

## PROFICIENT Community Service

### Empowering MSMEs around Sodong Spring Tourism Ligarmukti Village, Klapanunggal District, Bogor Regency, West Java

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#### ABSTRACT

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Keyword:</b>    | <i>A community development activity in the Sodong Spring tourist area in Ligarmukti Village, Klapanunggal, Bogor, involving lecturers and students. This activity focuses on empowering local MSMEs that have not been optimally managed despite being located in a potential tourist area. This program is designed to increase MSME capacity through interactive training such as SWOT analysis, group discussions, and simulations. The materials provided include simple financial management, product packaging strategies, and the use of digital media, particularly TikTok, as a creative promotional tool. The results of this training demonstrate that a collaborative approach between universities and the community can strengthen MSME competitiveness and encourage sustainable local economic growth in the digital era.</i> |
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| Perbanas Institute |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

## I. INTRODUCTION

Sodong Spring, located in Ligarmukti Village, Klapanunggal District, Bogor Regency, West Java, is a natural tourist destination featuring two natural bathing pools, sourced from a limestone spring that flows year-round. As an affordable family recreation spot, this area has become a favorite among locals, especially families, teenagers, and children seeking a cool, serene rural experience.

However, this enormous potential has not been matched by optimal management of MSMEs. Many businesses operating near tourist attractions still face various challenges, including unattractive layouts, poorly arranged tables and chairs, and payment systems that remain conventional and limited to cash transactions.

Through this community service activity, the DP2M Perbanas team designed an MSME empowerment program with an approach that was easy to understand and applicable. The training material was delivered using interactive methods such as SWOT analysis presentations, group discussions, and real-life simulations relevant to the daily situations of MSMEs. Furthermore, the team conducted direct observations of the business environment to formulate solutions tailored to their needs.

According to Sari et al. (2021), a practice-based and participatory educational approach is crucial for enhancing the adaptive and innovative capabilities of MSMEs in navigating the dynamic business environment, particularly in the tourism sector. Training using relevant simulations is also effective in enhancing business actors' understanding (Ardiansyah & Wibowo, 2022) and Zuhri, et.al., (2024).

The training is delivered by experienced instructors using a communicative and engaging approach. Participants are not only equipped to face the challenges of managing local MSMEs but also equipped with an understanding of future business development opportunities. They are encouraged to achieve financial independence and build sustainable businesses.

This program also emphasizes the importance of MSME empowerment strategies, including capacity building, access to capital, and the ability to build strategic partnerships. According to Fauzi and Prasetyo (2023), Wahyuni, et.al.,(2024), and Markonah, et. al., 2024 MSME empowerment must be directed at strengthening managerial capacity, business digitalization, and sustainable strategic collaboration to ensure they survive in the digital economy era and the global crises that will be faced in the future. With the right strategy, MSMEs are expected to be able to create a mutually beneficial tourism ecosystem, encourage sustainable village economic growth, create jobs, and improve the welfare of local communities. (Markonah and Riwayati, 2024)

## II. METHODS

The Community Service Activity was held on Monday, June 30, 2025, from 1:15 PM to 4:00 PM WIB, at Sodong Spring Tourism Area, Ligarmukti Village, Klapanunggal District, Bogor Regency, West Java, Indonesia.

The agenda of the event is outlined as follows:

### AGENDA Monday, June 30 2025

| Time (WIB)    | Program                                                                                   | Person in Charge                             |
|---------------|-------------------------------------------------------------------------------------------|----------------------------------------------|
| 10:30 – 12:30 | Travel to the event location: Sodong Spring Tourism Area, Ligarmukti Village              | Committee, Lecturers, and Participants       |
| 12:30 – 13:15 | Break for lunch, rest, and prayer ( <i>Isoma</i> )                                        | -----                                        |
| 13:15 – 13:25 | Opening remarks and prayer                                                                | MC                                           |
| 13:25 – 13:45 | Welcoming speech from Perbanas Institute<br>Welcoming speech from the Head of the Village | Mrs. Markonah,<br>Head of Ligarmukti Village |
| 13:45 – 13:50 | Handing over souvenirs to the local village                                               | Mrs. Markonah,<br>Head of Ligarmukti Village |
| 13:50 – 14:00 | Photo session                                                                             | Committee, Lecturers, Participants           |
| 14:00 – 14:30 | Empowering MSMEs around the Sodong Spring Tourism Area                                    | Mrs. Markonah,<br>Mrs. Hikmah                |
| 14:30 – 15:30 | Q&A session related to the presented material                                             | Lecturers and Participants                   |
| 15:31 – 15:35 | Closing remarks                                                                           | MC                                           |

### III. RESULTS AND DISCUSSION

A Community Service program conducted by the Perbanas P2M Directorate, involving lecturers and students, has significantly contributed to empowering MSMEs around the Sodong Spring Tourism area in Klapanunggal. The program included training in simple financial management, product packaging strategies, and the use of digital media, particularly TikTok, as a creative promotional tool.

