
Optimization of Crisan Flower Tourism Village in Utilization Efforts Potensi Loxal

Imam Shofwan¹, Muslikhah Muslikhah², Hendra Dedi Kriswanto³, Rana Indah Setiawati⁴

^{1,2,3,4}Semarang State University, Indonesia

Email: ishofwan@mail.unnes.ac.id

Submitted: 2021-04-26. Revised: 2021-05-26. Accepted: 2021-06-13

ABSTRACT

During the Covid-19 pandemic, flower farmers in Bandungan, Semarang Regency, Central Java were in a downturn. In fact, flowers are an icon of agrotourism of local residents and are used as a livelihood. In addition, the nursery facility collapsed due to age so that when hit by a disaster, many greenhouses collapsed. The investment did not come because the flower business was quiet. As a result, the youths, farmers, and cadet coral groups there were unemployed. The team sees the need for activities to revive the abandoned flower business. Youth as a milestone in village mobilization must innovate so that in the future they will not only rely on income from cutting flowers and breeding. Thus, we offer a series of alternative model introduction activities in the form of training to harness the potential of flower farming in the field of art, precisely with press flower art. This art will be used to overcome the sluggish tourism sector and the use of flowers that are still tight due to the destruction of greenhouses. The creativity of young cadet members must be stimulated by entrepreneurial opportunities that harness local potential. In addition, press flower will be an idea for a sustainable flower business because it has a high selling value and can be an alternative if there is a collapse of the greenhouse due to storms in the rainy season like this. This press flower training is here to encourage the creativity of young people and flower farmers in the midst of a deadlock in flower seed and flower cut commodities.

Keywords: Optimization of Tourism Villages; Product Creativity Training; Crisan Flower Innovation.

INTRODUCTION

Clapar Village, which is located in Bandungan District, is quite potential. This is because the supporting geographical location is located on the slopes of Mount Ungaran which is suitable for the cultivation of chrysanthemums. Bandungan Subdistrict is a plateau with a soil height of ± 600 meters - ± 900 meters above sea level and has a fairly high soil fertility. This geographical condition makes Bandungan District widely spread the cultivation of chrysanthemum ornamental plants. Based on the Central Statistics Agency in 2019, Bandungan District is ranked first with flower production reaching 114,210,000 stalks at 1,603,000 m² of harvested land area. And one of the suppliers is the Gemah Ripah farmer group in Clapar Village. In this village, there are a total of 180 greenhouses that have their respective functions, ranging from nurseries to production. However, At the beginning of 2020 like a nightmare for farmers, the rainy season and strong winds also ravaged the greenhouse. This is certainly very detrimental to farmers, where renovation costs are considered large coupled with the covid-19 outbreak which further worsens the economic conditions of the surrounding community. This condition urges flower growers to think hard and find the best solution, in this case not a few flower farmers are trying their luck by becoming vegetable farmers.

In 2016, Clapar had opened an agro-tourism called Gemah Ripah Chrysanthemum Village which was managed by the Gemah Ripah Farmer Group. However, this agro-tourism was closed due to large winds that damaged part of the green house. The closure of this agro-tourism certainly has an impact on reducing the income of flower farmers in Clapar Hamlet, not a few losses that must be suffered. This makes farmers have to rack their brains in order to get more income apart from supplying flowers to big cities. In addition, the nursery facility collapsed due to age so that when hit by a disaster, many greenhouses collapsed. The investment did not come because the flower business was quiet. As a result, the youths, farmers, and cadet coral groups there were unemployed. The team sees the need for activities to revive the abandoned flower business. Youth as a milestone in village mobilization must innovate so that in the future they will not only rely on income from cutting flowers and breeding. Thus, we offer a series of alternative model introduction activities in the form of training to harness the potential of flower farming in the field of art, precisely with press flower art. This art will be used to overcome the sluggish tourism sector and the use of fresh flowers due to the destruction of greenhouses. The creativity of young cadet members must be stimulated by entrepreneurial opportunities that harness local potential. In addition, press flower will be an idea for a sustainable flower business because it has a high selling value and can be an alternative if there is a collapse of the greenhouse due to storms in the rainy season like this. This press flower training is here to encourage the creativity of young people and flower farmers in the midst of a deadlock in flower seed and flower cut commodities.

