

## Assistance of BUMDes Tirta Kamulyan Kangen Water in Bangunjiwo Village, Kasihan, Bantul, Yogyakarta

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### Abstract

The purpose of this activity is to increase the income of BUMDes through the Tirta Kamulyan bottled water business, which is one of the BUMDes Bangunjiwo business units. Problems in the production sector, namely the absence of a filter to filter ready-to-drink water and an unhygienic pouring process; while for the marketing field is the lack of ability of managers to market products online, besides that the packaging used is not attractive. The methods used are: 1) Procurement and training on the use of bottled drinking water filters, 2) Lectures on health protocol socialization for BUMDes managers and youth organizations, 3) Training and assistance in making product packaging labels, online product marketing, and making blocks and social media for youth groups. From the service activities, activities were held in the form of: 1) Procurement of water filters and training on the use of water filters, 2) Socialization of the Covid-19 health protocol for BUMDes managers and youth organizations, installing Covid-19 protocol banners around BUMDes, providing health protocol tools, 3) Training and assistance in the manufacture of product packaging labels, 4) Training and assistance in online product marketing; and 5) Training and assistance in making blocks and social media for youth organizations. All activities were completed and were successful, after the service program, sales of Tirta Kamulyan Kangen Water products increased by 20%.

**Keywords:** Bangunjiwo, kangen water ,teeneger reef, tirta kamulyan

### INTRODUCTION

Tirta Kamulyan's bottled water business, is one of the BUMDes business units located in Bangunjiwo. The existence of BUMDes is felt very useful for economic growth in Bangunjiwo village to be able to develop and be independent. The government implements the approach to Harapam can provide stimulus and move the wheels of the economy in the countryside through the establishment of fully managed economic institutions by the village community, namely village-owned enterprises agency (BUMDes) as one of the mainstay programs in an effort to improve the independence of the village economy (Armadi, 2019). The problems encountered when observations are located in the field of production, and marketing. In the field of production, namely the absence of filters to filter water that is ready to drink and the process of pouring is less hygienic; While for the field of marketing is the lack of manager's ability to market products online, besides that the packaging used is also unattractive. Besides that, Youth organization is also lacking in social media management for each activity, especially utilization as a promotional media. Therefore team uses the method of training and assistance, discussions and lectures in the hope of dealing with the various problems mentioned by a good approach to being accepted by BUMDes. This activity is carried out in the form of lectures or exposure from the reconeries followed by discussions and questions and answers with participants in order to transfer knowledge. Training activities are given so that various material plans for improvement submitted when counseling can be absorbed properly by the Audent (Suryono et al., 2021).

With the condition of the BUMDes that there is no water filter, the lack of attention to the health protocol, to labels and packaging which is felt less then team gradually conducts training. Team improves a poor situation with the aim can increase customers so that the sales turnover has increased. Potential can be utilized by first knowing the value of usability and ways to increase the value of the use, this is then collaborated with the action to utilize humans in the optimization of known potential (Endah, 2020).

The main purpose of this service is to increase BUMDes income through the drinking water business of Tirta Kamulyan. To realize this goal, team directly contributes to overcoming the constraints that inhibit BUMDes to develop better and directly assist in the production process of BUMDes by paying attention to health protocols that can support the quality of the product. Realizing BUMDes that are ready to face competitors by paying attention to small aspects of the production process, promotion to distribution. Production management plays a role in building effective and efficient production power, including marketing products extends and without significant obstacles (Rosmadi, 2021).

Various strategies have been attempted to improve the health status of the elderly. One of them is through physical activity that is by physical conditions and is carried out regularly. Physical exercise such as regular exercise helps prevent chronic conditions or diseases in the elderly, such as high blood pressure (hypertension). This strategy is expected to be able to maintain the quality of life of the elderly to stay healthy. Elderly gymnastics is a series of movements or physical exercises performed by elderly people to improve their functional abilities. This type of activity has regular, directed, planned movements, which are adapted to various body changes in the elderly. The benefits of elderly exercise help improve the work of the heart, improve blood circulation, lower blood pressure, and reduce the risk of hypertension and heart disease (Trisnanto, 2016).

Another method to improve the quality of life of the elderly is health education. Health education is the main prevention key to improve, maintain, and change the environment through knowledge. According to Notoatmodjo (2014), that knowledge is the result of knowing a person about an object through his senses so that each person's knowledge will be different depending on how the senses capture the object or something. Counseling is held to help people gain the power to make decisions and determine actions through increasing their ability and confidence to use their power.

