
COMMUNITY BUSINESS ACTION PLAN BASED ON REGIONAL POTENTIAL IN THE FRAMEWORK OF AGRARIAN REFORM

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Abstract

Sentang Village, Wonogiri District, Wonogiri Regency needs a community business action plan based on regional potential within the framework of agrarian reform. The action plan contains a plan of activities that need to be carried out by the village government, to develop community businesses within the framework of agrarian reform, for the improvement of community welfare. This research uses qualitative research methods, with a rationalistic approach. The number of informants was 10, purposively selected. The data consists of: (1) Primary data, obtained from interviews with informants; (2) Secondary data, in the form of population data in Sentang Village. Meanwhile, data analysis is carried out by utilizing qualitative data analysis techniques. The results of this study show that the action plan is prepared by taking into account physical and non-physical potentials, as well as the economic contribution of business fields in Sentang Village, which include: (1) agricultural business, (2) livestock business, (3) fisheries business, (4) trading business, (5) handicraft business, and (6) tourism business. Action plan provides benefits in the form of community welfare, consisting of: (1) economic welfare, (2) psychological welfare, (3) social welfare, and (4) cultural welfare

Keywords: community business; action plan; regional potential

INTRODUCTION

The RPJMD (Regional Medium-Term Development Plan) of Wonogiri Regency for 2021-2026 reveals that Wonogiri Regency is geographically located on the southern island of Java, which is directly adjacent to the Indian Ocean and is part of the development of the strategic route of Southern Java which has become a national development priority. This strategic value is supported by the socio-cultural character of the Wonogiri people who have a high work ethic and adaptive power, so that it becomes a potential development capital. Migrants from Wonogiri Regency have been widely recognized at the national level for their success in development efforts and support (Fatimah & Rahaju, 2019).

In addition, Wonogiri Regency geologically provides challenges and opportunities in its development, such as: (1) The dominance of areas with hilly areas, of which 20% are karst hills; (2) The quality and quantity of land and water resources are limited, resulting in low levels of regional productivity and resulting in low levels of welfare; (3) The potential for disasters is relatively high, including earthquakes, tsunamis, landslides, floods, and droughts that occur in most areas; (4) Natural factors have forged the people of Wonogiri Regency to be strong and have high endurance and supported by Javanese culture that is harmonious with nature can be a development capital that can be optimized (RPJMD Wonogiri Regency Year 2021-2026) (Manggalou, Uang, Azizaton, & Bataha, 2023).

All challenges and opportunities for the implementation of development and progress of the region and the people of Wonogiri Regency need to be responded by proposing agrarian reform as a solution (Indriani, 2019). Agrarian reform works by utilizing three paths, which

are often called "tridents", namely: regulatory reform, asset reform, and access reform or access structuring (Gai, Witjaksono, & Maulida, 2020).

The arrangement of access in agrarian reform is manifested in the form of providing access to the community, to improve their welfare. Since 1993, Rehman Sobhan has warned that if a country wants to eliminate poverty or improve rural prosperity, and to accelerate economic development, there is no alternative or choice but to carry out radical agrarian reform. This is confirmed by Rehman Sobhan in his work, "Agrarian Reform and Social Transformation: Preconditions for Development."

Rehman Sobhan's explanation (1993) was then supplemented by (Hannan, 2022) who offered the formulation of an action plan appropriately, to empower the community. For this reason, he also reminded that there are principle things that need to be considered when preparing an action plan, namely: (1) the substance of the action plan, (2) preparation of the action plan, (3) the steps for preparing the action plan, (4) the implementation of the action plan, and (5) monitoring the implementation of the action plan. When preparing the action plan, it is necessary to consider the potential of the region and the potential for business development in the region.

One of the villages that has the opportunity to prepare an action plan for structuring access to agrarian reform based on the potential of the village area and its economic analysis in order to improve community welfare, is Sentang Village, Wonogiri District, Wonogiri Regency. Administratively, Sendang Village is bordered by: (1) to the north by Wuryorejo Village, Wonogiri District; (2) to the east with Gajah Mungkur Reservoir; (3) to the south with Gumiwang Lor Village, Wuryantoro District; and (4) to the West with the State Forest.

