

Local Potential Based-Entrepreneurship Development through Community Service Program



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ABSTRACT: This study aims at investigating the development of local potential-based entrepreneurship through community service (PkM) consisting of several stages including training, production and marketing processes and the constraints experienced. By applying a qualitative analysis in which primary data was collected through interviews, observation, and documentation. The information consists of micro, small and medium enterprises (MSMEs) as well as community leaders at Bindu tourism village, Abian Semal District, Badung Regency-Bali. Data validity using triangulation of sources, methods and theory. Data analysis as an interactive model includes data collection, condensation, presentation and conclusion. The results of the research reveal that the PkM program makes a significant contribution through empowering the tourism village enterprises to produce innovative-creative micro, small and medium scale products. Marketing is done through promotions in various media and market share both at home and abroad. Meanwhile, the constraints experienced the lack of production machines that came from the lack of capital and limited working hours of learning residents.

KEYWORDS: entrepreneurship; local potentials; community service; MSMEs

I. INTRODUCTION

Programs of alleviation for poverty nowadays highly depend on the active actions of local communities. It certainly not only comes from the authority that is dominantly intervening for decreasing its quantity rate but also from related stakeholders like business, media and community. In this regard, efforts to reduce poor society in each area firstly is to do a feasible study in order to be able to do mapping as a means of empowering the community. In fact, a factor of causing disadvantageous condition is education. Most of them are possessing low skills that cause unemployment. Due to the access owned by people who are still not as lucky as others, efforts required for providing education either formal or informal in order to obtain knowledge and skills for them. The competency that can be gained will be useful for their future life, especially in getting better job and income.

The high cost of education, both formal and non-formal, results in productive citizens unable to follow it. In an attempt to define the role of non-formal education (PNF) in supporting development, development and PNF have been examined as interrelated. Ratna & Elihami (2021) stated that PNF is a strategy for rural development. (Andika & Azizah, 2020) also conveyed that "Through PNF can transform and strengthen school education to help meet the minimum essential learning needs for millions of children and youth who are less educated and help accelerate social and economic development". Development that occurs in rural areas can increase production and income, increase employment, health, nutrition and better housing for all rural residents, expand educational opportunities for all people, strengthening the meaning of cooperation and self-regulation of local communities, overcoming poverty and increasing social justice (Arbarini & Siswanto, 2023). Due to the inability that occurs in the community, new breakthroughs and approaches are needed, one of which is the development of entrepreneurship to improve the economy of the poor through empowerment (Anggara, 2023). The development of community entrepreneurship is expected to be a new breakthrough in order to accelerate the achievement of the growth of independent entrepreneurs who have innovative, resilient and global-minded characters (Hersusetiyati & Chandra, 2023). Then a new breakthrough and approach is needed, one of which is the development of entrepreneurship to improve the economy of the poor through empowerment (Susanti, et al, 2023).

Lam et al (2021) reveals that there are several internal factors that impede empowerment, among others, lack of mutual trust, lack of innovation or creativity, easily surrender, low aspirations, unable to delay enjoying work results. On the other hand, Cunha et al (2021) stated that the factors that influence rural development tourism are basic conditions, management, planning, and research. Creating entrepreneurs who are innovative, resilient and have a global perspective is not easy, because certain prerequisites are needed (Maroto-Martos et al, 2020). It is including being able to look to the future with optimism, always trying to be at the forefront of every change, never giving up and keeping abreast of world development trends (Ibanescu et al, 2018). Pramono et al (2021) states, for a successful business start-up requires the ability to read the right opportunities, have expertise and ability in the field to be occupied, take the right approach in running a business, and have sufficient funds to start and operate a business.

