

Community Empowerment in Kebanggan Village: Asset-Based Community-Driven Development (ABCD) Approach

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Abstract

The main objective of this service is to identify and describe the potential of Kebanggan Village from the Asset-Based Community-Driven Development (ABCD) approach. This service method uses the ABCD approach. The ABCD-based service method shows high flexibility and adaptability when facing local challenges and community dynamics in Kebanggan Village. By prioritizing existing assets and potentials, this method can adapt to the specific needs and conditions of Kebanggan Village, which in turn encourages the success of the overall empowerment program in Kebanggan Village. The results of community service in Kebanggan Village using the Asset-Based Community-Driven Development (ABCD) approach have successfully created significant positive changes in community empowerment in Kebanggan Village. This community service activity has proven to improve economic and social welfare and build a foundation for long-term sustainability through identifying and utilizing existing assets, capacity building, and institutional strengthening in Kebanggan Village. The implementation of this service demonstrates that with the right approach, the people of Kebanggan Village can become agents of change to develop their community. In the future, this initiative's sustainability and further development will largely depend on the joint commitment and strong partnership among all stakeholders in Kebanggan Village.

Keywords:

Community empowerment
Kebanggan Village
ABCD approach

Abstrak

Tujuan utama pengabdian ini adalah untuk mengidentifikasi dan mendeskripsikan potensi Desa Kebanggan dilihat dari pendekatan Asset-Based Community-Driven Development (ABCD). Metode pengabdian ini menggunakan pendekatan ABCD. Metode pengabdian berbasis ABCD menunjukkan fleksibilitas dan adaptabilitas yang tinggi dalam menghadapi tantangan lokal dan dinamika masyarakat Desa Kebanggan. Dengan mengedepankan aset dan potensi yang ada, metode ini mampu beradaptasi dengan kebutuhan dan kondisi spesifik Desa Kebanggan, yang pada akhirnya mendorong keberhasilan program pemberdayaan secara keseluruhan di Desa Kebanggan. Hasil pengabdian masyarakat di Desa Kebanggan dengan pendekatan Asset-Based Community-Driven Development (ABCD) telah berhasil menciptakan perubahan positif yang signifikan dalam pemberdayaan masyarakat Desa Kebanggan. Kegiatan pengabdian kepada masyarakat ini telah terbukti mampu meningkatkan kesejahteraan ekonomi dan sosial, membangun fondasi untuk keberlanjutan jangka panjang melalui identifikasi dan pemanfaatan aset yang ada, peningkatan kapasitas, dan penguatan kelembagaan di Desa Kebanggan. Terlaksananya pengabdian ini menunjukkan bahwa dengan pendekatan yang tepat, masyarakat Desa Kebanggan dapat menjadi agen perubahan bagi pembangunan komunitas

mereka sendiri. Ke depannya, keberlanjutan dan pengembangan lebih lanjut dari inisiatif ini akan sangat bergantung pada komitmen bersama dan kemitraan yang kuat di antara semua stakeholder di Desa Kebanggan.

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1. INTRODUCTION

Based on Law Number 12 of 2012 concerning higher education, it is stated that universities have a social responsibility to contribute to national development and human civilization in a better direction in the future. Apart from teaching and research, community service is one form of the Tridharma of Higher Education. In this Law, community service is interpreted as academic community activities, community service activities utilizing Science and Technology (Yuwana, 2022). This aims to advance society's welfare and make the nation's life more intelligent (Najiha, 2024).

This Community Service (PkM) was conducted in Kebanggan Village, Moga District, Pemalang Regency. This PkM activity uses the ABCD (Asset-Based Community-Driven Development) approach (Arofik et al., 2018). With the ABCD approach, the PkM group becomes a facilitator in brainstorming ideas and developing assets owned by the Kebanggan Village community by uniting village residents to achieve common goals. Kebanggan Village is a village in Moga District, Pemalang Regency. The entire area of Kebanggan Village is 121,271 Ha, divided into 2 RWs and 8 RTs. Regarding geographic location, Kebanggan Village to the north borders Pepedan Village. To the east, it borders Warungpring Village; to the south, it borders Moga Village; and to the west, it borders Gendoang Village.