The target audience for this community service program is the elderly (elderly) at the Village Health Center (Poskesdes ), Benteng Village, who are categorized as physically capable of doing sports/physical activities for the elderly. Targets and outcomes are achieved after the implementation of community service, above 80% of the elderly at Poskesdes Benteng Village can do elderly gymnastics actively and routinely according to the schedule planned by the cadres. One of the factors behind community service in Benteng Village is that the elderly population is quite large, but it is not yet known whether the elderly have a quality life. The next problem that needs attention is the physical condition of the elderly in Benteng Village. Physical health is an integral part of sports activities. People sometimes forget how important health is especially old. Many elderly people in Benteng Village do not know that many physical activities can be done by the elderly when they are at home. Physical activity in the elderly is very necessary to keep the muscles and nerves still sensitive and not stiff.

## METHOD

The method used in this service are observation, discussion, training and assistance, counseling with the lecture method and at the end of the monitoring and evaluation. Observation was held several times to review the environment and understand the problems faced by the BUMDes.

Carry out training and assistance to overcome the constraints begin by training and assistance by team including filter use training for water filters when pouring into packaging, making packaging labels and blogs as online promotional media. Training and assistance provided by BUMDes agency, Karang cadets by the lecture. Then counseling was carried out by the lecture method regarding the application of 3M and the health protocol to support BUMDes activities in the pandemic period. There is such conditions so that socialization and counseling is needed to the BUMDes, so that they can understand the planned activity that will be applied (Arnita et al., 2021). After training and assistance to improvement activities, Team conducts

evaluations and monitoring. Monitoring to be able to evaluate the results of the application of previous training and assistance.

## RESULTS

The problem found is in the field of production and marketing. In the field of production, namely the absence of filters needed to filter out water ready to drink and less hygienic processes; While for the field of marketing is the lack of manager's ability to market products online, besides that the packaging used is also unattractive. At first, team wanted to take care of BPOM's permission to BUMDes Bangunjiwo with the Kangen Water Unit of Water "Tirta Kamulyan". Team visited the Yogyakarta BPOM office to ask for the BPOM licensing management process. Visit to BPOM was carried out in the first week of the dedication program. However, it turns out it cannot be done, because of missing water "Tirta Kamulyan" does not have a water source itself but takes water supply from Tirta Jaya. So, Team decided to take care of the Dinkes per licensing for the BUMDes. Bantul health office licenses were carried out in the second week of the dedication program.

The activities implemented are: 1) Procurement of Water Filter and Implementation of Packaging Water Filter Utilization Training; 2) Socialization of Covid-19 Health Protocol for BUMDes and youth organization managers, Installation of Banner Protocol Covid-19 around BUMDes, Giving gloves, masks and hand washing soap; 3) Training and Assistance Making Label Packaging Drinking Water Products so that it looks more attractive and has a high selling value; 4) training and product marketing assistance online; and 5) Training and assistance for making blocks and social media for coral cadets.

The results of this service activity include: Socialization of the application of 3M in preventing the spread of the Covid-19 virus with the method of counseling filled with materials of the importance of maintaining the health protocol, the management of the Health Office's permit, Seminar on the optimization of SEO Market Place for business players, making golden labels new and new products Cardboard ordered according to the size of the bottle, photo session product for promotional activities, online media making training and the distribution of hand washing soap and masks to coral cadets from each Padukuhan, as well as product marketing training using it.

## DISCUSSION

The socialization of the application of 3M in preventing the spread of the Covid-19 virus which is filled with counseling the importance of maintaining the health protocol during the Pandemic Covid-19. Pandemic Covid-19 that hit the world today of course cannot be considered trivial, this is due to the transmission of the Covid-19 virus very quickly. Covid-19 causes the world's economic sector to be disrupted, because of the Lockdown (regional locking) applied by many countries in the world as a form of prevention of transmission of Covid-19. In addition to lockdown, many countries in the world also implement social distances or distance settings between humans in Indonesia, the term social distances are also known as PSBB (large-scale social restrictions). PSBB is applied to keep contact distances between humans directly in everyday life. Then, the obligation to wear masks, washing hands and carrying a hand sanitizer also things to do to prevent Covid-19.

In accordance with Law No. 6 of 2018 concerning the Chaos of Health that regulates the responsibilities of the central government and local government, rights and obligations, public health emergencies, organizations of health relaxes at the entrance, organization of health relaxes in the region, health quarantine documents, health care resources, health relaxation of health , coaching and supervision, investigation, and criminal provisions. Law 6/2018 stated PSBB as one of four health quarantine methods. In the implementation of PSBB, according to Minister of Health Regulation 9/2020, restrictions include the venture of school and workplace, religious activities, restrictions on activities in public places, to modes of transportation. Based on the Act, the manager of BUMDes, members of youth organization and also the people of

Bangunjiwo Village are expected to better understand the importance of preventing the transmission of Covid-19 virus transmission by doing social distances. Therefore team held a socialization of the importance of the application of 3M during the Pandemic Covid-19 period. This is done by giving an explanation regarding the importance of 3M and also gives hand washing soap, mask, and the installation of 3M information banner.