METHOD RESEARCH

This research was carried out by applying the paradigm that most values society, namely the participatory paradigm. This paradigm holds that a study does not always have to be carried out by following the rules of natural science research. Research that uses this paradigm positions researchers and *tineliti* as fully equal, in data collection and decision making. Therefore, the stage of research that uses this paradigm is action-reflection. In addition, research that uses this paradigm requires the participation of *tineliti* that is emancipated (liberation). In research that uses this paradigm, the researcher acts as a subject, and the party under study or *tineliti* is also treated as a subject. Thus the researcher's relationship with *tineliti* is a subject-subject relationship. The control of the research rests with researchers and *tineliti*, who generally have relied on qualitative data. Research that uses this paradigm has the tagline "research with people" or "research with the community", and is classified as a Qualitative Research Method (Nugroho, 2018).

In addition, this research is also classified as a Type of Qualitative Research, which focuses attention or study on the uniqueness of existing phenomena, using scientific logic (Nugroho, 2018). Meanwhile, the Rationalistic Approach is used in this study, because it is a research approach built on Rational Philosophy, which states that science comes from intellectual understanding that can be constructed through the ability to argue logically (Nugroho, 2018). The type of Qualitative Research with a Rationalistic Approach used in this study provides an opportunity for researchers to obtain qualitative data from informants (Moleong, 2016).

Based on the source, the data obtained in this study consists of primary data and secondary data (Nugroho, 2018). Primary data were obtained from interviews with informants, the substance of which was listed in the interview guide, while secondary data were obtained from public documents, originating from the Sendang Village Government, such as: (1) Population Data of Sentang Village; (2) Potential Data on the Sendang Village Area; (3) Sendang Village RPJM that is still in effect.

Primary data collection from informants is carried out using interview techniques, as well as utilizing interview guide instruments and recording tools (Nugroho, 2018). Meanwhile, secondary data collection from the Sendang Village Government is carried out using documentation techniques, as well as using recording instruments

In qualitative research, a typical qualitative data analysis technique is used, the stages of which are as follows: (1) Preliminary Study of All Data, by collecting data carefully, sourced from informants and supported by secondary data, whose material is relevant to the research question; (2) Data Reduction and Abstraction, by removing some data that although relevant but not needed in compiling abstractions; (3) Preparation of the Smallest Information Unit, by compiling data abstractions in the smallest units of information that contain meaning, and can stand alone. These units of information must have meanings related to the research question, whose existence of meaning does not depend on the existence of other meanings. Precisely, when this meaning is singularly expressed, it can be understood; (4) Grouping of the Smallest Units of Information, by grouping the smallest units of information obtained from research into categories, arranged based on the substance related to the research question; (5) Preparation of Propositional Statements, by compiling logical statements, obtained from each category. This statement (propositional statement) is an answer to a research question, which is also an explanation of the phenomenon under study (Nugroho, 2018).

RESULT AND DISCUSSION

Physical Potential

Sentang Village, Wonogiri District, Wonogiri Regency, has a unique physical potential of the area, which is able to provide optimism for the achievement of community welfare. For more details, it can be noted the description of the physical potential of the territory, as follows:

First, there are two geological formations (rocks) that form the geological conditions of Sendang Village (area 846.80 Ha), namely: (1) Mandalika formation, which is located in the northern part of Sendang Village with an area of 328.34 Ha or 38.77%; (2) Breezy formation, located in the southern part of Sendang Village with an area of 441.05 Ha or 52.09%; (3) Reservoir Formation, which is on the border of Sendang Village with Gajah Mungkur Reservoir with an area of 77.41 Ha or 9.14%.

Second, the slopes of Sendang Village vary, namely: (1) very flat sloped areas, with slope sizes of 0 – 8%; (2) flat-sloped areas, with slope sizes of 8 – 15%; (3) medium-sloped areas, with slope sizes of 15 – 25%; (4) steep sloped areas, with slope sizes of 25 – 40%; and (5) flat-sloped areas, with slope sizes greater than 40%.

Third, in this village there are two classifications of hydro-geology between the area in the far east and other areas. In the area at the eastern end of Sendang Village, there is a small aquifer productivity classification, covering an area of 44.13 Ha. The productivity of small aquifers is a hydrogeological condition, which is characterized by having local properties and

showing generally low to very low permeability. Meanwhile, in other areas, there is a local classification of productive aquifers, covering an area of 802.67 Ha, from the total area of Sendang Village which reaches 846.80 Ha. Local productive aquifers are hydrogeological conditions, which are characterized by having local properties and indicate the flow of water through the space between rock grains.