Kebanggan Village is one of the villages included in the Tourism Village category. Among the tourist attractions in Kebanggan Village are the Gumuk Jagongan swimming pool and Fruit Garden Tourism. The Gumuk Jagongan swimming pool is a swimming pool that is a Village-Owned Enterprise (BumDes). The Kebanggan Village Government has successfully created a village tourist attraction, a source of income for Kebanggan Village. However, from the results of the general meeting with tourism managers, it can be said that the promotional activities carried out were not optimal. Most people know about the Gumuk Jagongan swimming pool through word of mouth. The village government and tourism managers have carried out digital promotional activities, but their implementation is still not optimal. Apart from the Gumuk Jagongan Swimming Pool Tour, another tourist attraction is the Fruit Garden. However, its condition is currently not maintained. This fruit garden has not been maintained because some trees have not yet produced fruit. Then, regarding Human Resources, Kebanggan Village is a skilled community. Based on the general meeting results with the people of Kebanggan Village, they still have difficulties managing waste. The residents of Kebanggan Village cannot be said to manage waste, both organic and inorganic, efficiently.

This description encourages the author to help solve existing problems with the best solution. The solution chosen by the author is, First, to help market the Gumuk Jagongan swimming pool through online promotional activities. The popularity of the TikTok social media platform encouraged the PKM team to sell the Gumuk Jagongan swimming pool through this platform. This PKM program hopes that the assets in Kebanggan Village, namely the Gumuk Jagongan Swimming Pool, can develop and attract tourists from various corners of the country. Second, donating avocado trees to help make Fruit Park tourism a reality. Third, provide socialization on the management of used cooking oil waste into aromatherapy candles and marketing methods for aromatherapy candle production through social media and e-commerce (Pristiwiyanto et al., 2023).

Asset-Based Community-Driven Development (ABCD) aims to empower communities by identifying and utilizing assets owned by the community (Totok Harianto et al., 2024). This approach focuses on the potential and strengths within the community rather than on existing needs or problems. This ABCD approach is very relevant in Kebanggan Village or anywhere else because it focuses on strengthening and empowering the community by introducing and utilizing existing assets so that development can be sustainable and have a long-term impact.

2. METHOD

The Asset-Based Community-Driven Development (ABCD) approach emphasizes identifying and utilizing local assets in the community to encourage development based on the potential and strengths of the community (Fatmawati et al., 2023). To achieve the goals of this service, the following are methods that can be implemented systematically:

1. **Preparation and Planning**
 Determination of the Service Team: Form a service team consisting of academics, practitioners, and local community members who understand the ABCD approach and local dynamics of Kebanggan Village. Preliminary Study and Context Analysis: Conduct a preliminary study to understand the social, economic, and cultural conditions in Kebanggan Village. Context analysis was conducted through secondary data collection, initial interviews with community leaders, and field visits to understand the village environment and identify stakeholders.
 Developing a Service Plan: Based on the context analysis results, develop a service plan that includes goals, objectives, strategies, and activity schedules. This plan should also include communication and coordination strategies with the community and other stakeholders.
2. **Excavation and Mapping of Community Assets**
 Workshop and Focus Group Discussion (FGD): Hold a workshop and FGD with the Kebanggan Village community to identify existing assets, both tangible (land, infrastructure, facilities) and intangible (skills, knowledge, social networks, culture).
 Participatory Surveys and Observations: Conduct surveys and participatory observations to collect data on community assets. Active community participation is very important to ensure that the information obtained is accurate and representative.
 Community Asset Mapping: Use mapping tools (such as village maps, diagrams, or asset lists) to identify and categorize discovered assets. The results of this mapping will be the basis for designing empowerment programs that suit the village's potential.
3. **Capacity Building and Training**
 Capacity Building Training: Organizing training to increase community capacity in managing and utilizing their assets. Training topics may include project management, small business management, microfinance, local product marketing, and other relevant technical skills.
 Technical Assistance and Guidance: Provide ongoing assistance to community groups or individuals involved in empowerment initiatives. This technical guidance can be field visits, consultation sessions, or additional workshops that focus on strengthening community capacity and skills.
4. **Implementation of Empowerment Programs**
 Asset-Based Project Development: Encourage communities to plan and implement projects that utilize local assets. These projects can be productive economic ventures, development of public facilities, preservation of local culture, or environmental initiatives based on community assets and needs.
 Strengthening Community Institutions: Facilitate forming or strengthening community institutions such as joint business groups, cooperatives, or civil society organizations that aim to support asset-based initiatives.
 Collaboration and Partnership: Building collaboration with village governments, NGOs, the private sector, and educational institutions to support the implementation of empowerment programs. These partnerships can help access additional resources necessary for program success, such as funding, expertise, and networks.
5. **Monitoring, Evaluation, and Reflection**
 Periodic Monitoring: Carrying out regular monitoring of program implementation to ensure that activities are running according to plan and achieving the desired goals. This monitoring can be carried out through field visits, interviews with beneficiaries, and performance data collection.
 Participatory Evaluation and Reflection: Conduct a participatory evaluation involving the community in assessing the program's success and challenges. This joint reflection aims to identify lessons that can be used to improve the program in the future.
 Documentation and Dissemination of Results: Document the service process and results, including best practices, challenges, and solutions found. Results can be disseminated through reports, seminars, or community discussions to share knowledge and experience with other communities.

