



## Arrangement of Culinary Village Tourism Lemang Tapai River Rupert Bengkulu City

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**Abstract.** The Currently, more than a few kinds of road food are famous with the public. One of them is lemang tapai, apart from being scrumptious and having the traits of standard food, the charge is additionally affordable by using all degrees of society. Lemang tapai is a food made from glutinous rice that is inserted into bamboo, this regular Indonesian meals is quite simple in the Bengkulu City location and is appropriate as a meal when relaxing, or at sure eve. However, from the previous until now, lemang tapai solely has monotonous variants, making it much less eye-catching to buyers, specially amongst children and adolescents. Especially now that food is popular with a number and unique types. From this background, the PKM FEB Team and FT UM Bengkulu noticed a enterprise opportunity and had been moved to make a one-of-a-kind and creative innovation, specifically lemang tapai with flavor editions (chocolate, jackfruit, and pandan flavors) and tapai packaging in an beautiful structure and with a company.

Therefore, this enterprise deserves to be developed as an choice business for the welfare of society. Seeing this potential, the PKM crew furnished Economic and Digital literacy for the Lemang Tapai Specialty Food Business Group, Increased Understanding and Knowledge and Cooperative Institutions for the Human Resources of the Lemang Tapai Women's Cooperative in Bengkulu City, and made Sungai Rupert the Lemang Tapai Culinary Center Area.

**Keyword:** Digital Financial Literacy, Company Institutions, Lemang Tapai

### 1. Introduction

Empowerment is a human resource that has the achievable to determine the route of the success of a development. However, till the current technology of statistics and conversation technology, the function of humans, especially in villages, nevertheless appears marginalized. Empowerment is solely confined to center and higher enterprise management. Limited empowerment in commercial enterprise companies is related to improvement conditions and unequal distribution. This can be seen in the educational, social, and monetary aspects the place the supply of earnings only depends on revenue

earnings. Basically, human powerlessness definitely does no longer show up by means of itself but this powerlessness is influenced by way of the people themselves, their culture, and the existence of a device that is not in choose of them. While the empowerment of enterprise corporations is a human being who is in a position to see the conceivable that exists as a whole, both for folks and for others. Empowerment of enterprise organizations is also creative, professional at developing something new, capable to have sensible views, strong in problems, daring to do something, and can uphold the fact and dare to criticize, thereby being able to stand up for their beliefs even barring the assist of others.

Empowerment of the lemang tapai commercial enterprise team in Kel. Fence gods Kec. This width normally belongs to underprivileged families which can be seen from a large quantity of people in the Sungai Rupert region of Bengkulu City and have low training with humans with the same elementary, junior high, and high faculty training so that the humans lack skills. This condition is increasingly helpless because they do no longer have the capital to begin a business, let by myself the community to boost their family's monetary business. To improve the decline of households like this, it is very indispensable to have the participation of commercial enterprise groups.

Empowerment of businesses is carried out in an effort to elevate status and families from economic independence by giving the potential or energy to enterprise groups to be able to become impartial businesses with the doable that exists in them. Improving the fantastic of human resources. According to Jim Ife quoted by using Alfitri cited that linguistic empowerment comes from English, specifically "Empowerment", which actually can be interpreted as empowerment, in the sense of giving or growing electricity (power) to people who are vulnerable or deprived (disadvantaged). According to Rappaport, empowerment is a way in which people, organizations, and communities are directed to be in a position to rule over their lives. Efforts to empower thru empowering are growing capability via strengthening the plausible or electricity possessed via the community. This strengthening includes concrete steps such as providing various inputs and opening get right of entry to to a number possibilities that can make the neighborhood extra empowered.

This lemang tapai business is still a small home-based business, however this enterprise can be very promising due to the fact the food products produced can be enjoyed by means of all groups, from adolescents to adults. Business Objectives: Increase the profits of UKM lemang tapai, enlarge entrepreneurial ride in conducting enterprise activities, create jobs, because the growing business, will require workers, boost this small

commercial enterprise into a large MSME enterprise and create new improvements in the lemang tapai variant.

Figure 1. Socialization of Lemang Tapai Culinary Village Arrangement



## 2. Partner Problems

The association of the Lemang Tapai culinary village tour is a region or stopover traveller enchantment for the Bengkulu people who desire to buy traditional Indonesian food in the Bengkulu City area. The arrangement of this Lemang Tapai culinary village is the intention that the PkM UM Bengkulu service group wishes to do so that it is well geared up and conducive so that site visitors who come or consume there can be extra relaxed and make repeat purchases and can promote lemang tapai, so capable of penetrating neighborhood and country wide markets.

Figure 2. Culinary Village Tourism Assistance





Providing the high-quality best of carrier for customers and customers, Providing employment for the community, Making lemang tapai with quite a number flavors, Having a commercial enterprise entity/legality, Forming the Lemang Tapai Women's Cooperative, Having pleasing brands and packaging and advertising lemang tapai in common markets and present day market. The problems of partners in developing business include:

1. Lemang tapai business continuity efforts through digital marketing assistance, they don't have capital for a business let alone a network to strengthen a business.
2. Strengthening Cooperative Institutions for the Human Resources of the Lemang Tapai Women's Cooperative, Bengkulu City does no longer understand/know information about advertising and marketing merchandise.
3. Arrangement of Lemang Tapai Culinary Village Tourism The human beings who lack capabilities are innovative and innovative in developing some thing new.

Based on the issues noted above, it encourages writers in the carrier to lift out education and mentoring activities in the lemang tapai commercial enterprise group Kel. Fence Dewa Kec. wide. This capacity it is carried out at some point of the system of forming and organizing neighborhood groups with the aid of professional help as facilitators, communicators, and dynamics of groups to accelerate the fulfillment of independence. Basically, empowering business agencies is a manner in which communities (especially these missing get admission to to development resources) are stimulated to make bigger independence in developing their lives.