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The theory of needs put forward by Mazzetti et al (2023), one of which is known as the achievement need or "n Ach". It states that utility in the sense that people have more motivation in doing spirit of entrepreneurship for achieving insentif in the form of wages to earn for their welfare (Ekawarna et al, 2020). Some people are dare to take risk for their business, whereas, others are with careful decision to prevent any drawbacks faced in the future time (Yohana, 2021; Ivanoski, 2019; Saptono et al, 2019). A strategy is needed through community empowerment that based on its local values and this policy is expected to give optimum contribution for collective prosperity of the locals (Suryawirawan et al, 2021

Independence is closely related to ability. Independence also means being able to make the right decisions in dealing with various issues that concern the individual and society. Therefore, through entrepreneurship learning, which is more precise, entrepreneurship education, learning citizens or the community will be able to have the ability. As stated by Ratts (2010), "Ability can only be prepared through education, training, or counseling, with various methods that are suitable for the conditions of the learning community and the context of the community". Vacc et al (2013) states that successful development clearly articulates the importance of development from within. An approach that prioritizes the independence of local groups themselves, not from outsiders. Success also lies in "tradition" and fully utilizes local resources as building materials from within. It also underscores the need to rethink the way in which aid should not force local people to develop into jackets made by outsiders, instead it should maximize the dynamics in self-reliance of local communities by trusting them as partners. Regarding entrepreneurship, Schmitz et al (2017) emphasized, "There are two essential things in an entrepreneurial society: innovation and entrepreneurship, which are activities that support an integrated life." Likewise Crumpton (2012) concerning entrepreneurship at least exists three components, namely entrepreneurship learning, an entrepreneurial incubator and an entrepreneurship center. Entrepreneurial activity is generally not carried out in the scope of education, let alone formal education. However, entrepreneurial activity is formed on the basis of foundations through education as the community-based entrepreneurship spectrum (Lamstrom et al, 2015). Likewise, the entrepreneurial spirit is formed through educational activities (Davidsson, 2016). With this research, responding to these conditions.

The Center for Research and Community Service (P3M) of the Bali State Polytechnic has conducted many community service programs through several grant schemes, such as regular, excellent and institutional. The PkM program itself has a mission to empower rural communities. Writing this article aims to encourage the involvement of local communities in the development of tourist villages based on the existing potential to be developed by providing facilitation in the form of transfer of knowledge and technology (IPTEK) as a real implementation of the second dharma of the Tri Darma of Higher Education, namely doing community service, studying a tourism village development model based on local community participation. Community service which is implemented in the Bindu tourism village can increase the acceleration of the development of a tourism village that is able to embrace all stakeholders, including access to the Badung district government so that the Bindu traditional village community can play an active role in developing the tourism potential in their village. Related parties from universities such as the Bali State Polytechnic Tourism Department together with community leaders in the village and related officials in the district government can work hand in hand to participate in increasing the competence of the local community for the empowerment of the local community as well.

The existence of a tourist village makes tourism products more rural cultural value so that the development of a tourist village has cultural value without destroying it. Gao & Wu (2017) says that Village Tourism is a form of tourism in which a small group of tourists live in or near traditional life or in remote villages and learn about village life and the local environment. Xue & Kerstetter (2019) defines a tourism village as a form of integration between attractions, accommodation, and supporting facilities presented in a structure. Likewise Shen & Chou's opinion (2022), "Developing rural areas is synonymous with village modernization, namely the process of changing the socio-economic conditions of rural communities to be closer to the socio-economic conditions of urban communities". Various PkM programs in rural areas whose basic objective is to overcome various problems that occur in the community. The entrepreneurial activities can be integrated into the implementation of the relevant PkM program. Just as entrepreneurship is integrated into literacy programs, equality (pursuit of packages), even business study groups. Based on the description that has been stated, this research focuses on developing local potential-based entrepreneurship through PkM which consists of several stages including training, production and marketing processes and the constraints experienced. The research location is in the tourist village of Bindu, Abian Semal District, Badung Regency, Bali. The location was taken taking into account existing local potential, including geographical conditions where there are still rice fields with subak activities, and there is the Furama Ubud hotel in the Bindu tourist village area. Therefore, it can attract both domestic and foreign visitors to be able to access the results of the ongoing entrepreneurship development.