METHOD

The implementation methods carried out in this activity are as follows: First, the method of collecting community data as well as socialization to the community related to the program. This method is implemented to determine the potential and resources that exist in the target community. Furthermore, in this first stage, a socialization method was also carried out to the community, especially agricultural business actors in Clapar hamlet. Socialization activities are carried out to provide information to the community regarding the implementation of the program, starting from the beginning to the end of the activity. Second, the implementation of training and practice of various techniques for processing dried flowers and their marketing. In this method, people are taught how to process dried flowers into various unique and economically valuable crafts. The implementation of this training presented several speakers who are experts in the field of processed dried flower crafts. In addition to these activities, in this method the community is also given training to make attractive product photos and make product marketing designs. People are also taught about how to market products through the marketplace. Thirdly, the method of implementation carried out in this activity is marketing. This activity is carried out to market in a centralized, joint, and organized manner. This marketing activity is carried out offline and online. Marketing is carried out online through marketplaces that have previously been formed by partners, while offline product marketing is carried out in tourist attractions and various trading partners in collaboration with the community.

RESULTS AND DISCUSSION

The service activities were interested in the superior potential of the area so decided to invite partners with local cadets. Where a discussion was held about drying flowers so that the community could open up new opportunities for the use of cut flowers themselves. Together with the community or partners, the service team practiced three methods of drying flowers, namely dried flowers, preserved flowers, and press flowers. These three methods will later be used in processing crisan flowers into more valuable alternative products. The community actively participates and is very interested in such activities. The first step taken was a socialization activity to members of the Duren Village cadet reef consisting of Clapar Hamlet, Kropoh Hamlet, and Mejing Hamlet. Flower drying activities are carried out in detail one week after the service work. Some of the activities that will be carried out include how to dry flowers from flower selection strategies to pressing practices. What will be demonstrated by the service team is three methods of drying flowers carried out, namely:

Dried Flower

Drying dried flowers there are three ways. First, outdoor or outdoor that is exposed to direct sunlight takes approximately 7 days for the flowers to dry. Second, semi-outdoor or indoors where there is still light or are still exposed to matahari rays indirectly takes 8 days for the flowers to dry. Third, indoor or indoors that are not exposed to sunlight takes 10-14 days for the flowers to dry. In this method, the drying process is by hanging the flower in an inverted position of the flower so as not to damage the structure of the flower so that the original shape of the flower can be preserved.

Press Flower

The illumination of this flower by pressing it uses a special tool of a flower press. This method takes 14 days for the flower to dry completely.

Preserved Flower

Drying this flower using silica gell with a time range of 8-10 days so that the dried flowers are ready for use. Not all flowers can be dried with silica gell, they must be flowers that have large and thick petals. The first method carried out in the activities of this workshop is the dried flower method. In this method, the flower drying process is divided into three ways, firstly outdoor or outdoors takes about 7 days to dry, semi-outdoor or indoors where there is still light with 8 days to dry, and indoor or indoors that take 10-14 days to dry.

Preserved Flower is a flower drying technique by being preserved using silica gell with 8 to 10 days to become a ready-made dried flower. The last is the flower press, which is the drying of flowers that are pressed using a special flower press tool. This method runs for 2 weeks in order for the flower to dry completely. There are disadvantages and advantages of the various methods above according to the needs and conditions of the environment. After drying, flowers can be used for various products such as bouquets of dried flowers, frames, or additional accessories, namely keychains, necklaces, and so on. With this new idea cut flowers that wilt quickly will become more durable and also flower growers can explore products with higher selling prices than usual.

This community service implementation activity provides encouragement to the village community to be able to process the potential available in the village. As a follow-up to this activity, it is hoped that village policymakers can provide encouragement and can develop the potential of the village and can provide direction and evaluation for the sustainability of activities that can change the economy in Clapar Hamlet, Duren Village, Bandungan District, Semarang Regency. The service activities that have been carried out are utilizing clapar flowers as a potential village. After the activity is completed, the next hope is to provide guidance to the community and the community to provide assistance in marketing clapar flower products so that marketing will increase and can also introduce clapar village is a clapar flower village.

CONCLUSION

Activities are carried out as follows; (1) Program socialization activities run smoothly and according to expectations, (2) Training activities are carried out according to expectations and planned targets, (3)

Marketing activities run as planned. From the implementation of this service activity, it shows the achievement that community residents in this case youth in Clapar Hamlet, Duren Village, Bandungan District, Semarang Regency have knowledge and skills in the field of flower processing and can create businesses so that from these skills the youth can increase their income. The youth of the village also have new knowledge about the processing of dried flowers. This community service implementation activity provides encouragement to the village community to be able to process the potential available in the village.