Based on this approach, the applied service method focuses on providing assistance to the Kebanggan Village community and increasing the community's capacity and empowerment to manage its assets independently and sustainably.

3. RESULTS

General description of the potential of Kebanggan Village

Pemalang Regency is one of the districts in Central Java Province, which is located on the north coast of Java Island. Astronomically, Pemalang Regency is located between 1090 17' 30" – 1090 40' 30" East Longitude and 80 52' 30" – 70 20' 11" South Latitude. From Semarang (capital of Central Java Province), this district is approximately 135 km to the west, and if reached by land vehicle, it takes approximately 2-3 hours. Pemalang Regency has an area of 1,115.30 km². This area borders the Java Sea in the north, Purbalingga Regency in the south, Pekalongan Regency in the east, and Tegal Regency in the west. Thus, Pemalang Regency has a strategic position in terms of trade and government.

Pemalang Regency has a varied topography. The northern part is a coastal area with a height ranging from 1-5 meters above sea level. The central part is fertile lowlands with a height of 6-15 meters above sea level; the southern part is fertile highlands and mountains with cool climates of 16-925 meters above sea level. The Pemalang Regency area is crossed by two large rivers, the Waluh River and the Comal River, making most of the area a fertile river basin. Pemalang Regency consists of 14 sub-districts, further divided into several villages and sub-districts. The center of government is in Pemalang District; the sub-districts are Pemalang, Taman, Petarukan, Bantarbolang, Randudongkal, Moga, Warungpring, Belik, Pulosari, Watukumpul, Ampelgading, Bodeh, Comal, and Ulujami.

Kebanggan Village is a village located in Moga District, Pemalang Regency. This small village has only 2 RWs (hamlets) and 8 RTs. The area of Kebanggan Village is around 1.56 km, with a population of around 2106 people. There are 1078 men and 1028 women. Village potential - natural resources of 46.5 ha of rice fields. With production commodities, namely lowland rice



Figure 2. 1. Map of the Administrative Area of Kebanggan Village

Kebanggan Village is a village located in the Pemalang Regency and Moga District. Judging from economic conditions, people with various livelihoods are farmers, entrepreneurs, laborers, civil servants, and traders. However, on the other hand, the financial situation is experiencing a decline; of course, the people whose livelihoods are farmers and laborers because their work and wages are not fixed, which affects the level of income and economic level, especially the people of Kebanggan Village. Then, the problem arises because the people in Kebanggan Village who are included in the category of underprivileged families make their living as farmers and laborers because they are heads of families. Let's look at the work or wages received. This is not commensurate with the cost of supporting his family, so it dramatically influences his family's desires, including his wife and children. The problem in Kebanggan Village is rubbish. Another potential of the village is its human resources in maintaining friendships between village residents, such as holding jam'iyah.