Fourth, the type of soil in Sendang Village consists of gformulaol and lithosol, which in the north there is lithosol, covering an area of 591.38 Ha; while in the south there is gformulaol land, covering an area of 255.42 Ha. Lithosol soil has characteristics as soil derived from rudimentary rock weathering processes. Therefore, lithosol soils contain very few nutrients. Thus, lithosol soil is not fertile soil for cultivation. But even so, there are still some plants that can live in this lithosol soil. Lithosol soil can be used as a place to grow grass, which will be used as feed for livestock, or some types of crops that are resistant to this type of soil such as corn, as well as for planting perennials. Meanwhile, gformulaol soil has characteristics as soil formed from weathering limestone and volcanic tuffa. This soil has a low organic matter content, because it comes from limestone. Although gformulaol soil is classified as infertile, this land can still be planted with rice during the rainy season, and planted with crops and cassava during the dry season. In addition, this land is very suitable for planting teak, corn, sugarcane, tobacco, cotton, soybeans. This is supported by the distinctive properties of gformulaol soil, which has a pH of 6.75 (neutral).

Non-Physical Potential

The government of Sentang Village, Wonogiri District, Wonogiri Regency has a solid structure, ranging from top leaders to executive staff. Organizationally and administratively, the Sendang Village Government is led by a village head who is assisted by a secretary, and other village officials.

As is known, the Sendang Village Government has 7 positions at the village government level, and has 12 positions at the hamlet level (hamlet head). The table also shows the position of the head of the hamlet, where one person concurrently holds the position of two or three heads of the hamlet. For example, Ari Bagas H. concurrently serves as the head of three hamlets, namely Kedungareng, Sendang, and Godean.

Sendang Village (area 846.80 Ha) consists of 12 hamlets, 7 RWs (Rukun Warga) and 27 RTs (Rukun Neighbor), with details of the names of hamlets, as follows: (1) Nglegong Hamlet, (2) Kolotoko Hamlet, (3) Sokogunung Hamlet, (4) Flower Hamlet, (5) Kedungareng Hamlet, (6) Prampel Hamlet, (7) Gondanglegi Hamlet, (8) Selopukang Hamlet, (9) Godean Hamlet, (10) Jajar Hamlet, (11) Bendorejo Hamlet, and (12) Sentang Hamlet.

Administrative services provided by the Sendang Village Government include: (1) registration of rebirth, which is up to 60 days old; (2) late birth registration, i.e. when more than 60 days old; (3) birth registration through the "3 in 1" channel, namely Birth Certificate, Family Card, and Mother and Child Card; (4) issuance of the second citation of the Civil Registration Deed; (5) adoption or adoption services; (6) change of name/identity; (7) services related to Death Certificate citations; (8) issuance of Family Cards; (9) issuance of a new Family Card due to changes in data; and (10) others.

In addition, there is also Warung Cenik, which is one form of innovation from the Sendang Village Government, to facilitate residents of Sendang Village who will sell at virtual stalls. To access and register as a merchant can be through the <http://warungcenik.com/> link, or can be downloaded on the playstore.

Warung Cenik is an application created by the Sendang Village Government in order to help MSMEs (Micro, Small and Medium Enterprises) to promote their products online (Shafi, Liu, & Ren, 2020). Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises states that MSMEs are businesses owned by individuals or individual business entities that are productive and meet the criteria determined by the Law (Nasrullah, 2022).

MSMEs are also interpreted as productive economic businesses that stand alone, carried out by individuals or business entities (Ondang, Singkoh, & Kumayas, 2019). One of the functions of MSMEs, which is able to help the economy, because it opens new jobs and increases the country's foreign exchange. Starting from the conditions of the Covid-19 pandemic which limited the community's space, the Sendang Village Government took the initiative to intervene to help MSMEs in Sendang Village through virtual or online stalls (markets). Warung Cenik is held to provide promotional space as well as buying and selling transactions through online stalls (Girinata, 2018).

Green House Wine is a form of innovation of the Sendang Village Government in the field of community empowerment and environmental conservation. This innovation is the result of a review of the RPJMDes in 2020, one of whose recommendations was to realize an orchard in Puncak Joglo as an effort to optimize village tourism.

