

Coffee Shop as a Value Added of Ngidam Muncar Tourism Village

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Abstract

The Tourism Village concept is intensified by the government as one of the national development priorities in the tourism sector. This concept was developed by Muncar Village, Semarang through the "Ngidam Muncar Tourism Village". The village government has tried to organize the area, although there are still limitations in attracting tourists. The minimal number of tourist visits indicates that Ngidam Muncar Village needs potential added value. One of the current attractions that is currently popular is the coffee shop. We can see the increasing number of coffee shops that are bustling in the community. Therefore, the coffee shop was chosen as a solution offer for the current value added of a tourist village. The purpose of this service is to provide counseling related to the management of "Coffee Shop as a Value Added in Ngidam Muncar Tourism Village Semarang". Service activities were carried out by providing an overview of Coffee Shop opportunities for the development of tourist villages as well as direct practice of setting up coffee shops and making them. The training was delivered by the expert in coffee entrepreneurs associations. By understanding the trend of coffee shop development, the value added of tourist villages is expected to be more optimal. The expected outcome target is that the participants have a theoretical and practical picture in developing a coffee shop in a tourist village area.

Keywords: coffee shop, tourism village, value added

INTRODUCTION

Tourism Village is one of the attractive schemes currently being intensified by the central government, as a series of national development priorities, in the tourism sector. The attractiveness of the tourism sector and the complexity of its potential make the tourism sector considered a strategic sector that has the potential to improve the economy through the development of various economic aspects. Therefore, the government through the Coordinating Ministry for Economic Affairs of the Republic of Indonesia also echoed the program "tourism development through the development of tourist villages to increase economic growth" (Limanseto, 2021). To seize opportunities and realize these targets, a village needs added value that is offered in accordance with the set target market.

Various villages in Indonesia also welcomed the village development agenda through this tourism sector. One area that captures the opportunity to develop this tourist village is Muncar Village, which is located in Susukan District, Semarang Regency, Central Java, Indonesia. Muncar Village is trying to develop its village as a tourist village destination as well as village tourism for tourists. They popularized the "Ngidam Muncar Tourism Village" as a tourist area that offers a variety of diverse tourist values. Muncar Village has built and arranged its six hamlets thematically in order to increase competitiveness and attract tourists. The six hamlets were mapped to have advantages in the aspects of crafts, culinary, religion, agro-tourism, culture and homestay. The concepts offered are expected to be able to strengthen the tourist village offer that is carried to tourists (interview, 2022).

Although it has been arranged in such a way, this village area still has limitations in attracting tourists, judging from the number of visits that are still minimal. The number of tourists is still very minimal. In one month, a tourist village can get visits from hundreds of tourists, but sometimes there are days or weeks without tourist visits. Moreover, the development of this tourist village was hampered due to the COVID-19 pandemic, thus slowing the promotion and structuring of its territory (interview, 2022). Therefore, extra effort is needed to be able to contribute to the acceleration of the development of this tourist village.

Ngidam Muncar Tourism Village requires added value in accordance with the times. One of the current trends that has been popularly visited and sought after by tourists is the coffee menu with various preparations. The International Coffee Organization provides data on an increase in the amount of coffee consumption in Indonesia, especially among teenagers (Safitri et al., 2019). Coffee with its various preparations is loved by people from various circles, and is usually targeted as a friend to relax or travel. In addition, coffee can also be a perfect companion to enjoy various other snacks, which can be provided as a complement to the cafe. The development of this coffee shop is closely related to the position of coffee which is getting closer to a comfortable and modern lifestyle, as well as to find a pleasant atmosphere (Suryani & Kristiyani, 2021).