Identification of Kebanggan Village Asset Mapping

Kebanggan Village has become a proud destination, exuding a variety of potential from its vibrant community. In interviews with village figures such as RT and RW heads, a picture of the main potentials that define this village begins to emerge. From tourist riches to community creativity, Kebanggan Village presents invaluable opportunities. However, from an honest perspective, marketing issues also arise as challenges that must be overcome.

Tabel 1. Asset Mapping of Kebanggan Village

No	Asset	Potential
1	Gumuk Jagongan Tourism: Enjoy the Extraordinary Natural Beauty	Gumuk Jagongan Tourism is another gem of Kebanggan Village. This unique geological formation has become a magnet for tourists seeking natural beauty. Developing tourism support infrastructure,

		such as swimming pools, has helped increase tourist visits and contributed to the village economy.
2	Community Creativity: Preserving the Heritage of Local Arts and Crafts	The diversity of arts and crafts in Kebanggaan Village reflects the creativity of its people. From making flowers using dry wooden branches and plastic, which are turned into handicrafts, to weaving bamboo lanterns, the villagers have produced a variety of unique products that honor their cultural heritage. This creativity also plays a role in driving the local economy.
3	Marketing Challenge: Penetrating a Wider Market	However, like most other villages, Kebanggaan Village also faces challenges in marketing the goods it creates. Despite being able to produce valuable crafts such as plastic flowers and bamboo lanterns, difficulties in finding broader markets often hinder economic growth. Initiatives to expand marketing networks and utilize online platforms can be a solution to overcome this problem.

Based on Table 1, Kebanggaan Village's potential is enormous. Natural tourism's attraction and the people's creativity contribute to its prosperity and identity. With concerted efforts to overcome marketing challenges, Kebanggaan Village can realize its full potential and continue inspiring other villages nationwide.

Community Empowerment Program in Kebanggaan Village

a. Socialisation of Candle Making from Used Cooking Oil

In the flagship work program, we invited the people of Kebanggaan village to use cooking oil as the main ingredient to make environmentally friendly candles. The PkM team in Kebanggaan Village held a socialization on making candles from used cooking oil. The socialization of candlemaking from used cooking oil can be a good step in educating the community about waste management and how to reduce negative impacts on the environment.

Used cooking oil, also known as used cooking oil, is often a waste that is not utilized correctly and can cause environmental problems if not treated properly. Turning used cooking oil into candles is one creative way to reduce waste and create useful products. The main objective is to raise awareness and invite the community to contribute to preserving the environment through simple actions such as recycling used cooking oil into useful candles.

The results and objectives of the socialization work program on candle making from used cooking oil are to make a stepping stone for the village community in processing household waste in the form of unused cooking oil into valuable and useful items. It is expected that through the utilization of used cooking oil waste as candles, an increase in awareness of maintaining environmental hygiene and health and the dangers of repeated use of cooking oil in the community and increasing the household economy by selling candles made from used cooking oil and also increasing public knowledge of the dangers of using used cooking oil through processing into environmentally friendly household products such as candles from used cooking oil.

The candle-making socialization from used cooking oil was coordinated with Mr Sarino, the Head of Kebanggaan Village. In Kebanggaan Village, there are several groups of jam'iyah mothers. The village head directed us to collaborate with the Jamiyah women. Then we consulted with the head of the jam'iyah, and it was determined that we would join forces to socialize candle making from used cooking oil every Monday, Friday, and Saturday. Our task in socializing in each jam'iyah is to help develop the creative potential of human resources in Kebanggaan village and minimize the disposal of used cooking oil waste.

The parties invited to participate in this work program are the women of Jam'iyah in Kebanggaan Village. The socialization of candle making from used cooking oil was held on 21, 22, and 24 at 14.00 WIB at a resident's house. The overall funds used during the implementation of the socialization of candle-making from used cooking oil were taken from the campus stimulant fund, with the costs incurred amounting to Rp. 118,000. 118,000.