In 2020, the Sendang Village Government in collaboration with Kagama (Alumni Family of Universitas Gadjah Mada) held a fruit nursery training for volunteers, cadets, village officials and PKK (Prosperous Family Development) mothers. Then in June 2021 the Sendang Village Government realized a Grape Garden Green House in the village treasury, Sokogunung Hamlet, as a follow-up to nursery training in 2020. Green House Wine is located on the Village Cash Land in Sokogunung Hamlet, precisely to the north of the Puncak Joglo paragliding take off location. The Sendang Village Government intends to maximize the potential of the village, especially agricultural businesses.

The Green House Wine development program is funded from Village Original Income of Rp. 41.000.000,- (Forty One Million Rupiah), while the management is a collaboration between various parties, such as: Sendang Village Apparatus, Destana Volunteers, and Karang Taruna Desa Sendang. The presence of Green House Wine is intended so that tourists can not only enjoy the beautiful scenery, but can also do economic tourism by buying wine from Green House Wine, so that it can be more attractive to tourists and at the same time can drive the economy of residents faster. As is known, Sendang Village has village tourism objects, namely Watu Cenik Tourism and Joglo Peak Tourism managed by BUMDes Sendang Pinilih (Sendang Village).

The Sendang Village Government also has a Food Security Program, which is one form of innovation of the Sendang Village Government, especially in maintaining nutritional intake for families, by encouraging the community to independently be able to meet their food needs. This innovation is designed to realize a family resilience model in fulfilling family daily nutritional intake. Its implementation will also be part of the public education process about

the importance of food sovereignty (Syahputra, 2022). This modeling process can then be replicated to various regions, so that the community is able to reduce expenditure costs to a minimum, so that it can have an impact on the presence of community welfare.

As an innovation of the Sentang Village Government, the Food Security Program has short-term goals and long-term goals. The short-term objectives of Food Security, namely: (1) The availability of vegetable crop laboratories, and fish ponds as an effort to fulfill family nutritional intake by utilizing yard land; (2) The availability of learning centers that can be managed by the community both in the provision of organic fertilizers, vegetable crop cultivation models and the use of used goods as planting media for plastic waste reduction; (3) The emergence of collective awareness at the community level, for the optimization of yard land for the development of various vegetable crops as an effort for food security; (4) The emergence of group economic pioneers for vegetable crops that are able to meet the needs of restaurants and food stalls around the village.

Economic Contribution

The people of Sendang Village manage various business activities, which are able to provide income for them, such as: **First**, agricultural business, which includes: (1) rice fields, covering an area of 132.75 Ha, consisting of: (a) irrigated rice fields covering an area of 20.29 Ha, and (b) rainfed rice fields, covering an area of 112.46 Ha; and (2) mixed gardens, covering an area of 379.63 Ha. The community develops agricultural businesses in the form of: (1) rainfed rice field farming, located in Selopukang Hamlet, Sentang Hamlet, Gondanglegi Hamlet, Ngelegong Hamlet, Kolotoko Hamlet; (2) irrigated rice farms, located in Godean Hamlet, Kedungareng Hamlet, Jajar Hamlet, Bendorejo Hamlet; and (3) moor farming, found throughout the hamlet. Economic contribution from agricultural business, as follows: (1) management of irrigated rice fields, amounting to Rp. 835,948,000 per year; (2) management of rainfed rice fields, amounting to Rp. 636,528,098 per year; (3) total contribution of agricultural business, amounting to Rp. 1,472,476,098,- per year.

Second, livestock businesses, developed by the people of Sendang Village include cattle (503 heads), goats/sheep (808 heads), and native chickens (1,490 heads). This business is located in Selopukang Hamlet, Sentang Hamlet, Godean Hamlet, Kedungareng Hamlet, Gondanglegi Hamlet, Jajar Hamlet, Bendorejo Hamlet, Ngelegong Hamlet, and Kolotoko Hamlet. The economic contribution of livestock business, as follows: (1) cattle, amounting to Rp. 5,351,920,000,- per year; (2) goats, amounting to Rp. 2,108,880,000 per year; and (3) native chickens, amounting to Rp. 122,925,000 per year; so that (4) the total contribution of livestock business, amounting to Rp. 7,583,725,000,- per year.

