

# The Community Based Education for Improving The Culinary Service Capabilities

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**Abstract**—Bejiharjo village districts of Karangmojo is one of the villages that has tourism potential "Pindul" and the tourism potential of natural resources that began to be known by local and international tourists, so that women can be empowered in accordance with the region's potential, especially in managing the services of culinary services. This study aims to improve the ability of rural women Bejiharjo Karangmojo to provide Culinary services through community-based education. This study is action research that begins with the assessment, making the design up to the action. These actions taken using a training and advisory services in the culinary community. The subject of this study consists of 25 women who had had a culinary business services. Data processed by qualitative descriptive technique. The results of this study show that the knowledge and skill of managing culinary services among rural women in Bejiharjo village is increased. This is indicated by the formation of a community or business group services culinary, arrangement of menu, the collaboration among members of the community in providing culinary services, and the number of subscribers of food increases, the average monthly per group of 10 reservations to 15 customer.

**Keywords**—community based education, capabilities culinary services

## I. INTRODUCTION

Rural women faced the problems in improving their participation in tourism development such as limited of the professionalism to manage bussines activity that support of the field tourism, the factors of prduction and product marketing is limited or substandard, the background of culture and perception of the rural community which is still gender bias, limited of the finance to providing facilities and infrastructure tourism object, cooperation and coordination between sectors that less intensive so the implementation of rural women empowerment in field of tourism still less optimal.

Bejiharjo village district of Karangmojo is one of the villages that have tourism potential "Gua Pindul" and resourches tourism potential which became famous by local and international traveler so the women can be empowered in accordance with the existing regional potential. Beside, the empowered also focused on learning group and economic organizations to support the increasing of the social income especially for women that have role as house wife. In vocational aspect, most of the women in Bejiharjo village which have role as house wife which jobless didn't have meaningfull of skill to earn a living. Most of the women in Bejiharjo do sometimes work their own land or farm workers in place of others. For the women which have skill, it is also felt that the skill already possessed still not enough to be used as capital sought. Some of the skills that have been received are making cassava chips ang making banana jam. Skills that have been obtained are also not widely practiced. Some women have been practiced that skills but more worn alone also not to sale. Meanwhile the skill that women desired is business skills. [1] founded that tourist of Bejiharjo village have many potential. A lot of potential that can be utilized to empower the women, especially mothers of households who do not work in Bejiharjo such as; the optimalization utilized of natural resourches (focused on field and tourist), human resourches ( helping in the activities of education and skills of entrepreneurship, expand access and social networking), cultural character (the value of a sense of community and strong mutual cooperation, cultural tourism, religious tourism and customs), economic organization, community organization, social networking and capital social that very potential to develop.

Education that focuses on community will provide significant meaning. This is because community-based education that focuses on community participation from planning to evaluation. The community more aware of the

potential that they have and understand what they needs. Law of the Republic of Indonesia Number 20 of 2003 on National Education System of community participation in education as stipulated in article 54 paragraph (1) community participation in education includes participation of individual, groups, families, professional organizations, employers and community organizations in organize and control the quality of the educational unit. Paragraph (2) people can participate as the source of the implementation and the results of education. Community-based educational institutions can obtain technical assistance, subsidy funds and other resources fairly and equitably from the government or local authorities. People in this area especially mothers average household has a skill that is still low, especially with regard to the processing of natural resources. The skills possessed not used by the well, so we need the skills and proficiency training on the utilization of existing resources in order to improve the skills of productive economic activities. Training culinary services is an activity that right for women who live in a tourist area like a village Bejiharjo. Currently culinary tourism is becoming a trend for tourist visitors. The specificity of the menu is the main attraction for tourists both local and non-local. In addition to focusing on the taste of the food, customer service is also a thing to watch. These skills are important because it is owned by the manager of culinary good service will bring to the consumer appeal to continue to be a customer.