### **3. METHOD**

#### **1. Implementation of Service Activities**

Community Partnership Program (PKM) activities are carried out in the shape of Observation, Outreach, Training, Assistance, and Evaluation at accomplice locations. The endeavor will begin with looking at the place and things to do of partner businesses,

accompanied by means of the socialization stage of the PKM imposing group with the aim of strengthening the responsibilities and obligations of every team. Next will be the next stage, particularly coaching and mentoring. The implementation methods applied include:

## 2. Socialization

Socialization is carried out to furnish views and grasp in empowerment efforts through empowering/increasing ability by means of strengthening the doable or energy possessed via the community. Provide motivation for the potential possessed in utilizing conceivable independently. Can analyze sources of funds and capital owned in the shape of techniques/methods for acquiring loans, so that commercial enterprise actors apprehend banking networks/mechanisms for growing organizations and increasing income. This socialization performs a position and goals to make the community have skills, be creative and innovative in creating something new and be in a position to understand/know the facts in advertising merchandise.

## 3. Training

Training is conducted so that commercial enterprise actors can recognize, recognize and analyze the features in enterprise improvement such as Business Capital, Cash Management, Business Group Management, Soft Skills, and Product Marketing so that the enterprise owned can provide improved effects.

## 4. Accompaniment

Assistance is carried out with the goal that business actors can apply and implement what has been supplied through the Community Partnership Program (PKM) team all through socialization and coaching in efforts to empower female in developing groups to amplify income in accordance with the expectations and success favored from enterprise corporations.

# 4. RESULTS AND ANALYSIS

## 1. Partner Problem Solutions

Seeing the massive contribution of small and medium enterprises to the economic system but the low administration of working capital and the problem of obtaining working capital from economic institutions, the government's interest is needed in phrases of capital for present small and medium enterprises. This problem is a huge problem in Indonesia, so it is viable that at any place the region is, the end result of the challenge in acquiring capital has end up the biggest impediment to the development of small and medium enterprises. Seeing the massive contribution of small and medium enterprises to the economic system but the low administration of working capital and the problem of obtaining working capital from economic institutions, the government's interest is needed in phrases of capital for present small and medium enterprises. This problem is a huge problem in Indonesia, so it is viable that at any place the region is, the end result of the

challenge in acquiring capital has end up the biggest impediment to the development of small and medium enterprises (Rachmat, 2001).

Other capital difficulties manifest due to the fact small organizations are commonly no longer handy sufficient to be able to get entry to sources of financing, in particular when dealing with third parties such as banks or different commercial enterprise companions who are very strict and selective in selecting potential borrowers. This weak point virtually has a vast impact on increasing competitiveness and steadiness to begin a business. Thus, suited teaching is needed for UKM players so that they can compete in the business and enterprise world, which has now entered the global market era, such as online business, of them. In addition to the problem of coaching, an essential hassle that is frequently faced by SMEs is the lack of innovation that they need to find so that the performance of SMEs can proceed to improve and have a high quality have an effect on and be able to compete with beforehand advanced agencies.

Steps that can be taken to overcome obstacles in small corporations are as follows:

a. Creation of a Conducive Business Climate

The authorities wants to try to create a conducive climate, amongst others via in search of peace and protection in doing business as nicely as simplifying commercial enterprise licensing procedures, tax relief, and so on.

b. Business Protection

Certain types of businesses, specially common types of corporations that are companies of the economically weak, must acquire safety from the government, either through legal guidelines or government regulations that lead to win-win solutions.

c. Partnership Development

Training for the UM Bengkulu neighborhood service group (PkM) in strengthening the lemang tapai partnership which helps every different between SMEs, or between SMEs and companions and related agencies, to stop monopoly in business. In addition, it is also to amplify market share and extra environment friendly enterprise management. Thus, UKM lemng tapai will have strength in competing with different enterprise actors, each from inside and from outside

d. Promotion Development

In order to further accelerate the partnership manner between SMEs and associated partnerships/agencies, specific media are wanted in an effort to promote the merchandise produced. Besides that, it is additionally quintessential to maintain a talk show between the association and its business partners.

e. Develop Equal Cooperation

There desires to be harmonious cooperation or coordination between the government and the business world (SMEs) as nicely as academia to stock a range of modern problems related to business development.

f. Program Targets

The goal of this application is more female who have low competitiveness, such as unemployed women, housewives, etc. This software is essentially a Community Partnership Program, to be precise on the approach for Increasing Women's Economic Empowerment (PPEP). With a neighborhood partnership software (PKM) it can make a high quality contribution to empowering women in creating businesses to expand income and anticipate the position of the authorities in allocating money and technical education coaching (BIMTEK) and help in sustainability in the Lemang Tapai Business Group, Sungai Rupert Kec. As huge as the City of Bengkulu

g. Program Output

Through community carrier (PkM), it is hoped that the community, mainly women, will have an hobby in growing organizations so that they have the enthusiasm to make contributions to increasing family income. With the training and assistance supplied to the lemang tapai commercial enterprise group, they have a innovative and modern mind-set in constructing business abilities that can be of gain to the wider community. Therefore, the outcomes of this community partnership application will have a fine have an effect on on the community and can improve new jobs for the wider community

## 5. CONCLUSION

Based on the enterprise partner's problems, the arrangement of the kuniler lemang tapai village already appears conducive to the association of the lodgings which have banners and stickers on lemang tape products, so that fanatics of Bengkulu lemang tapai culinary themselves sense extra relaxed and hygienic in ingesting lemang tapai and lemang business partners but it's handy to promote their products with on line income (Whatsapp and Facebook).

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