Third, fisheries businesses, developed by the people of Sendang Village include: (1) aquaculture through tilapia cultivation on floating net cage media in Bendorejo Hamlet; and (2) capture fisheries, which are characterized by the presence of fishermen in the waters of the Gadjah Mungkur Reservoir, who come from Jajar Hamlet, and Bendorejo Hamlet. Economic contribution from fisheries business, as follows: (1) aquaculture fisheries, amounting to Rp. 20,790,000,000,- per year; and (2) capture fisheries, amounting to Rp. 910,800,000 per year; so that (3) the total contribution of the fishery business, amounting to Rp. 21,700,800,000,- per year.

Fourth, trading business, developed by the people of Sendang Village in the form of grocery stalls (23 pieces), fried fish traders (8 pieces), and restaurants (6 pieces). Economic contribution from trading business, as follows: (1) grocery stalls, amounting to Rp. 165,600,000,- per year; (2) goring fish traders, amounting to Rp. 864,000,000 per year; and (3) restaurants, amounting to Rp. 720.000.000,- per year; so that (4) the total contribution of trading business, amounting to Rp. 1,749,600,000,- per year.

Fifth, handicraft businesses, developed by the people of Sendang Village in the form of: (1) shoe making (by Khomari), (2) crispy wader making (by Mujiati), (3) tilapia shredded making (by Dapoer Pinilih), and (4) making patchwork daster (by KUBE "Sendang Bersama"). Economic contribution from handicraft business, as follows: (1) shoe making, amounting to Rp. 36.000.000,- per year; (2) making crispy waders, amounting to Rp. 77.700.000,- per year; (3) making shredded indigo, amounting to Rp. 125,640,000 per year; and (4) making patchwork daster, amounting to Rp. 84,000,000 per year; so that (5) the total contribution of handicraft businesses, amounting to Rp. 323,340,000,- per year.

Sixth, tourism business, consists of two tourist attractions managed by Bumdes "Sendang Pinilih", namely Puncak Joglo and Watu Cenik. Economic contribution from tourism business, as follows: (1) Puncak Joglo, amounting to Rp. 189.600.000,- per year; and (2) Watu Cenik, amounting to Rp. 176,400,000 per year; so that (3) the total contribution of tourism business, amounting to Rp. 366.000.000,- per year

Action Plan

As is known, business activities managed by the people of Sendang Village have contributed economically, as follows: (1) agricultural business, amounting to Rp. 1,472,476,098, - per year; (2) livestock business, amounting to Rp. 7,583,725,000 per year; (3) fisheries business, amounting to Rp. 21,700,800,000 per year; (4) trading business, amounting to Rp. 1,749,600,000,- per year (5) handicraft business, amounting to Rp. 323,340,000,- per year; and (6) tourism business, amounting to Rp. 366.000.000,- per year.

The ability of business activities to contribute that amount requires the following capital: (1) agricultural business, amounting to Rp. 1,785,440,400,- per year; (2) livestock business, amounting to Rp. 8,611,777,142,- per year; (3) fisheries business, amounting to Rp. 98,949,200,000 per year; (4) trading business, amounting to Rp. 12,146,400,000 per year; (5) handicraft business, amounting to Rp. 272,340,000,- per year; (6) tourism business, amounting to Rp. 58.800.000,- per year.

Agricultural products, animal husbandry, fisheries and handicrafts of Sendang Village are marketed at the local level, or rather purchased by middlemen who come to this village. This kind of marketing is vulnerable to price games by middlemen, potentially harming farmers. Therefore, it is time for Sendang Village farmers to take advantage of internet-based digital marketing platforms, for example by utilizing market places. Farmers can also take advantage of Warung Cenik, an application created by the Sendang Village Government in order to help MSMEs (Micro, Small and Medium Enterprises) to promote their products online. The Sendang Village Government took the initiative to intervene to help MSMEs in Sendang Village through virtual or online stalls (markets), by providing promotional space as well as buying and selling transactions through online stalls

Especially regarding the marketing of patchwork daster products (handicraft business) is carried out uniquely, namely 100 pieces purchased from KUBE "Sendang Bersama" by traders for resale; while the other 100 pieces were purchased by buyers (users), both online and in person when KUBE "Sendang Bersama" sold at the Car Free Day event in "Kota" Wonogiri.