The implementation of the socialization of the importance of 3M in the Pandemic Covid-19 period was held in the first week of the service period, by means of visiting the manager of BUMDes Kangen Water "Tirta Kamulyan" to provide counseling, giving masks, hand washing soap, and the installation of the banner in the BUMDes. In addition, Team also gave hand washing soap and masks to coral representatives from each patient.

Team conducted an interview with Ms. Wati as the administrator of the Bantul health office licensing in the public health section. From these interviews, information was obtained that the flow of the management permit for the Ministry of Health for the Depot of Drinking Water Depot was the manager of the drinking water depot must take part in training from the Health Office regarding drinking water health. Then, after attending the training, the manager of the drinking water depot will get a manager certificate. After the manager's certificate was obtained, then the Bantul health office will check the curse of the place by visiting the drinking water depot. If the drinking water depot has fulfilled the hygienic requirements of the place, then later the drinking water depot will get a hygien certificate from the Bantul health office and ten days after the Bantul health office permission will be issued for the drinking water depot. The purpose of this program is to make it easier for Kangen Water "Tirta Kamulyan" to market documentation products served in attachments of images 3 and 4.

Seminar on the optimization of the SEO Market Place for UMKM is a seminar facilitated by UMY for UMKM and BUMDes partners. To support the implementation of the program, team included Youth organization Bangunjiwo in the seminar. Participation of Youth organization is expected to help educate the surrounding community regarding the knowledge obtained from the seminar. SEO seminar was held in the first week of the service program. Representatives from Youth organization who were present at the seminar were given a link zoom meeting from team. Then they could attend the seminar in their homes. Science obtained from SEO seminars is very useful for UMKM and BUMDes, especially on how to regulate sales in the Pandemic Covid-19 documentation presented in Appendix Figure 5. In this program, Team made a new packaging label design for BUMDes Bangunjiwo "Tirta Kamulyan". This is because, there is no color suitability between the bottle cap and also the label in the old manner. Therefore, team make more attractive label design changes and have a color suitability between lid and packaging labels. Changes in Label Packaging Design are expected to make the product miss water from BUMDes Bangunjiwo look attractive and increase sales. In addition to repairing packaging labels, team also conducts a cardboard box for packaging drinking water bottle Kangen Water so that when marketed thoroughly to all areas of Bangunjiwo Village, drinking water bottles are easier to carry. This program was run on the first weekend of the program to the second weekend. This program takes approximately 1 week, because the preacher designs a new packaging label, and is waiting for the results of the cardboard ordering completion, the documentation is presented in Appendix Figure 6.

Photos of good and interesting products are useful for attracting buyers of a product. Therefore, team conducted a product photo session for BUMDes Bangunjiwo with the Kangen Water Unit of Water "Tirta Kamulyan". Photos of this product are useful for making the appearance of Kangen Water BUMDes Bangunjiwo products are more attractive and in the hope of increasing the sale of the Kangen Water product, the documentation is presented on the ratio of Figure 7.

To introduce to the wider community about Youth organization Village Bangunjiwo, a blog will be created. Blog as information media is used to provide information to broad audiences related to achievement and activities carried out by Youth organization Village Bangunjiwo. In this way other people who read will be more familiar with Bangunjiwo village corals both personally and impersonally. In the training, team taught members of the

Bangunjiwo Village Taruna administrator on how to create a blog and choose a theme to make a blog look more attractive. Media Online Blog is a means of internet-based information telling about the experience or events of an event experienced by the author to be able to share the story of his experience. In addition to blog training there was also a distribution of hand washing soap and also a mask for coral representatives from each of the people in the village of Bangunjiwo, the documentation was presented on the ratio of images 8.

Product marketing using IT is a very important thing to do mainly in this Pandemic Covid-19 period. This is because, the Pandemic Covid -19 makes many countries in the world apply the lock down and social distances to prevent the spread of Covid -19 viruses. Of course, this also stoses the habits of people changing, from those who had done many activities outside the house turned into the house. The role of IT in the pandemic period is very helpful in introducing products with good content and this can increase the sale of these products. Especially the social media role as one part of IT's development that has a positive impact on the community to introduce and increase the sale of their products. Therefore team decided to promote the product of Kangen Water from BUMDes Bangunjiwo through IT utilization. The media used is through the social media media, where team markets the products of Kangen Water BUMDes Bangunjiwo on Instagram, the documentation is presented on the ratio of images 9.