II. METHODOLOGY

The research design applied is a descriptive qualitative, though describing the current state of the subject or object of research (people, institutions and society) based on the facts that appear and as they are (Gunbayi & Sorm, 2018). It intends to understand the phenomenon of what is experienced by the subject holistically and by means of descriptions in the form of words and language, and by utilizing various scientific methods. The basis of this research is expected to be able to provide a clear, detailed and scientific

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picture. The research was conducted in the tourist village of Bindu, Abian Semal District, Badung Regency, Bali. This location was chosen considering several reasons,

The focus of research is basically a problem that originates from primary data obtained from direct observations to the sample of population as respondents or informants who are directly involved in MSME activities. The observed aspects include increased literacy and independent business. Furthermore, documents in the form of photos, notes, recordings, pictures, and other data sources from relevant journals, books, and previous research results are also utilized as secondary data. Interviews were conducted between researchers and respondents or informants in depth. Respondents or informants in this study were the UMKM group in the Bindu tourism village. Observations were made to obtain a complete, clear, and in-depth picture of the subject under study. Observations were also carried out if the researcher did not have much information about the problem under study, namely the profile and development of community entrepreneurship. The things observed in this study are the MSME actors who need small business entrepreneurship. Secondary data comes from data from the MSME community, where there are several documents or archives that are urgently needed so they must be collected.

The data in this study were analyzed qualitatively through stages according to predetermined procedures, namely data collection, data condensation, display/presentation of data, and verification/drawing of conclusions which has been popularly known as the interactive model by Miles & Hubberman. Data reduction is a process of selecting, compiling, and focusing on simplifying, abstracting, and transforming raw data that emerges from interviews and documentation. In this study the data obtained was collected first in the form of notes. Data from observations are then made descriptions and given reflections or researchers' notes to facilitate researchers in grouping and analysis. The reduced data is then displayed or presented in a systematic description according to the purpose of this study. The purpose of presenting this data is that the data that has been collected and reduced can be communicated easily so that it can be understood. Drawing conclusions and data analysis is done by looking for patterns, themes, relationships, and similarities of things that happen. Data that is still vague and doubtful is questioned again in order to obtain a more in-depth conclusion. The next step is to cross check or triangulate the research subjects. The stages of data analysis are clearly according to the scheme in Figure 1.

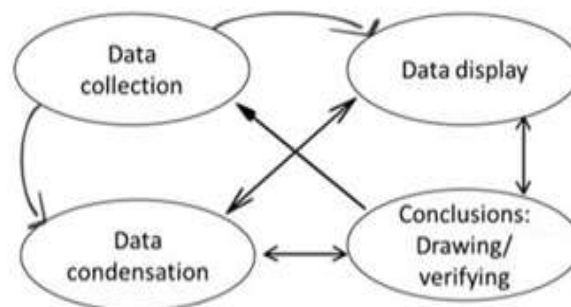


Figure 1. Quantitative Data Analysis Process
(Matthew B. Miles, A. Michael Huberman, 2014)

In order for the data that has been analyzed to be accounted for its truth and validity, the steps taken are Member Check, Peerdebriefing, and Audit Trail. Member Check is asking again the statements that have been summarized in the understanding of the researcher to ensure the truth of the meaning made until truly solid data is obtained, so that it is an endless cycle. Peerdebriefing is discussing with other people who have knowledge about the topics under study. Audit Trail is to test the accuracy of the data so that the data analyzed can really be accounted for. The determination of the validity of the data in this study was carried out by examining the data that had been obtained. The technical implementation of the inspection is based on a number of certain criteria.

III. RESULTS AND DISCUSSION

3.1 Profile of Bindu Customary Village

Bindu Traditional Village is located in Mekar Bhuwana Village, Abiansemal District, Badung Regency, Bali province. It is located in the Central Badung area with the closest tourist attraction being Sangeh (Monkey forest). Bindu customary village can be reached within 1 hour from Ngurah Rai airport and 15 minutes from the tourist area of Ubud. It has a population of \pm 1,000 consisting of 250 families, almost 45% of the population work in the tourism sector such as hotels, restaurants, villas and managing villas in Bindu Traditional Village. Prior to the Covid-19 pandemic, tourism activities were running very well, both guests staying at homestays/residents' houses and other tourism activities. However, starting in March 2020, since the outbreak of the Covid-19 pandemic, all tourist activities have stopped. This made Pokdarwis "Putra Jenggala" afraid that the Bindu Traditional Village tour would be forgotten and it would take a long time to introduce it again. To anticipate tourism activities being reopened in 2022, it is necessary to re-collect tourism potential which needs to increase its existence such as tourist attraction, accommodation, and need to revitalize access to tourist attractions. This is an existing condition that needs to be addressed so that when tourism is opened