Implementing the socialization work program of making candles from used cooking oil encountered obstacles, namely the existence of several communities that did not respond to the socialization about making candles from used cooking oil. To overcome these obstacles, open-sharing activities were carried out with the mothers while gathering on the terrace. The assessment of the success of this work program is the emergence of Kebanggaan Village women who started using cooking oil to make aromatherapy candles in their respective homes.

b. Planting 100 Trees for the Gumuk Jagongan Tourism Object of Pride and Realising Fruit Park Tourism

This time, the PkM team made a superior work program with the theme of planting trees; planting this tree is a gift from Allah SWT, which is revealed in all of its creations. Maybe this world will feel hot, arid, and sultry without trees. Trees have many benefits for living things, especially for humans. Because trees function to regulate and absorb the passage of water through the soil. Trees produce oxygen, which is very useful for human survival. Trees make the environment comfortable and shady; many overgrown trees will feel more relaxed and calm, prevent noise and overheating, and add to the beautiful scenery. This is because the process of evapotranspiration in plants can cause the surrounding temperature to be lower and humidity levels to increase. Therefore, we must protect the plants and trees around us by not cutting down trees in the forest carelessly, as well as illegal logging; let's protect our forests for future generations.

The PkM team made a work program to plant 100 trees for the GJ tourist attraction and realize garden tourism. The fruit garden benefits by planting various fruit trees and implementing a reforestation system involving the nature lovers community, namely replanting deforested forests. This method is the best solution to keep the ecosystem chain of this beloved planet unbroken. The benefits of planting trees are also essential to preserve the lives of animals and plants. Thanks to trees, the availability of animal food sources can continue well. They range from fresh fruits to various vegetables that humans can also consume to fulfill their nutritional and vitamin needs. Those are some of the benefits of trees for life and how to preserve them. Preserving trees is one of the best investments you can make to ensure a bright future for the whole earth. You can also provide support or contribution through the commemoration of the Indonesian Tree Planting Day, one of which is by introducing and spreading the benefits of planting trees to the broader community, especially to the younger generation now and training children from an early age by loving the environment and the universe we live in, namely this beloved earth.

The first work program result was the planting of 100 trees. Tree planting is very useful, especially during earth warming. It preserves plants to maintain the beauty of the Gumuk Jagongan tourist attraction. The trees that grow can provide natural shade, which helps lower the ambient temperature and provide shade for visitors, thus making the atmosphere more comfortable and preventing direct sunlight.

Proper tree planting will enhance the aesthetics and beauty of the swimming pool environment. Trees with green foliage, pretty flowers, or even autumn colors can provide a visually appealing and calming touch. In addition, planted trees filter pollutants and produce oxygen. By planting trees around the GJ Kebanggan tourist attraction, the air quality around the area can be fresher and healthier for visitors.

In the 100 Tree Planting Program for GJ Kebanggan Tourism and Realising Fruit Park Tourism, we first coordinated with the village head and the head of BUMDES. Kebanggan village itself has a swimming pool tourism village business. In this work program, we worked with Perhutani in the Moga sub-district to obtain tree seedlings that would be distributed to Kebanggan village. The seedlings were then handed over to the youth of Kebanggan village for follow-up.

Village officials, BumDes managers, and all residents of Kebanggan Village were invited to participate in this work program. The handover of tree seedlings was held on 30 July 2023 from 16.00 to 17.00 WIB at the Gumuk Jagongan (GJ) Swimming Pool Tour. All funds used during the work program implementation, including Planting 100 tree seedlings, were taken from campus stimulant funds, with costs incurred amounting to Rp. 180,000.

Implementing the work program was challenging, namely the absence of the village youth group because it coincided with work time. To overcome these obstacles, tree seedlings were handed over to the village officials, who would later hand them to the village youth. The success indicator of this work program is the availability of several ornamental trees for the Gumuk Jagongan (GJ) Swimming Pool Tour and avocado trees for fruit garden tours.

c. Digital Marketing on the TikTok Platform

In the digital marketing activity, this time, the PkM team is using TikTok to market the products made by the village. To realize progress in the village, the team is making promotional videos for the Gumuk Jagongan Kebanggan tourist attraction through the TikTok application. This form of marketing creates a positive movement for the progress of Kebanggan village as a tourism village where PkM takes place.

Digital marketing on the TikTok platform has become increasingly popular due to the rapid growth of this application, especially among the younger generation. TikTok is a short video-sharing platform that allows users to create, edit, and share their videos with music, visual effects, and other creative tools. It is an exciting environment to market your product, service, or brand to a younger, online-active audience.