Through initial assessments and observations made by the service team in Muncar Village, the service team offered a solution by providing information sessions in the arrangement and management of "Coffee Shop as a Current Value Added Tourism Village of Ngidam Muncar Semarang". Coffee Shop is considered as an interesting opportunity that can be worked on by the local village community to attract visitors. Moreover, when there is a feeling of relaxing while enjoying coffee, it can be combined with the environment around the beautiful and shady Ngidam Muncar Tourism Village. Therefore, the activity focuses on providing insight and training related to coffee shop management, accompanied by training practices. This agenda is in order to empower the community and increase the capacity or understanding of tourism village managers. Strengthening community empowerment by providing information, insight or skills is an important step in developing a tourist village. A tourist village can progress and develop, in direct proportion to the individual capacity of the manager in understanding and applying the concept of a tourist village in the area (Pratifri & Damayanti, 2016).

This series of service activities has an estuary to be achieved, as follows: (1) There is an increase in the competitiveness of tourist villages; (2) There are additional variations of value added offered to tourists; (3) There is an increase in the quality of human resources in managing tourist areas, especially in developing coffee shops; (4) There is an overview for tourism village managers related to tourist attraction in accordance with market trends.

METHOD

Ngidam Muncar Tourism Village continues to try to improve and increase its attractiveness in order to attract tourists to come to visit. However, so far, this tourist village area is still relatively empty of visitors. Not every day there are visitors in the village area, so additional tourist activities such as art performances and others will only be held with advance reservation. However, the village government and the local community continue to strive to increase its attractiveness so that it can regularly receive visits from tourists. For this reason, value added is needed in accordance with current market or tourist interests to be able to attract tourists to come. In more detail, partner problems can be mapped as follows:

- The lack of competitiveness of tourist villages
- The lack of added value offered to tourists
- The lack of quality of human resources in managing tourist areas
- There is no tourist attraction in accordance with market trends

Based on the partner problems that have been mapped, the service team offers solutions as an effort to increase value added as an attraction for tourist villages, which is in accordance with current market trends. The trend is related to the Coffee Shop. The service team will provide an overview of the opportunities from the Coffee Shop for the development of tourist villages. This refers to the current development of coffee shops, which are increasingly crowded, and the increasing public interest in visiting coffee shops as part of their tourist visits. Therefore, it is hoped that by providing an introduction to the coffee shop business, from opportunities to coffee shop management, it can open up opportunities for value added tourism village areas. In the end, this provision can help increase economic opportunities for the surrounding community.

The target of service partners is focused on Muncar Makmur BUMDes as the party in charge of organizing and managing the Ngidam Muncar Tourism Village, plus several related village

officials and PokDarWis (Tourism Awareness Groups). In more detail, the steps carried out are as follows:

Survey Stage

The survey was conducted to map the potential of the developed tourist village area. At this stage an analysis is also carried out to see the need for extension information and appropriate mentoring practices for the target partners.

Extension Stage

Extension activities are an agenda carried out to provide an overview to tourism village managers regarding strategies to increase competitiveness using current market trends, which are focused on coffee shops. In this case, the activity participants are village government officials and the manager of the Muncar Makmur BUMDes who carry out the task of the village government to manage the Ngidam Muncar Tourism Village.

Practice Stage

The activity practice contains an agenda for practical activities to directly demonstrate coffee shop processing, especially the process of making coffee with contemporary tools and according to the trend of people's tastes. Through this agenda, tourism village managers are expected to get a clearer picture of the steps for developing coffee shops for their tourist villages.

This community service activity is generally carried out within three months, starting from a survey to implementation in the form of counseling and coffee shop practices. During this time, coordination was also carried out with Muncar Makmur BUMDes with the service team.

RESULTS

Ngidam Muncar Tourism Village Profile

Ngidam Muncar Tourism Village is under the Muncar Village Government, Susukan District, Semarang Regency, Central Java Province, Indonesia. Since 2018, the Muncar Village Government, together with BUMDes (Village-Owned Enterprises) Muncar Makmur and PokDarWis (Tourism Awareness Groups) of Muncar Village, has organized the hamlets under it as tourist areas. There are six hamlets under the management of Muncar Village, namely Krajan Hamlet, Dukuh Sari Hamlet, Ledok Hamlet, Jaten Hamlet, Nglarangan Hamlet, and Pareyan Hamlet.