## II. METHODS

This research used the action research. [2] action research is a form of *collective* self-reflective enquiry under taken by participants in social situations in order to improve the rationality and justice of their own social or educational practices, as well as their understanding of these practices and the situations in which these practices are carried out. The step of action research are a) analysis, determination of the needs of the participant program, b) making program design, make the learning model to target group, c) implementation of the program according to planning program, d) evaluation of the program. The data are collected by observation, interview, and questionnaire. The subject in this research is women that incorporated in culinary business as 25 women. The data are processed by deskriptif kualitative technique that used to collected and explained the condition in the field.

## III. RESULT AND DISCUSSION

### A. *The implementation of community-based education through enterpreneurship culinary services through three stages:*

#### 1. Plan

In the planning stages of the activities carried out are: a) Program socialization, b) Selection of participants, c) The purpose of program, d) Material, e) Strategy, f) Media, g) Teaching Material, h) Appraisal

#### 2. Implementation of Community-Based Education Program

The stage of implementation of community based education program are;

##### a) Socialization activities

Socialization activities is initial steps to recruit participants in the culinary community Bejiharjo so that the participants fully involved in implementation of the program.

##### b) Implementation of the community based education program

The program have implemented in Wirawisata bejiharjo following the mtaerials about ; 1) motivation and attitud mental of entrepreneurship, 2) managing of culinary,3) practical skills and mentoring beginning of entrepreneurship.

#### 3. Evaluation

The evaluation of the program by observation. The result show that the knowledge and skills of participants have improve.

### B. *Result of Implementation of Community-Based Education*

Based on the results of the implementation of field data indicate that these activities have a positive impact on the target group. Culinary community in the village of Bejiharjo able to increase the knowledge, skills and entrepreneurship awareness culinary services. In addition, there are changes include: increasing the motivation of the community in entrepreneurship, increasing knowledge and understanding of community-based management of culinary services, increased knowledge processing and presentation of the food was interesting.

Through these activities, increase the motivation of the participants in conducting culinary services-based business groups. Participants tried to better understand how to maintain customers, how to manage their businesses more productive, skilled in providing services to customers and have skills in developing their business. One experience acquired knowledge is to develop operational standards packets menu and price variations. Each community has operational standards and package each menu. The community already has a navigation package that Mio Community Catering, JK Catreing community, Community Dampit Catering, Catering Menur Community.

In general that with this training target groups are empowered to develop themselves in the culinary entrepreneurs. In their efforts to use natural resources to be processed, or in the culinary business management in Bejiharjo. But this group is still constrained by the lack of a complete culinary equipment in an effort to improve service in terms of presenting the menu.

### C. Discussion

#### 1. Implementation of Community-Based Education

Implemented community-based education that has provided understanding, knowledge, and skills for culinary community in Bejiharjo. Implementation of Community-Based Education is carried out through several stages, namely a). Socialization activities, b). The implementation of community-based education and Focus Group Discussion (FGD), and c). Evaluation.

The activities run well and smoothly, which is followed by all participants as a whole and in accordance with the guidelines that have been arranged. Participants take an active part in entrepreneurial management training activities culinary services. It can be seen that most participants share its experience in managing the business of culinary services for this and ask some of the problems experienced. Participants tried to gain access to, change in attitudes, knowledge, skills, effort and skill how to manage the bussines that instituted to obtain juridical legality. [3] the empowerment of women in the field of tourism with more emphasis on: 1) organizing and managing the process, which involves efforts to change attitudes after such a long-established dominance of men in many fields of work; 2) inventory process related to efforts to provide opportunities for women to develop the skills so that they can participate in community development; and 3) the delivery process, which includes efforts to provide opportunities for women to participate and contribute in the field of tourism development with regard to accommodation, restaurants, travel agencies, and the development of cultural products in the form of art and traditions as a tourist attraction.