Meanwhile, crispy waders produced by Mujiati under the trademark "Waderku" have 3 marketing models, namely: (1) clear plastic packaging purchased by middlemen which is then sold to traditional markets around Sentang Village; (2) yellow plastic packaging with simple packaging decorations purchased by Indomaret in Wonogiri Regency and sold at their outlets, and (3) yellow plastic packaging combined with red color is sold directly by producers (Mujiati) at certain events they attend (Wulandari, Emilda, & Lazuardi, 2021).

In addition to active marketing (promotion via the internet), there is also passive marketing, which only relies on information or word of mouth, such as what is done by the manager of Puncak Joglo and Watu Cenik tourist attractions, namely Bumdes "Sendang Pinilih". Based on this description, it is known that the marketing of various businesses in Sendang Village varies, but has not been carried out seriously so that it has not been able to have an optimal impact on increasing community income (Bailey et al., 2015).

Business activities in Sendang Village need to be developed, with the following details: **First**, agricultural business, developed by optimizing mixed gardens, through: (1) teak tree cultivation, as a form of long-term investment; (2) commercial cultivation of fruit trees, to provide income to farmers; and (3) commercial cultivation of elephant grass, to provide income to farmers and support the development of livestock business in Sentang Village.

Second, livestock business, developed by collaborating with the agricultural sector of Sentang Village, in the form of elephant grass cultivation. If elephant grass for animal feed can be guaranteed supply, then the community can increase the number of cows and goats they raise up to twofold, from 503 cows and 808 goats to 1,006 cows and 1,616 goats.

Third, fisheries business is developed by stabilizing the selling price of tilapia at the KJA management level. This action needs to be done so that KJA managers do not rely on the "kindness" of middlemen in determining the price of tilapia per kg at harvest. Therefore, it is necessary to form a KJA Management Cooperative in Sentang Village, in order to synergize the strength of KJA managers in marketing tilapia and maintain tilapia price stability during harvest.

Fourth, trading business, which is developed by increasing product sales turnover, through: (1) the use of digital media; (2) strengthening product branding; (3) the implementation of SEO or Search Engine Optimization (Search Engine Optimization), to improve the ranking of the manager site so that it is easier to be found by potential customers when they use the internet; (4) the application of SEM or Search Engine Marketing in the form of optimizing the manager's website to appear in search engines by utilizing advertising; (5) carry out a strategy of providing discounts on product prices; (6) implement packaged sales or sales of several products in one offer; (7) make sales at special or lower prices to existing customers; and (8) continuously evaluate market trends.

Fifth, handicraft business, developed by building business networks, especially those related to the supply of raw materials, through: (1) Increase acquaintances, because successful business people need a strong business network, which starts from an introduction. For this

reason, it is necessary to attend seminars, workshops or various other events that provide opportunities to meet many people from different backgrounds, but have a relationship with the supply of raw materials needed; (2) Do duplication, because the process of imitating the steps and strategies of successful people who succeed in the same business is something that needs to be done, in order to obtain relevant business networks accompanied by self-development; (3) Exchange business cards, because even though they look simple, it turns out that business cards have an important role in networking business. Business cards are an important tool that becomes identity, to expand business networks; (4) Give business partners support, because in business sometimes there are some problems that cannot be solved by business partners themselves. Therefore, if you want to create a strong business network, it is necessary to provide time to support each other, and help each other, so that both parties have closeness; (5) Do sharing activities or sharing, because when mastering a certain field it is necessary to share with others, because sharing activities will never harm. Sharing activities can be done in a workshop, online forums, social media and anywhere that allows for good sharing. Thus parties involved in sharing activities will build business networking with people who have the same interests as the things shared; (6) Use social media, because nowadays, everyone is more closely connected through social media. Therefore, it requires a willingness to use social media as a tool to obtain business networks. For this reason, it is necessary to build networking with people who are outside the circle of friends, but relevant to the business being run; (7) Be confident, because lack of confidence in initiating a communication can be a barrier to expanding the network; (8) Join an association or organization, because more opportunities will be obtained when joining the association or organization. In addition, it is known that joining a community or association is an effective way to build a business network

