marketing skills (4) Business management skills still not maximal (5) There is no place to sell the business results. To resolve this problems, we are team from Semarang PGRI University (UPGRIS) and Universitas Darul Ulum Islamic Centre University of Semarang (UNDARIS) who proposed proposals community engagement in this Regional Partnership Program. In this case the accompanying partner is the village head of Pulosiri Mr. Nuryianto who has alocated village funds as much as 100.000.000,-/year during this program and Semarang Regency Tourism. While the target partnes of this activity are Polosiri village community who represented by BKD and Lestari Sejahtera Women's Farmers Group. We offer solutions to the problems faced by polosiri village by applying a variet of appropriate technologies (TTG). The arrangement of tourist areas and souvenir center wil be based on the master site plan. Meanwhile, to attract visitors, the maketing strategy that will be applied is uing a website and e-commerce. In addition business

diversification training and management, both for tourism and business production will be provided to managers. Thus the program objectives an be achieved. (Abstract)

Keywords—pengabdian; trabas; UPGRIS; UNDARIS; Polosiri; pusat oleh-oleh component.

I. INTRODUCTION

Polosiri Village is on

one of the villages in Bawen District, Semarang Regency, which is geographically located at $110^{\circ} 14'54.75''$ to $110^{\circ} 39'3''$ East Longitude and $7^{\circ} 3'57''$ to $7^{\circ} 30'$ South latitude. According to 2014 data, total population of Polosiri village was 3,279 consist of: 1,285 people, 1,175 women, and 1561 households. Educational facilities in the Polosiri village include 1 village office, 1 PKD, 1 Pamsimas, 2 Early Childhood Education (PAUD), 2 Elementary Schools (SD), and 6 TPA. While worship facilities such as mosques and prayer rooms, each amounting to 6 and 12 pieces.

On a regional basis, hamlets in a polosiri village have different conditions, potentials, and problems that are affected by different conditions of economic resources. The most basic economic resources are geographical location and natural resources. There are seveal hamlets that are geographically located in the regional economic pathway such as the Bawen-Ambarawa roadway which certainly provides opportunities for local economic development compare to the hamlet that not traversed by the regional economic pathway. But overall the conditions of economic growth and development of the Polosiri village are evenly distributed. In spurring regional development with the existing potential in the village area, Polosiri Village goverment still adheres to the aspects of integrity, synergy, and

continuity in carrying out village development. Therefore, village development is a continuation of development that has been carried out in previous years with efforts to continue, explore, and develop the superior potential of the village owned.

In the context of poverty alleviation in the village, it is necessary to have clear poverty data, names, addresses and problems faced by a family head or household head. Based on this, poverty data were obtained using 14 criteria as follows: The floor area of residential buildings is less than 8 m² per person; Type of floor of a residential building made of soil / bamboo / cheap wood, type of residential wall made of bamboo / thatch / low quality wood / wall without plastered, Does not have bowel facilities / together with other households, uses electricity, The source of drinking water comes from wells / unprotected springs / rivers / rain water, Fuel for household sources not everyday lighting is wood Only consumes cooking fuel / charcoal / kerosene, meat / milk / chicken once a week, Only buy one new set of clothes in a year, can only eat as much as one / two times a day, unable to pay for medical expenses at the health center / clinic, Source of income of the head of the household is a farmer with an area of 0.5 ha. Farm laborers, fishermen, construction workers, plantation laborers or other occupations with incomes below Rp. 600,000 per month, the highest level of education is household head who has no education / has not graduated from elementary school / only has elementary school, does not have savings / goods that are easily sold with a value of Rp. 500,000, - such as motorbikes (credit / non-credit), gold, livestock, motor boats or other capital goods.

For more than 5 years, the village of Polosiri has often been a destination for trabas lovers to applying hobbies. This is because the geographical and topographic conditions of Polosiri village are very possible for trabas activities. With the temperature not too hot around 27°C and overgrown with so many trees, Polosiri village is very suitable to be a trabas tourist destination. The trabas communities that frequently visit the Polosiri village are Battlax, R-Track, Tribas, TATO, and Traseba, each of community has more than 50 members.