In its application, it is necessary to consider several things to be assigned the maximum results. 1) motivation of the target group. Build motivation is very important in the effort to change the mental attitude of the target group in order to form the mindset to go forward and be willing to change. Motivation is the basis of a person to commit an act, especially motivation in the work. 2) utilize the potential of natural resources. The potential of natural resources is the main attraction in a developing society. With the availability of abundant natural resources, encouraging people to think creatively memanfaatkan existing sources. As in Bejiharo rich in beautiful natural resources, namely Goa Pindul, Goa Tanding, and other community must make creative optimize existing resources into revenue land. Ranging from managing a tourist attraction, to entrepreneurship meet visitors. 3) Taking into account the availability of human resources. The availability of human resources to encourage the achievement of a maximum effort. Humans have borne in mind and thoughts to continuously develop themselves. 4) facilities and supporting infrastructure, and 5) Cooperation between groups. Build a collaboration within a group is important. A group that has the same vision and mission will be easy to achieve a success, compared to the road alone. Therefore, in this entrepreneurial cooperation among groups in order to be fostered.

With the community-based education is hoped that the people especially women partisipasiya in teaching can improve themselves and their surroundings. Communities should be given the freedom for creativity and develop in accordance with the conditions of the community. [4] that giving freedom to the people to actualize in the study of business (entrepreneurship) is important in community empowerment.

However, there are some activities that are not running optimally, namely mentoring. Mentoring program is not optimal, it is influenced by; very limited time activity, limited capabilities and experience in managing services researcher culinary services. This mentoring program has not pursued their need careful planning in continuing its operations more optimal program will be changes within the participants through a variety of activities capable of increasing knowledge is, skills and other life skills.

This condition is in line with the opinions [4] that there are some principles of learning that should be considered in the empowerment of people, especially women are (1) changes in life must be addressed as a learning process, (2) learning is a process of inquiry active with the main initiative of the inside of the participants learning, (3) study is an attempt to help the skills to needs for life, (4) the participants learn to have a diversity of learning that should be explored and utilized, (5) learning resources exist in every neighborhood that should be identified for the benefit of the participants learned, and (6) learn more effectively when guided by the structure of the deep-rooted than the structure of irrelevant content.

#### 2. Result Implementation of Community-Based Education

Each training and educational impact and outcomes for participants. Through this activity, information obtained as follows; increase the motivation of the participants in conducting culinary services-based business groups. Participants tried to better understand how to maintain customers, how to manage their businesses more productive, skilled in providing services to customers and have skills in developing their business. One experience acquired knowledge is to develop operational standards packets menu and price variations. Each group or community is able received catering orders from customers as much as 10 to 15 orders. In simple terms it can be stated that the results of community-based education through entrepreneurship culinary services have had an impact; provide motivation in managing the business, providing knowledge and skills in managing the business more productive and expand access in accordance with its potential.

To adapt to the circumstances faced and the potential for self-owned, this opportunity should really be accessible to all walks of life with all its characteristics and attributes [4]. [5] that education is a necessity to help the development of human perfection. Therefore, learning materials can not be determined simply only from the standpoint of education, but also should pay attention to other areas such as social sciences,

psychology, sociology, history, management and other auxiliary science education.

Entrepreneurial community-based education through culinary services are intended to provide reinforcement in entrepreneurial activity culinary services in an effort to improve the standard of living of the people. [6] stated that community-based education is a process that is designed to enrich the lives of individuals and groups to engage people in a geographical area, or any of the public interest, to develop voluntary place of learning, action and opportunity reflection determined by personal, social, economic and political needs them. In this activity, participants become agents directed to empowering people, especially women in rural tourism in order to maintain the further of sustainability[7] model of learning community must put agent reformer as a facilitator who serves as (1) catalisator (speed up the process of learning), (2) resources linker (connecting various learning resources), (3) process helper (helper learning) and (4) solution helper (helpers learn problem solving).

#### IV. CONCLUSION

From the explanation of the results of research and discussion can be concluded that 1) ability of understanding, knowledge and culinary skills improved through training activities culinary services, 2) the ability of women in Bejiharjo in the service of culinary services increased, characterized by their ability to arrange various standard catering. Moreover they can receive 10 to 15 orders monthly.

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