The village government has so far organized the six hamlets so that it is expected to be able to strengthen the tourist village offer that is made to tourists. The six hamlets were mapped to have advantages in the aspects of crafts, culinary, religion, agro-tourism, culture, and homestay. This tourist village also offers water tourism in the form of river tubing, both for children and adults. Various river tubing equipment has also been prepared, along with the feel of a beautiful tourist village on the side of the river. In addition, the Ngidam Muncar Tourism Village also offers live-in packages in the village to provide opportunities for tourists who want to enjoy village tourism with all its unique beauty and activities.

Tourism Village Development with Coffee Shops

The service team has determined the implementation method to be applied as a solution to the problems that have been mapped out by the team. The realization of service activities is carried out with a series of agendas packaged into community empowerment counseling activities. The aim of the activity is to be able to equip activity partners with information that is considered relevant and needed for the management of coffee shops in tourist areas. The implementation of the activities that have been carried out is explained as follows:

Pre-Activity (Survey)

The assessment is carried out by assessing and looking more closely at the condition of the partner village. From this activity, a more detailed picture of what needed is obtained, and so the solutions offered are appropriate and appropriate. In the assessment carried out by the service team, it was found that the tourist village area still has a limited culinary area or places to eat and drink. The menu served is still limited to tourist visits without a concept, namely in the form of simple drink stalls and instant noodle food stalls.

Primary Tasks (Extension and Practice)

These main activities are divided into two main agendas, namely counseling and practice. Counseling is carried out with the aim of presenting information about the coffee shop business opportunities and how value-added can be given to tourist villages. The participants of the activity were given a mindset strengthening to better understand the current trends in the community so that they were able to adapt themselves and their tourist villages to the trends of the times. So, in this agenda, participants are also invited to discuss their ability to increase the competitiveness of tourist villages by building coffee shops that are in line with market trends. The counseling was provided with a discussion scheme so that it was easily accepted and understood by the participants in the partner villages, which consisted of Muncar village officials, Muncar Makmur BUMDes, and Muncar PokDarWis.

This counseling material was provided by experts who have experience in managing coffee shops and are active in coffee shop community activities in Soloraya. The first resource person is Sanditiya Anjang Zarkasi, who is the owner of Sekawan Coffee Sukoharjo, as well as an administrator in the Sukoharjo Coffee Enthusiast community, and has experience at Radisson Batam so that he has superior capabilities in the hospitality sector.

After the outreach agenda, the main activities are combined with practice. A hands-on practicum was conducted to show how to process coffee with simple tools and barista procedures that were in line with market trends. The participants were invited to directly practice barista-style coffee processing and simple coffee shop management to serve customers in an attractive manner. This practice agenda can strengthen the understanding of the participants so that they have more mature provisions to manage a coffee shop in their tourist village. The resource person in this activity is also an expert in the coffee shop field, namely "Ari Setiawan." The resource person is the owner of Topicopy Sukoharjo and has special expertise in the form of Barista Knowledge. The main activity was carried out for one full day at the Muncar Village Hall, Susukan District, Semarang Regency.

Following Activities (Evaluation)

Several weeks after the main agenda was completed, an evaluation of the activities was held through interviews or discussions with the participants. Post-activity evaluation aims to determine the effectiveness or achievement of program objectives. In this case, it can be seen that the participants of the activity, namely the village apparatus group, BUMDes, and PokDarWis, already have a broader insight into the coffee shop business and how it contributes to the tourism village. They agreed that the coffee shop has the potential to be developed in the Ngidam Muncar Tourism Village. Therefore, they began to prepare and ask for further assistance to organize and execute coffee shops to increase the competitiveness of their tourist villages. The enthusiasm of this village manager shows the achievement of the goals of the service program as designed. However, further follow-up and a longer process are needed to realize the coffee shop design.