Based on observation in Polosiri Village, Bawen District, Semarang Regency can be identified In tourism sector of Polosiri Village (1) Still not aware of the trabas tourism economic potential (2) There is no master site plan for structuring tourism village areas (3) Don't have the maximum marketing skills for tourism village (4) Don't have the managerial skills to manage a tourism village. And In UMKM sector of Polosiri Village (1) There's no business diversification

ability (2) The product doesn't have a SIUP, BPOM, and PIRT (3) Don't have the maximum UMKM marketing skills (4) Business management skills still not maximal (5) There is no place to sell the business results.

To create independence, comfort and welfare of the community through the synergy of university community expertise, capabilities and policies of the Semarang Regency Government as set out in the Regional Medium-Term Development Plan of the Regional Government (RPJMD), non-RPJMD, and the potential of the Polosiri village community, we are the UPGRIS service team and the UPGRIS community service team UNDARIS strives to find solutions to the problems faced by the Semarang regency government and the Polosiri village community, which directly or indirectly have the potential to affect the comfort of the Polosiri Village community life. From the problems mentioned in the previous section, we offer solutions for the tourism sector and MSMEs in Tables 1 and 2 below.

Tabel 1. Problems in the tourism sector and solutions offered

Problem	Solution	Output
Still not aware of the trabas tourism economic potential	Giving socialization about trabas tourism village	Increasing knowledge local people about trabas tourist village
There is no master site plan for structuring tourism village areas	Making master site plan	Master site plan
Don't have the maximum marketing skills for tourism village	Make a photo spot, Using online and offline media as the marketing strategy for tourism village, Giving website training for tourism village	There is photo spot, Website, Increasing people's knowledge on how to use a website for marketing
Don't have the managerial skills to manage a tourism village	Provide the tourism village management training	Can manage the tourist village well, Increased village income

Tabel 2. Problems in the UMKM sector and solutions offered

Problem	Solution	Output
There's no business diversification ability	Training in developing capabilities to process agricultural product using cassava and empon-empon, Comparative study to another tourism villages, Packaging training and label production	increasing capabilities to process agricultural product
The product doesn't have a SIUP, BPOM, and PIRT	Accompaniment for making PIRT, BPOM and SIUP	PIRT, BPOM and SIUP are available
Don't have the maximum UMKM marketing skills	Using online and offline media as the UMKM marketing strategy, Giving e-commerce training for UMKM	Inceasing UMKM knowledge on how to use e-commerce, Increase the number of customers, Increased UMKM income
Business management skills still not maximal	Provide the business management training, Establishing cooperative relationships with partners from another regions	Increasing business management capabilities
There is no place to sell the business results	Make a souvenir center	Increased UMKM income

II. METHOD / SYSTEM IMPLEMENTED

The methods used in the implementation of the PKW program include:

1. Preparation Identification of community needs is carried out by the Activity Implementation Team by conducting observations and direct interviews with the Head of Polosiri Village, Bawen District, Semarang Regency. On Friday, April 6, 2018 the implementation team held a meeting with the Head of Polosiri Village, [10:14 AM, 12/4/2019] Salmazein: Hamlet heads, community leaders and KWT Lestari Sejahtera leaders. The survey of trabas tourism sites was also carried out on Saturday, May 26, 2018. The meetings determined the problem and looked for

problems together. Because the understanding has been well established, the next stage is the licensing process to the relevant parties in order to get support in the implementation of PKW activities, the framework of the solution is scheduled in