### **CONCLUSIONS And RECOMMENDATIONS**

This service activity targets two fields, namely the Village Unit Business Agency (BUMDes) Tirta Kamulyan and Youth organization Bangunjiwo Village. The purpose of this service activity is to increase BUMDes income through packaging water business, namely Tirta Kamulyan, which is one of the business units of Bangunjiwo Village Enterprises, Kasihan, Bantul, Special Region of Yogyakarta. From the outcomes of the activity in the form of block making and leadership training relating to social organizations that collaborate with Youth organization, it is expected to arouse village coral coral activities using IT during the Covid-19 pandemic period. BUMDes Bangunjiwo's Tirta Kamulyan business unit problem is in the field of production and marketing. In the field of production, which is the absence of filters needed to filter out water that is ready to drink, employees who pour drinking water to the packaging do not run the health protocol as they should; While for the field of marketing is the lack of manager's ability to market products using online media or social media, besides that the packaging used is also not attractive and information on less communicative labels. The problem in Youth organization is the lack of education for IT utilization for the interests of organizing and the introduction of Bangunjiwo Taruna's activities to the wider community.

It is expected that BUMDes can be adpting against the use of technology in the field of social media for product promotion and product introduction activities. In addition to TU, after training and assistance by team, BUMDes continued to progress in production flow to the products ready to be marketed, still pay attention to the health protocol in every stage of business activities.

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## APPENDIX



**Figure 1.** Banner installation



**Figure 2.** Socializing the importance of implementing 3M and social distancing during the Covid-19 pandemic



**Figure 3.** Visit to BPOM D.I. Yogyakarta



**Figure 4.** Visit to Bantul health office



**Figure 5.** SEO market place optimization seminar



**Figure 6.** The old packaging design and new packaging design



**Figure 7.** Bottle and box packaging for kangen water “Tirta Kamulyan”



**Figure 8.** Documentation of blogging activities with youth organizations and the provision of masks and hand washing soap

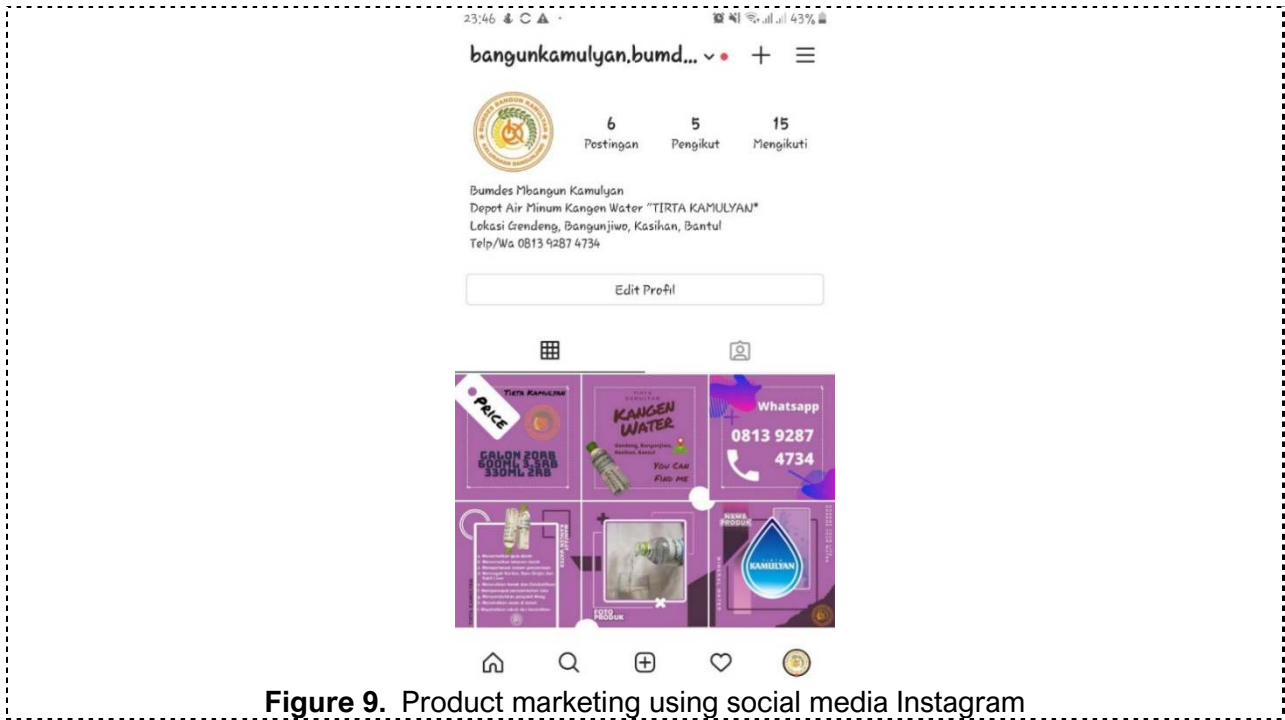


Figure 9. Product marketing using social media Instagram