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Bindu Tourism Village is ready and need to revitalize access to tourist attractions. This is an existing condition that needs to be addressed so that when tourism is opened Bindu Tourism Village is ready and need to revitalize access to tourist attractions.



Figure 2. Bindu Street attractions

In accordance with its name and the theme of the Bindu Tourism village, namely Kedas (Clean) Village, the Bindu Tourism Village has begun to organize the environment around or towards tourist attractions. This arrangement by placing several trash cans as well as educating the public how important it is to keep the environment clean and beautiful. Directions are needed so as to facilitate access to tourist attractions and what activities can be done. Despite its potentials owned by the Bindu tourism village, there are some problems faced by the local community in developing the tourism village, such as the access roads, some of which are starting to break down, the directions are not maximal, the trekking route needs to be tested. PkM that is regularly carried out in the village by the Tourism Department of the Bali State Polytechnic has the following benefits and social impacts.

3.1.1 Benefits of Activities

This activity is very beneficial for student lecturers because it can foster a spirit of concern for the environment and society. Lecturers can share knowledge and can help the community in developing tourist villages based on the results of lecturer and student research. Students can also share experiences with the community on how to manage a tourist village and how to interact with the community. Students can also explore village potential which can be developed into a tourist attraction. On the other hand, this activity is beneficial for institutions, especially the Bali State Polytechnic because it can carry out one of the 3 pillars of higher education, namely community service. Institutions can help explore village potential that can be developed into a tourist destination.

The benefits of this activity for the Bindu customary village are that the community can manage the village and develop the potential of the village in accordance with the guidance that has been carried out.

3.1.2 Social Impact

The social impact of this PkM program activity is the social impact of road repairs where the impact arising from road repairs or access to tourist attractions is that the road becomes flat without any potholes or damaged roads thereby reducing the risk of accidents when tourists or the public pass towards the tourist attraction. In addition, the installation of a signboard that previously did not exist, with a signboard, local tourists can find out the name of the tourist attraction in the Bindu customary village. Directions are very useful to know the direction of the location. So that tourists who come without a guide can carry out their own activities to find their own location without difficulty because the tourist culture is to just look at the directions. Next is the social impact of installing trash cans. In accordance with the motto of the Bindu Traditional Village, namely Bindu Kedas/clean, learning about cleanliness has been carried out since an early age. So the installation of trash cans really helps the community and tourists in realizing Bindu kedas. In terms of data collection on the number of tourist attractions, accommodation, with data on tourist attractions and the number of accommodations, integrated marketing can be carried out as a tour package.

3.1.3 Technical Implementation

The problem faced is that some of the access to tourist attraction is damaged so that it needs to be repaired so that tourists are more comfortable doing activities. In addition, several signposts with directions and name plans need to be installed to make it easier for tourists to know where to go. In accordance with the motto of Bindu Kedas, trash cans are needed in places or routes that are passed by tourists, and the community can also educate tourists about keeping the environment clean. In terms of empowering local communities, mentoring and competency training in tourism and entrepreneurship is carried out. The training process was carried out at the Bindu Hall in the customary village. The duration of the training is two hours and lasts for one semester.

