

Business Model Assistance for Curug Goong Ecotourism, Dayeuhkolot Village, Subang Regency

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Abstract—Dayeuhkolot Village is one of the prospective tourism villages (CADEWI) in Sagalaherang District, Subang Regency. In planning Dayeuhkolot Village as a tourist village, it is necessary to prepare a comprehensive business plan assistance so that it can be implemented properly and sustainably. The purpose of this community service activity is to plan the feasibility of the Curug Goong tourism business as part of ecotourism in Dayeuhkolot Village. The methodology was carried out through a primary collecting data (Workshop) in the form of a Business Model Canvas (BMC) which was participated by representatives of village officials, tourism lovers' community (KECIWIS), Village-Owned Enterprises (BUMDES) and from a local household leader (RW and RT). Considering the analysis method, we can find that the approach in planning the business model and direction of tourism can be carried out appropriately using the concept of a business model canvas.

Keywords—*planning, ecotourism, business-model-canvas, village*

I. INTRODUCTION

Since the Village Law No. 6 of 2014 was passed, the village has its own authority in managing and regulating village funds for village development programs. The authority is given so that each village can independently catch up with development and improve service facilities to rural communities [1]. Considering the village is upstream of meeting basic needs, it is important to studies focus on villages to be carried out especially for village governance [2]. In addition, with the development of rural economic activities, both tourism and non-tourism activities, it will reduce unemployment and poverty [3-5].

Dayeuhkolot village, administratively is a part of Sagalaherang District, Subang Regency, West Java Province, consisting of 21 RT, 9 RW. The area of Dayeuhkolot Village is ± 430 Ha with an altitude of 563MDPL (meters above sea level). In 2017, the population of Dayeuhkolot Village reaches 5,231 people, and in 2020 it will increase again to 5,285 people

(data for the population of Dayeuhkolot Village, 2021), with a population density of ± 12 people/ha. This village is one of the candidate villages for Tourism Village (*Caldew*).

Dayeuhkolot Village has various potentials that can be developed into a tourist attraction, because it has beautiful nature, many springs, crossed by a large river (Ciasem River), has a wealth of culture, local crafts, history, religion, and education. One of the potential tourist spots is Curug Goong which is in the northern area bordering the Cintamekar Village. Some of the attractions, activities and facilities that will be developed in the master plan include flying fox, camping ground, bamboo education, rafting rental, souvenir center, culinary center, cultural field, and photo booth as well as information and culture building. The realization of a tourist village is expected to improve the village economy and welfare of farmers and increase the income of rural communities [6-7].

The main problem in the effort to realize Dayeuhkolot village as a tourist village is that there is no comprehensive tourism planning and development that can attract the government above it and private investors. Apart from the factors of knowledge and skills of rural communities in planning tourist villages, there are also challenges in building awareness together to become a tourist village. Therefore, a participatory-based approach is needed in planning for the tourism village so that a planning process is a form of joint awareness effort. The participatory approach, in planning a tourist village, will correlate with the level of success of its realization [8-10].

BMC is proven to be able to provide an alternative in dealing with business problems (uncertainty) in the Covid-19 Pandemic [11]. Comprehensively from aspects of planning, production, distribution, reporting to innovation and developing an adaptive and flexible business [12-15]. Participation in agreeing on the BMC model is important because the community will be the subject and understand the capacity of their village. This is in line with [16] which states that BMC is influenced by the energy of its enterprises. In

addition, the participatory form carried out is part of communicative planning that can improve community leadership, collaboration, partnerships, through shared decision making that is focused on in communication, information change and dialogue [17].

One of the efforts in realizing the master plan for the development of Curug Goong tourism, the village community needs to agree on a business model plan that will be developed so that the development of Curug Goong can be carried out in a sustainable manner. Community service activities through mentoring activities aim to Therefore, this activity aims to formulate a business model through assistance to stakeholders for the development of Curug Goong tourism.

II. METHODS

A. Data Collection

Data collection in community service activities is carried out through secondary and primary surveys. The primary survey was carried out through observation to the location of the Curug Goong and continued by conducting a simulation workshop to make a business model with the stakeholders. The selection of stakeholders in the simulation uses a purposive sampling approach wherein determining who will be the respondents or participants is carried out at the beginning according to the main tasks of the stakeholders [18,19]. The total participants who took part in the simulation were 16 people consisting of the village secretary, tourism-loving groups (KECIWIS), Village Own Enterprise (BUMDes), PKK community, the head of the hamlet and representatives from the RW around Curug Goong. The secondary survey was conducted by collecting village profile documents, subdistrict profile and news information via internet.

B. Analysis Data

(See Fig. 1) Analysis was conducted based on the canvas business model approach. The Business Model Canvas (BMC) describes, assesses and visualizes agreed ideas in order to obtain new alternative strategies [20].

