

STRENGTHENING REGIONAL ARTS AND INNOVATION OF TRADITIONAL FOOD PRODUCTION TO SUPPORT THE DEVELOPMENT OF JATIMULYO TOUR VILLAGE

by Miftahuddin, Mutaqin, Sebastianus Pranatahadi

ABSTRACT

Described that Jatimulyo Village has tremendous potential for the development of Tourism Village. This village has fertile soil to plant various kinds of local food raw materials and beautiful nature. Likewise, the people of Jatimulyo still maintain various types of local arts as identity. Of course, all of this is extraordinary capital if managed properly for the development of a Tourism Village. Therefore, the PPM (Community Service) aims to empower communities through exploring local potentials to support the development of the Jatimulyo Tourism Village, strengthening community arts competencies through education, training, and assistance, as well as innovation in the production of traditional processed foods based on natural resources through training, mentoring, and practice.

From the results of the implementation of the activities, it appears that empowerment programs and activities carried out through Community Service Program (KKN) can be directly felt. Especially for Jatimulyo Village as a Tourism Village, the programs that have been carried out will further strengthen its existence. Both the development of art and traditional food innovation in reality directly intersect with the existence of Jatimulyo Tourism Village. Art development programs that have been carried out, such as dance training, angklung, and ketoprak children, in fact can strengthen and perpetuate the types of traditional arts that already exist in Jatimulyo Village. Likewise, traditional food innovation training, such as making Coconut Sugar Flower, making Wedang Uwuh, packaging Dawet Sambel, making Ants Candy, and making Gedhang Nugget, of course the benefits are very much felt. With the innovations that have been made clearly will increase the attractiveness of buyers, and ultimately can increase public income. In general, with programs that have been implemented, both the development of arts and innovation in traditional food products will support the existence of the tourist village.

Kata Kunci: Jatimulyo tourism, Regional arts, and traditional food.