REFERENCES

- Fadlil, MA, Sumekar, W., & Mardiningsih, D. (2020). Strategi Pengembangan Agrowisata Berbasis Bunga Krisan (*Chrysanthemum Morifolium R.*) di Taman Bunga Celosia, Desa Candi Kecamatan Bandungan Kabupaten Semarang. *Jurnal Ekonomi Pertanian dan Agribisnis*, 4 (1), 39-50.
- Wijayanti, P. (2010). Budidaya tanaman obat rosella merah (*Hibiscus sabdariffa L*) dan pemanfaatan senyawa metabolis sekundernya di PT. Temu Kencono, Semarang.
- Shifa, LK, Budiraharjo, K., & Roessali, W. (2019). Analisis nilai tukar petani bunga krisan pada anggota kelompok tani gemah ripah di dusun clapar desa duren kecamatan bandungan kabupaten semarang. *SOCA: Jurnal Sosial Ekonomi Pertanian*, 13 (3), 355-365.
- Kristono, RJ, & Nadapdap, HJ (2019). Karakteristik petani dan orientasi pasar sebagai pengaruh petani krisan melakukan proses pasca panen. *Pertanian: Jurnal Ilmu Pertanian*, 7 (2), 159-167.
- Muhardi, M., Perdhana, R., & Nasharuddin, N. (2019). Identifikasi Keberadaan Air Tanah Menggunakan Metode Geolistrik Resistivitas Konfigurasi Schlumberger (Studi Kasus: Desa Clapar Kabupaten Banjarnegara). *Prisma Fisika*, 7 (3), 331-336.
- Wijayanta, S., Raharjo, H., & Hasibuan, EY (2005). Sekolah Alternatif Berbasis Home Schooling dengan Memanfaatkan Learning Kit sebagai Pengembangan Potensipendidikan Masyarakat. *Pelita-Jurnal Penelitian Mahasiswa UNY*, 1 (1).
- Farida, F., Wanialisa, M., Nursina, N., & Wahyuni, N. (2021). Optimalisasi Pemanfaatan Dana Desa untuk Mewujudkan Desa Mandiri. *IKRA-ITH ABDIMAS*, 4 (1), 65-73.
- Nusantara, PA, Pelangi, P., & Puspita, DRV Inovasi Teknologi Tanaman Hias Krisan Pendongkrak Kesejahteraan Petani Florikultura Nasional.
- Kiryanto, K., Chrismianto, D., & Puskah, E. (2018). Upaya Pemanfaatan Sumberdaya Pedesaan Berbasis Pengembangan Kelompok Peternak melalui Pengolahan Limbah Kotoran Menjadi Produk Energi Terbarukan dan Produk yang Bermanfaat untuk Kesejahteraan Masyarakat Desa Branjang Kabupaten Semarang. *E-Dimas: Jurnal Pengabdian kepada Masyarakat*, 9 (2), 185-192.
- Sari, SR, & Sukawi, S. Pengembangan Pariwisata Kabupaten Pemalang Berbasis Hijau Pariwisata. *Modul*, 18 (1), 46-50.
- Ismane, MA, Kusmana, C., Gunawan, A., Affandi, R., & Suwardi, S. (2018). Keberlanjutan pengelolaan kawasan konservasi penyu di pantai Pangumbahan, Sukabumi, Jawa Barat. *Jurnal Pengelolaan Sumberdaya Alam dan Lingkungan*, 8 (1), 36-43.
- Achsa, A., Destiningsih, R., & Hirawati, H. (2020). Strategi Pemasaran Untuk Meningkatkan Daya Saing Wisata Desa Taman Bunga Manohara Desa Purwodadi. *JMK (Jurnal Manajemen dan Kewirausahaan)*, 5 (1), 1-17.
- Siswanto, S. (2012). Literasi Teknologi Informasi dan Komunikasi (TIK) Masyarakat Desa Pantai, Survai di Desa Kota Bengkulu, Pangkal Pinang, Jakarta. *Jurnal Studi Komunikasi dan Media*, 16 (2), 81-110.
- Pertiwi, F., Abdulhak, I., & Hasanah, VR (2018). Pengaruh pelaksanaan latihan sesuai perkembangan terhadap peningkatan kompetensi pedagogik pendidik PAUD. *JPPM (Jurnal Pendidikan Dan Pemberdayaan Masyarakat)*. *JPPM (Jurnal Pendidikan dan Pemberdayaan Masyarakat)*, 5 (2), 142-153.