

# **IbM Empowerment Dasa Wisma Pensions Orchid Tourism Village Pulesari as Merapi Disaster Prone Regions**

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## **ABSTRACT**

Increased family resources can be reached by giving them the knowledge, skills and assistance based on the needs of the community, local and market potential (marketable). One Destinations Village in disaster-prone areas that require development are Pulesari Tourism Village, Kalurahan Wonokerto, Turi district. The program developed by the slogan Tourism Village Nature and Cultural tradition is quite a lot. Among the activities program Salak Museum is a culinary processed bark. This activity is done by Dasa Group Pensions Orchid by creating a local potential food preparations. During the manufacture of processed only to meet the needs of customers who visited the tourist village and the numbers are still very limited, while if it is developed with optimal local manufacture of processed food is very prospective. Due to limited financial resources, the resources, knowledge and skills in managing the business led to these efforts have not been able to develop optimally. This becomes a problem that needs to look for solutions, one side takes steps to seize opportunities, on the other hand the need for diversification of processed kind of materials, processing, packaging, and marketing.

Based on the problems faced by partner activities IbM this has a purpose: 1) Improve the quality of the product, through training improvement and development of products and packaging so as to approach the market demand, 2) Increase the number of production, through the help of equipment (cup sealer, oven, appliance packaging) and the supply of raw materials to achieve production targets, 3) Reforming the management system through training and mentoring bookkeeping systems, equipment management, performance improvement and human resources management systems raw materials, 4) Reforming the marketing strategy to expand the marketing network through mapping system of distribution and promotion.

Target Outcomes resulting from this activity are: 1) Improving skills in improving existing products and create new products (bakpia bark variation of the content and flavor of bark with a variety of materials and methods) and create attractive packaging with packaging materials and labels right so that the resulting product is standardized both in terms of taste, shape, texture, portion, appearance and hygiene, 2) Increasing the quantity of products that can meet market demand, 3) Increased knowledge and skills in bookkeeping, the use of new equipment, performance of production and raw materials standardized so that the products produced consistent, 4) well-organized marketing strategy can increase marketing reach, find new market opportunities, promotion through exhibitions and show room Partner Torindo.

Kata Kunci: *empowerment, dasa pensions, tourism village, disaster prone*