In addition, there was also a digital marketing socialization on the TikTok platform. Digital Marketing Socialisation on the TikTok platform involves using digital marketing strategies and techniques to promote products, services, or brands through relevant and engaging content within the TikTok environment. As for some steps that can be taken for digital marketing on TikTok, namely understanding the target

audience, creating a TikTok account, creating creative content that attracts attention and has entertainment and informative values, videos to be uploaded are given hashtags so that they are quickly conveyed to TikTok users, consistent in making various kinds of videos, follow TikTok policies by complying with TikTok community guidelines and digital marketing ethical principles. Avoid harmful or offensive content.

The results and objectives of the third work program are to increase community knowledge with the socialization of digital marketing in the community using social media, namely using the TikTok platform, which is prevalent in today's era, with this also making knowledge that sales are not only done directly in the market or shops. However, you can use social media to promote goods, services, tourist attractions, etc. Thus, it can make good use of it according to the needs of the Kebanggan village community to advance income through digital marketing through the TikTok application.

The TikTok e-commerce Digital Marketing Programme for GJ Kebanggan pool tourism is coordinated in advance with the village head and the head of BUMDES. This program was carried out to help increase the popularity and business of the Gumuk Jagongan (GJ) swimming pool.

The party invited to participate in this work program is the Gumuk Jagongan (GJ) Swimming Pool Tourism manager. The TikTok Video was made on 20 July 2023 from 09.00 to 12.00 WIB, which took place at the Gumuk Jagongan Swimming Pool (GJ). All funds used during the implementation of this program were taken from campus stimulant funds, amounting to Rp. 22,000 for entrance fees to the GJ Kebanggan tour.

The obstacles experienced are time constraints; making TikTok videos requires sufficient time for planning, shooting, and editing. To overcome this, create a particular TikTok content creation schedule for all team members. This can help ensure there is sufficient time to produce quality content. The indicator of the success of this work program is the availability of a TikTok account for the Gumuk Jagongan (GJ) Swimming Pool Tourism, which is expected to increase tourism marketing facilities.

4. CONCLUSION AND SUGGESTIONS/RECOMMENDATIONS

4.1 Conclusion

Community service in Kebanggan Village using the Asset-Based Community-Driven Development (ABCD) approach succeeded in achieving several primary objectives that had been planned. This service has increased awareness and identification of local assets based on the activities. Through various activities such as workshops, focus group discussions, and participatory surveys, the community of Kebanggan Village has succeeded in identifying multiple local assets that were previously unrealized or underutilized. Awareness of their potential assets, tangible ones such as agricultural land, natural resources, and public facilities, and intangible ones such as skills, local knowledge, and social networks, has increased significantly. This is an essential first step in beginning the process of asset-based empowerment in Kebanggan Village. This service has proven to have developed the capacity and skills of the community. The training and mentoring programs have succeeded in increasing the capacity and skills of the community to manage and utilize existing assets in Kebanggan Village. Training in business management, local product development, microfinance, and other technical skills has provided practical knowledge that can be applied directly in the community's daily life and economic endeavors.

The ABCD approach has successfully encouraged the active participation of the community in the village development process. By directly involving the community in every stage of the service, from planning to evaluation, a strong sense of ownership and shared responsibility for the empowerment projects has been established. The people of Kebanggan Village became more involved in the decision-making and implementation of development initiatives, increasing solidarity and social cohesion within the community. The positive impact of the ABCD approach can be seen in improving the economic and social welfare of the people of Kebanggan Village. By optimally utilizing local assets, the community can create new economic opportunities, increase income, and improve overall quality of life. Asset-based economic initiatives have also created a more self-reliant and sustainable environment, reduced dependence on external assistance, and built economic resilience in Kebanggan Village.

4.2 Suggestions/Recommendations

Based on the service results and the analysis carried out, several suggestions or recommendations can be made for further developing this program. Namely, the community and the Kebanggan Village government should strengthen community institutions and networks, increase capacity and sustainable skills development, conduct regular monitoring and evaluation, diversify economic resources and develop innovations, encourage independence and community ownership, and carry out environmental sustainability and cultural preservation in Kebanggan Village.

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