Sixth, tourism business, developed by: (1) Bumdes "Sendang Pinilih" which currently manages two tourist attractions, namely Puncak Joglo and Watu Cenik, needs to periodically add one tourist attraction that it manages, because there are actually still 13 attractions that have not been managed in Sentang Village; (2) Culture and art in Sendang Village are used to strengthen the attractiveness of tourist attractions in this village, and at the same time support and promote tourism in this village, such as: (a) Karawitan art, which is found in Selopukang Hamlet, Sentang Hamlet; (b) Ketek ogleng art, found in Godean Hamlet; (c) Wayang kulit art, found in Prampalen Hamlet with puppeteer Gito Harsono; (d) Tambourine art, located in Jajar Hamlet, and managed by Paguyuban Rawitsari Mulyo. This group also manages campursari and karawitan arts in addition to tambourine art

Benefits of Action Plan

The action plan that is formulated or prepared is designed to have a positive impact on the welfare of the community, which is a condition that allows every member of the community to meet the needs of his life. This is in accordance with human dignity and dignity, and to overcome the various problems faced. Meeting the needs of community life in the form of welfare, which includes various important aspects in society, such as: economic, psychological, social, and cultural.

Thus the action plan will have an impact on community welfare, consisting of: First, economic welfare, in the form of community welfare in the economic aspect, which is when

the community is able to meet the needs of themselves and their families, which is characterized by adequate income. The income of this community can be maintained, even can still be increased if the action plan can be implemented as well as possible. For example: (1) Agricultural business, community income will increase, if mixed gardens are utilized optimally (commercially), by planting: (a) teak trees, as a form of long-term investment; (b) commercial fruit trees, to provide income to farmers; and (c) elephant grass commercially, to provide income to farmers and support the development of livestock business in Sentang Village; (2) Livestock business, people's income will increase, if grass for animal feed can be guaranteed supply, so that the community can increase the number of cattle and goats they raise up to twofold, namely from 503 cows and 808 goats to 1,006 cows and 1,616 goats. Increasing the number of cows and goats can increase the amount of community income from Rp. 5.351.920.000,- + Rp. 2.108.880.000,- = Rp. 7.460.800.000,- to 2 x Rp. 7.460.800.000,- = 14.921.600.000,-; (3) Fisheries business, community income will be maintained, if the stability of tilapia selling prices at the KJA management level can be maintained. For this reason, it is necessary to form a KJA Management Cooperative in Sentang Village, in order to synergize the strength of KJA managers in marketing tilapia and maintaining tilapia price stability during harvest; (4) Trading business, people's income will increase, if they are able to increase sales turnover, the method of which has been offered in the business development subdivision of the action plan; (5) Handicraft business, people's income will increase, if they are able to build business networks, especially those related to raw material supply and marketing, the method of which has also been offered in the business development subdivision of the action plan; (6) Tourism business, community income will increase, if Bumdes "Sendang Pinilih" is willing to add tourism objects it manages, whose potential objects have been offered in the business development subdivision of the action plan

Second, psychological welfare, in the form of part of community welfare, especially related to psychological aspects, namely when people are able to be calm and not stressed when facing life dynamics. Calm does not mean slow or slow in action, but rather the expression of a person who thinks clearly and deeply. When the causes of stress are considered, it is known that the action plan offered has the opportunity to have an impact on preventing stress, because: (1) excessive worry about the economic burden faced by the community can be reduced through various business activities aimed at increasing community income; (2) there is a reduction or reduction of public concern about the economic situation they face, especially those related to control over the situation, because the action plan is one of the instruments in controlling the situation; (3) the existence of responsibilities that are considered too heavy on some communities can be prevented, because the action plan shows a clear division of tasks, especially in the field of business activities, such as agriculture, animal husbandry, fisheries, trade, handicrafts, and tourism; (4) the concern of the community not having a job can be prevented and anticipated through the substance of the action plan which explains the need to develop business activities in Sentang Village; and (5) the concern of the community having a job whose income is unable to meet the needs of the family, can be anticipated through the substance of the action plan that encourages an increase in community income.