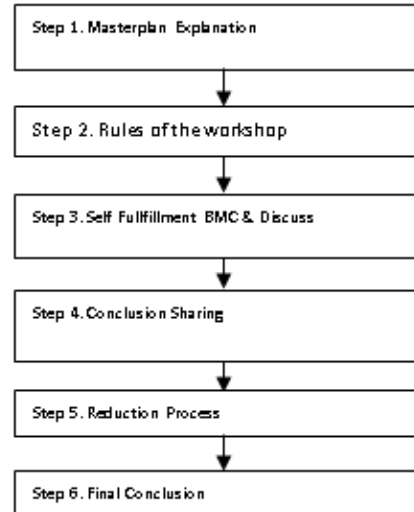


Fig. 1. Workshop process.

There are nine blocks in the business model canvas which are described through different business design techniques, namely *the customer segments, value propositions, channels, customer relationships, revenue streams, and cost structure blocks* obtained through storytelling techniques. While *the key resources, key activities, and key partnerships blocks* are obtained through visual thinking techniques. When the nine blocks have been described, the next step is to use a prototyping technique to describe the ecotourism village business model in Dayeuhkolot Village.

III. DISCUSSION

The process of making a business model canvas for the Curug Goong tourist spot in Dayeuhkolot Village is carried out in a participatory manner with the details of the process as follows.

A. Masterplan Explanation

In 2020, a master plan document for the Curug Goong Tourist Spot as ecotourism has been created. The master plan describes the design concepts, materials and specifications of the room and building as well as the details of each component. At the initial stage, confirmation was made to the workshop participants so that it was concluded that there was a change in the entrance route and specifications for bamboo materials, which were originally all made of bamboo, but because of the consideration building maintenance costs. In addition, the disaster factors were also considered so that there was an adjustment to the body rafting attraction, which initially only used car tires to be replaced with a small boat type. All points were agreed upon by the participants who attended the workshop.



Fig. 2. Masterplan of Curug Goong Tourism.

B. Rules of the Workshop

At this stage, participants are given the following conditions:

- workshop divides all participants into 4 groups with the requirement : 1 group is facilitated by 1 facilitator.
- each group chooses group leader.
- everyone has the same right in conveying ideas and opinions for 2 minutes without interruption.
- each group is provided with a master plan map, BMC board, sticky notes, and pens of the same color.

Each group is chosen by 1 leader to be the representative of the group in explaining ideas and ideas to all participants. To maintain the purity of the discussion, it is necessary to have a facilitator who ensures that there are no interruptions from group members. This is to increase creativity at the beginning before being reduced at the end.

C. Self Fullfillment BMC, Discuss and Conclusion Sharing

BMC sheet is filled out by each participant and discussed in each group. Each participant is given sticky notes to be able to give each idea. Only 1 sticky note for 1 idea so that everyone can see the whole idea from all of them and determine their support for making conclusions.

Each group explains the results of their conclusions to all participants. At this stage, participants gain a new perspective on the ideas in the BMC component. In addition, each participant has written down what was approved and not approved. After all groups have submitted, each group has the right to ask ideas that are considered relevant or not. This is done to sharpen the discussion on the topic.



Fig. 3. Sharing and discussing of groups.

D. Reduction Process

At this stage, all participants are asked to focus on one side of the BMC board. The facilitator leads the discussion to determine the relevance of each idea. If don't find an agreement, you can quickly for voting. From the discussion process, some ideas were reduced because these ideas were already represented by other ideas.

Ideas that are considered less representative then sticky notes are taken from the BMC board so that only those left are ideas that are agreed upon by all participants. In addition, there are several ideas that are combined into new ideas that are more representative.



Fig. 4. Reduction process of BMC component.

E. Final Conclusion

To ensure that all items are confirmed to each participant, each sticky note is read out one by one to all participants to fully understand the business model canvas that will be run for Curug Goong tourism. In addition, to strengthen mutual commitment, each participant needs to sign a letter of agreement that will serve as a guide for the main stakeholders who will be entrusted with managing Curug Goong tourism. All elements in the business model canvas can be seen in Figure 5.



Fig. 5. Business model canvas of Curug Goong Tourism.

IV. CONCLUSION

From the paper results, it is found that the approach in planning the business model and direction of tourism can be carried out appropriately using the concept of a business model canvas. There are 9 components that need to be agreed upon among customer segments, customer relationships, channels, value propositions, key activities, key resources, key partners, cost structure and revenue streams. Through a series of workshops, Curug Goong tourism focuses on customer segment students, family gatherings and club rafting, while the value of this tourist spot is a relatively cheaper price, a strategic location in the landscape, friendly service and no less important that this tourist location is based on ecotourism or eco-friendly tourism. Therefore, we need channels from various platforms so that the value of Curug Goong tourism can reach the market and maintain the market with the steps of making members etc. Meanwhile, to realize this, it is necessary to collaborate with many parties including Cijengkol Village as the downstream of Rafting and several government institutions and communities who are willing and committed to realizing Curug Goong tourism. With the many activities offered, it is hoped that it will increase the income that can cover all required expenses.

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