3.2 Development of Local Potential-Based Entrepreneurship

Geographically, the northern part of Badung Regency has an area that mostly consists of rice fields. Where the rice fields produce rice and vegetables. The rice field area is a local potential owned by Badung district in the agricultural sector, in addition to other existing potentials such as crafts and culture as tourism potential. Of the agricultural potential owned by Badung district, one of

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them is used for entrepreneurship in the form of organic products. As for one of the institutions that take advantage of the potential of organic farming is the MSME group in the traditional village of Bindu. The MSME group was founded in 2017 which is managed by the customary chairman or Jro Bendesa of Bindu customary village. Since established in 2004 the MSME group carries out various activities, including cultural arts programs to support the Bindu tourism village. MSME products produced from organic farming, namely in the form of rice and major organic vegetables, as well as organic fertilizers both solid and liquid from organic waste processing installations using the 3R method.

The community empowerment program started with coaching the MSME group and training and since 2020 has been through the Bali State Polytechnic Tourism Department's PkM program. Development of Entrepreneurship Based on Local Potential Entrepreneurship is needed in developing the nation's economy. Where a developed country is having entrepreneurs at least 2.5% of the total population. To spur the development of entrepreneurship in various regions, it is hoped that there will be developments both carried out by government agencies and private institutions. As in Badung Regency, it is hoped that there will be entrepreneurial development, considering that Badung Regency has abundant tourism resources for entrepreneurship development. Local potential owned by North Badung district includes natural and cultural potential.

In the development, innovation and creativity have been carried out by the MSME group, so that the entrepreneurship program being implemented is able to break through market share. The development of entrepreneurship based on local potential is carried out in various ways, namely training, production processes and marketing. The entrepreneurship program through MSME group training in the Bindu tourism village, which has been implemented by the Bindu Traditional Village, has been running since 2020. Where the program is a training program that is integrated with mentoring and tourism competency training. Based on the research results obtained, the learning process is carried out in accordance with the non-formal education curriculum that the tourism competency training program must incorporate the local curriculum, which is entrepreneurship. Based on the local potential of the Bindu traditional village, including natural and cultural wealth that needs to be touched by academics, where residents studying competencies in the field of tourism get general material as well as special entrepreneurship material. The training learning process is carried out after the general subject matter is delivered. This is as revealed by Jro Bendesa Bindu Traditional Village as follows.

"Yes, sir, the potential of Badung Regency, especially in the traditional village of Bindu, includes agricultural land with the local wisdom of Subak. In developing entrepreneurship, we take advantage of the available natural and cultural potential. The training learning process that we carry out is integrated with competency education learning in the field of tourism. My goal is for residents to learn tourism to also have skills that can later be used for life."

3.3 Achieved Results and Outcomes

3.3.1 Arrangement of Facilities and Facilities

The results of the Tourism Department's PkM activities in the Bindu traditional village were the first to improve road access as shown in Figure 2 below.



Figure 3. Improved access to the Bindu traditional village road

Good road access in Bindu village is an important asset that needs attention. A good road can provide comfort for visiting tourists. In Bindu village there are a few damaged roads that need to be repaired. In this PkM program, the Bali State Polytechnic has helped repair damaged roads as a form of service to the Bindu village community. Strategic plank placement after the entrance to Bindu village is an important point in supporting tourist comfort. Placement of signposts is expected to make it easier for tourists to find tourist attractions in the Bindu tourist village and avoid the possibility of tourists getting lost.



Figure 4. Directional signs in the tourist village of Bindu

The Bindu tourist village already has a trekking route as an object of tourist attraction. However, this tracking route needs to be evaluated further as a form of preparation in welcoming guests to the tourist village. This survey uses a Likert scale to measure the conditions and facilities on the trekking route. Each measurement scale is 1 (very bad), 2 (not good), 3 (good enough), 4 (good), 5 (very good). The number of questions given to respondents was 6 questions. Details of the question items are shown in table 1.

Table 1. Details of questions about the condition of the trekking trails in the Bindu tourist village

No	Question Description
1	How is the cleanliness condition along the tracking route in the Bindu tourism village?
2	How is the condition of the trash along the trekking route?
3	Is the tracking path comfortable to traverse?
4	What is the condition of the parking lot for tourists on the trekking route?
5	How is the condition of the selfie spot on the trekking route in Bindu village?
6	What is the condition of the supporting facilities (public toilets) on the tracking route in Bindu village?