DISCUSSION

A tourist village is a product that requires special packaging to be marketed. It means there is a need for added value to make a tourist village competitive so that tourists choose to visit a certain tourist village and not others. Without a unique attraction, the competitiveness of a tourist village will be minimal. This attraction can be correlated with market trends that are developing in society. One of these trends is the coffee shop, as is being discussed in this service agenda. The development of coffee shops in various regions in Indonesia shows that this concept can be an attraction for a tourist product (Safitri et al., 2019).

The service team has conducted counselling to the Muncar village apparatus by conveying useful information related to coffee shop management activities and providing information on coffee shop opportunities as a trend of today's tourist visits. In this socialization, the team invited resource people who have been involved in managing the coffee shop business and have joined related associations so that they can accurately provide information regarding the potential of coffee shops in tourist villages and how the management should be carried out. This added

value also shows an effort to provide the best experience for visitors as a form of hospitality. Because hospitality is essential in a tourist area. The attitude of hospitality is very much needed in the success of tourism, associated with tourism that developed in a rural setting, to solve the needs of the tourism industry (Towoliu et al., 2022).

The existence of a coffee shop can be a point of attraction for a niche market. When a tourist village has a concept that is too general, its appeal is difficult to read or biased. However, with positioning through determining the existence of a niche market destination, such as the existence of a contemporary coffee shop concept in a tourist village area, marketing attractiveness will also increase (Wulandari, 2014). The development of tourist villages also requires distinctive and unique values, which can be adapted to the times. Moreover, in an era when tourist villages began to appear in various places, The uniqueness of a village is also needed to make the village more memorable, and in the end, it is chosen as a tourist destination for tourists.

The tourism sector is considered a strategic sector that has the potential to improve the economy through the development of various economic aspects. In the Ngidam Muncar Tourism Village, the local community and village officials also have high hopes of being able to develop their area as an economic source. Therefore, the community and village officials strive to be able to develop tourist villages and village tours in their area so that they attract more and more enthusiastic tourists from various regions. In this case, the youth in the village can take part in enlivening the tourist village. Youth can influence the village's transformation. Moreover, BUMDes and Pokdarwis in Ngidam Muncar Village are dominated and driven by young people. A youth organization, can aid in bringing about change (Zid et al., 2022).

The managers of tourist villages should have the ability to adapt and adjust to community trends. By knowing how people perceive tourism and their expectations can be met, they can design something that fits the target market. Moreover, research shows that the perception of hangout culture has shifted a lot now. The culture of community hangouts was initially only seen as a physiological need, but has now begun to shift into a social need. Mostly, this is widely perceived by millennials who follow every technological development. The need to exist in the social world makes them happy to hunt for places to satisfy their hangout or tourism needs (Arisanti, 2021). This condition can also be an opportunity when what is presented has been embedded in some people. because there are opportunities for tourists who have visited and are satisfied to participate in promoting it through digital media (Rismawati et al., 2020).

These various concepts are also trying to be embedded in this service activity. They are invited to be able to develop optimally and increase value-added, especially by creating a coffee shop scheme for the Ngidam Muncar Tourism Village. As is common perception, they can participate in developing their tourist village. Furthermore, they can also independently manage tourist village areas and strengthen their regional branding. In the end, this series of activities is expected to be able to contribute to improving the economy of the local village community with increasingly crowded economic activities.

CONCLUSIONS AND RECOMMENDATIONS

Community service activities are carried out with a series of activities ranging from pre-activities to evaluations. The main activities are carried out through counseling and direct practice. The main agenda is carried out by providing information about coffee business opportunities and implementing them step by step in the tourist village area of Ngidam Muncar. This community service agenda received a warm welcome from the participants of the activity, which consisted of village officials from Muncar, BUMDes Muncar Makmur and PokDarWis. The participants were enthusiastic about listening and practicing the coffee-making process directly. This enthusiasm shows the suitability of the design of service activities to the interests of the tourism village managers. Furthermore, it just needs the right realization and encouragement so that the expected value added presented through the coffee shop in this tourist village can be maximally managed and achieved.

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APPENDIX



Figure 1. The Nuances of the Muncar Craving Tourism Village



Figure 2. Pict Barista-style Coffee Making Practice