2. Socialization Socialization carried out to the community in the village of Polosiri, Bawen District, Semarang Regency includes several things about the pilot program trabas tourism village. 9 The Activity Implementation Team also requested input from residents and local officials regarding the PKW implementation plan.
3. The training was given to officials, KWT cadres, PKK cadres, and Karang Taruna cadres for the formation of tourism awareness groups. The aim of the training is to create Trabas Tourism and UMKM villages. Indicators of the achievement of the objectives of community service activities in the field of tourism such as the Plain Tourism Village website available.
4. Assistance. Assistance is carried out to provide clear information to all group members of the information / knowledge transferred from the PKW Activity Implementation Team. For those who are unclear about the information and the program implemented, they can directly ask questions and discuss with the Activity Implementation Team. Assistance is also carried out for website management and e-commerce.
5. Monitoring and Evaluation, Monitoring the performance and impact of PKW activities is carried out every month since the formation of the tourism awareness group until the end of this activity. The evaluation was carried out to perfect the Tourism Village Pilot Program and the Souvenir Gifts of Polosiri Village, Bawen sub-district, Semarang Regency which had been carried out by the PKW Activity Implementation Team.
6. Compilation of reports. Progress reports are prepared every 1st and 2nd year, while the Final Report is compiled in the 3rd year.

III. RESULTS/OUTPUTS IN THE FORM OF PUBLICATIONS

Lately, tourism-themed villages have become one of the trends in developing tourism in Indonesia. This trend is a good response to the new motivations in traveling, especially the youngsters. They are generally interested in daily life which are unique and different, so they can get new experiences. For more than 5 years, Polosiri is a village in Semarang Regency, has often been a destination for trabas lovers to express their hobbies. According to the Indonesian dictionary Trabas is interpreted as a breakthrough. In fact, trabas is commonly used to refer to an offroad trail adventure

activity. However, although Polosiri is often visited as one of the trabas tourism destinations, the people in Polosiri have not been able to see the economic opportunities arose from trabas activities. Therefore, in this work, we will discuss about how to pioneer trabas-themed-tourism village in Polosiri, Semarang Regency, Indonesia to improve the local income.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

The Partnership Program of the Pioneered Trabas Tourism Village and Special Souvenir Center Of Polosiri Village, Bawen District, Semarang Regency in the first year included the socialization of the trabas tourism village activities, the creation of a master plan, the realization of site plans and photo spots, the creation of websites, training in tourism management and website management, international seminars, and making reports. Of all the programs, 70% have been achieved, through very good collaboration between the Dedication Team and the Polosiri Village Team. The enthusiasm and sincerity of the work of the entire Team of Servants, students and village officials is very influential on the success of the achievement of 70% of this service program. The support from the Head of the Tourism Office in the form of homestay training is an example of the seriousness of the Semarang Regency Government in supporting this program. Furthermore, the Polosiri Village community will be trained in improving the Management and Human Resources of the Tourism Village by the Semarang Regency Government. The problems faced, especially land readiness for trabas tracks, can be overcome thanks to the good cooperation between the

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- [1] 2014 Polosiri Village Data <http://id.wikipedia.org>.
- [2] Central Statistics Agency, Data Collection of Social Protection Program (PPLS) 2011.

Village Head and the Plantation Company which controls a portion of the land that will be used for the trabas track, even some companies that are in the Polosiri Village area have confirmed to support the village program travel through Corporate CSR funds. Good cooperation between the Team of Servants, students, Village officials, village communities, the Semarang Regency Regional Government, the Semarang Regency DPRD, the company's CSR is able to support the realization of the world wide Trabas Tourism Village and Special Souvenir Center Of Polosiri Village, Bawen District, Semarang Regency.

B. Suggestion

The Trabas Tourism Village and Special Souvenir Center Of Polosiri Village, Bawen District, Semarang Regency, are expected to be sustainable and worldwide. That hope can be realized if the community plays an active role in all of these Polosiri Tourism Village programs. Routine training needs to be held so that the Polosiri village has personnel who are able to carry out their duties properly, take responsibility and follow the development of tourism. The community is always protecting the environment so that tourist attractions remain a comfortable place for visitors. Village and regional governments need to always budget for funding support to improve the quality of the Polosiri Tourism Village. Through PKW Pioneering Trabas Tourism Village and Special Souvenir Center Of Polosiri Village, Bawen District, Semarang Regency will add interesting and unique tourism objects so that tourism in Indonesia, especially in Central Java Province, will become the world's trabas tourism destination.

- [3] Laurentius Immanuel Yudit Prabowo, 2018, KKN UNDIP report <http://polosiri.sideka.id> 31.
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