Through training and direct mentoring, MSMEs gain new, applicable knowledge. In terms of finance, they are trained in simple record-keeping that can help manage cash flow and measure business performance. Meanwhile, in terms of digital marketing, participants are taught techniques for creating promotional video content using TikTok, from *storytelling and* filming to using *captions* and *hashtags*, to building engagement with their audience.

Most participants successfully produced their first promotional videos during the event. The content showcased the advantages of local products in a creative and engaging manner, while also introducing the potential of local tourism and culture to a wider audience. This was a strategic first step in expanding the market reach of MSME products through trending social media platforms.

This activity also opened up a discussion that explored various challenges faced by businesses, such as low digital literacy, lack of marketing innovation, and weak product branding. As a follow-up, the community service team recommended further mentoring programs, phased training, and collaboration with digital partners such as content creator communities or local *e-commerce platforms*.

The results of this activity support the belief that collaborative empowerment of MSMEs between universities and the community can improve business sustainability and strengthen local competitiveness. Furthermore, utilizing social media platforms like TikTok has proven effective as a marketing strategy with broad reach and low costs, particularly for micro-enterprises.

Thus, this activity not only increases the capacity of MSMEs in business management but also encourages them to adapt to the digital era and current promotional trends that are relevant to current market needs.

The following is the material presented:



Figure 1. Current Condition at Sodong Spring



Figure 2. Challenges in Sodong, Ligarmukti Village

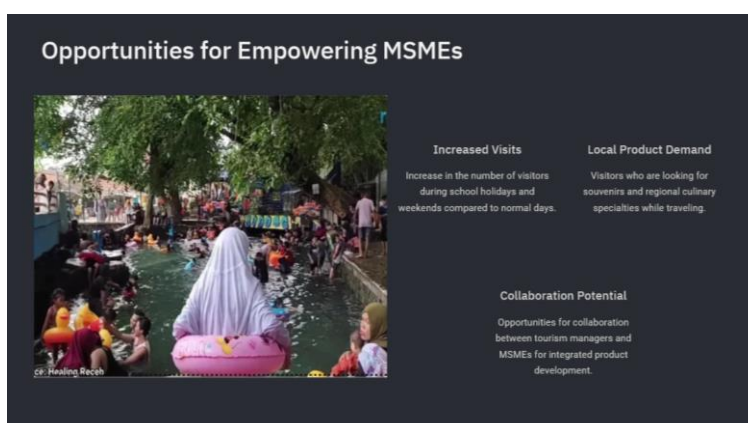


Figure 3. Opportunities in Sodong, Ligarmukti Village

## IV. CONCLUSION

This Community Service activity has had a positive impact on MSMEs around the Sodong Spring Tourism area. Through an educational and practical approach.

The participants' active engagement during the initial discussion demonstrated the high level of enthusiasm and the significant need for development in the fields of finance and digital marketing.

As a first step, a TikTok video was created about the location of the Sodong spring bathing area. This was chosen because the platform is affordable and easy to use. It is hoped that this activity will serve as a model for developing similar empowerment programs that are sustainable and adaptable to technological advances. Collaboration between universities, the community, and other stakeholders is crucial for strengthening an inclusive and resilient MSME ecosystem.

## THANK-YOU NOTE

Thank you to the Directorate of Research and Community Service of Perbanas Institute and Ligarmukti Village, Bogor Regency, who have facilitated the implementation of this Community Service.

## ATTACHMENT

### Activity Photo Attachment



Figure 4. Welcome Speech from Perbanas Institute



Figure 5. Souvenir Presentation



Figure 6. Group Photo of Lecturers and Residents of Ligarmukti Village



Figure 7. Presentation of Material



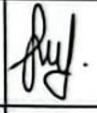
Figure 8. Question and Answer Session

## LIST OF PARTICIPANTS

**DAFTAR ABSENSI KEGIATAN PKM  
PERBANAS INSTITUTE DAN DESA LIGARMUKTI  
SENIN, 30 JUNI 2025**

**KELOMPOK : 22**

**JUDUL: Pemberdayaan UMKM sekitar Wisata Air Sodong .**

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