Third, social welfare is part of community welfare, especially related to social aspects, namely when people are able to interact with each other in harmony. Interaction is an action

that occurs when two or more parties influence each other or give effect to each other. When the concept of harmonious and disharmonious interaction is placed in the context of Sendang Village in relation to the action plan, it is known that the action plan prepared is able to cause harmony in the community, because the substance of the action plan shows: (1) There is compatibility between communities in conducting social relations, which can be seen in interactions between community elements in Sendang Village, such as interactions between the Sendang Village Government and community members who have Agriculture, animal husbandry, fishing, trade, handicrafts, and tourism. The form is in the form of various supports provided by the Sendang Village Government, for example through the innovation of Warung Cenik to facilitate the people of Sendang Village who will sell at virtual stalls. To access and register as a merchant can be through the <http://warungcenik.com/> link, or can be downloaded on the playstore; (2) The community can respond positively to different levels of economic welfare, because they realize that there are different professional choices, for example the profession as a KJA manager has a higher level of economic welfare, when compared to the profession as a rainfed rice farmer; (3) Society is able to be tolerant of varying levels of economic welfare, and does not arouse jealousy between one another, because it is aware of the consequences of the burden and results of each profession chosen; (4) Inequality in the level of economic welfare in the community can be reduced through strengthening existing businesses and their development in the future, by utilizing the action plan offered, which includes aspects of capital, marketing, and business development; (5) Conditions of disharmony can be prevented from being present among the community through raising solidarity, cohesion, and solidarity for fellow community members who pursue certain business activities (agriculture, animal husbandry, fisheries, trade, handicrafts, and tourism), which is then continued by rallying solidarity, cohesion, and solidarity between business activities to between wider elements in the community, such as between the Sendang Village Government and the community Sendang Village

Fourth, cultural welfare in the form of community welfare in cultural aspects, which has a scope in the form of attitudes, behavior patterns, and knowledge, especially in expressing: traditions, customs, and art. When three elements of culture (traditions, customs, and arts) are placed in the context of the action plan offered in Sentang Village, it is known that: (1) Tradition can be maintained and maintained properly, through the philosophy of life that is firmly held by the people of Sendang Village, namely bandol ngrompol, which is the philosophy and character of the community, which means strong in terms of spiritual and physical, and likes to group or gather. This philosophy and character have positive benefits in rallying the unity and unity of society. In addition, the community also has a tradition of entre (support), which aims to meet the financial needs of the community. This tradition is a habit of supporting or contributing funds that is carried out from generation to generation. (2) Customs can be maintained and maintained properly, through various traditional ceremonies that are periodically carried out by the community, such as: (a) Cultural celebrations at the Sendang Asri tourist attraction, Gajah Mungkur Reservoir. The procession begins with the appearance of 3 elephants walking in the front row ahead of the procession carrying heirlooms. Then behind him followed hundreds of soldiers and women on foot carrying heirlooms left by Mangkunegaran. One of the largest male elephants named Kyai Sitanggang walked on the right

end of the heirloom procession, beside him was a female elephant who was Sitanggung's partner, named Nyai Handayani. While between the two there was an immature elephant named Denok, who was the son of Sitanggung and Handayani; (b) Jamasan Pusaka at Sendang Asri tourist attraction, Gajah Mungkur Reservoir. A total of seven heirlooms belonging to the Wonogiri Regency Government were secured (cleaned customarily), six of which are relics of the Surakarta Mangkunegaran Palace. The secured heirlooms consist of Kiai Totog and Kiai Jagur (Baladewa) spears and Kiai Korowelang keris taken from the storage monument in Selogiri District. Then the spear Kiai Limpung and keris Semar Tinandu were taken from the house arrived at Girimarto District. The spear of Kiai Alap-alap and keris Kiai Bancak from Kaliwerak and the heirloom gong owned by the District Government, namely Kiai Mendung Ekodayawilaga also participated in the jamasan; (3) Art can be maintained and maintained properly, through various art performances, such as: (a) Karawitan art, which is found in Selopukang Hamlet, Sentang Hamlet; (b) The art of ketek ogleng, found in Godean Hamlet; (c) Wayang kulit art, found in Prampalen Hamlet with puppeteer Gito Harsono; (d) Tambourine art, located in Jajar Hamlet, and managed by Paguyuban Rawitsari Mulyo. This group also manages campursari and karawitan arts in addition to tambourine art.

CONCLUSION

By taking into account the physical and non-physical potentials, as well as the economic contribution of business fields in Sentang Village, an action plan was prepared, which includes business fields, such as: (1) agricultural business, (2) livestock business, (3) fisheries business, (4) trading business, (5) handicraft business, and (6) tourism business. Action plan provides benefits in the form of community welfare, consisting of: (1) economic welfare, (2) psychological welfare, (3) social welfare, and (4) cultural welfare.

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