This survey is distributed online using the Google Form platform. To generalize the measurement results, the targeted number of respondents is 30 people. The selection of the sample is random (random sample) of visitors which in this case are lecturers and students of the Bali State Polytechnic. The results of measuring the conditions and facilities of the Bindu village trekking route are shown in table 2.

Table 2. Results of measurements of conditions and facilities for trekking routes in Bindu village

	No Question					
	1	2	3	4	5	6
Total	135	137	127	120	128	115
Average	5	5	4	4	4	4
Information	Very good	Very good	Good	Good	Good	Good
R count	0.588447	0.72403	0.644563	0.731386	0.703229	0.624083
R table	0.361	0.361	0.361	0.361	0.361	0.361
Decision	valid	valid	valid	valid	valid	valid
Variant	0.534483	0.391954	0.667816	0.896552	0.822989	0.764368

Based on table 2, the cleanliness conditions on the trekking routes in Bindu village are classified as very good. According to the respondent, the condition of the trash bins on the trekking route is also very good so that there is no trash scattered around the trekking route. The convenience of the trekking route is quite good for pedestrians to pass. The parking lot for tourists on the trekking route is also good, namely in Subak, Bindu Village, which is quite wide. According to the survey respondents, the condition of the selfies on the trekking route was good because the trekking route was surrounded by vast rice fields, trees and flower plants of the residents in the fields. According to the respondent, the condition of public toilet facilities is fairly good. In order to support the Kedas Bindu which was proclaimed by the Bindu Traditional Village, 10 trash bins were installed on the trekking route, besides that it also aims to keep the environment clean and comfortable.





Figure 5. Installation of trash cans on trekking routes


3.3.2 Tourist Attraction as Entrepreneurial Potential

Data on the number of tourist attractions in the Bindu traditional village that have the potential for developing entrepreneurship with local potential can be described as in table 3 below.

Table 3. Tourist attraction and accommodation in Bindu village

No	Tourist attraction	Description
	trekking 	The trekking tourism attractions in Bindu Traditional Village have a starting point at Balai Banjar which will be continued past Taman Biji Temple with feed the fish attractions and continue towards the expanse of Bija rice fields with various kinds of agricultural plants and the rest point is located at the healing center where tourists will be given refreshments fresh coconut water and feel the sensation of being touched by its sensitivity or traditional treatment with Hindu beliefs. After that the journey continues to the residents' homes and closes with Lunch and culture preservation
	healing 	Healing is the main tourist attraction owned by Bindu Traditional Village by utilizing traditional Balinese medicine with Hindu beliefs, tourists who come can consult with a healer regarding complaints they have in the field of health and psychological conditions and afterwards will be treated according to the tourists' feelings. The entire helaing procession uses actual Hindu beliefs complete with ingredients.
	Agnihorta	Agnihotra is a tourist attraction owned by the Bindu Traditional Village where this is done for the worship of the god Brahma. This cult experienced its heyday and continued to be carried out by the Balinese Hindu community during the reign of Ida Dalem Waturenggong as the King of Bali. Tourists who want to perform agnihotra worship will be given a ceremony so they can feel the sensation of this worship which is led directly by a Hindu priest.

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	Rice Paddy Plantation and harvesting	Rice Paddy Paltation and harvesting is the activity of planting and harvesting rice. Bindu Traditional Village makes this activity a tourist attraction because it is not owned by developed countries and can be used as an educational tool for tourists who can directly try this activity in the rice fields. Rice planting activities can be carried out at any time because the manager provides land for planting while harvesting activities will be adjusted to the condition of the rice.
	Cooking class/Traditional Balinese Culinary	Cooking class/Traditional Balinese Culinary is an attraction that tourists are interested in when visiting Bindu Traditional Village, tourists will be invited to do the cooking class process from the beginning of the process such as preparing ingredients, wrapping satay like Balinese tradition then tourists will be invited to live cook and feel how the people Balinese cooking in traditional kitchen. The food made by tourists will be eaten directly by the tourists themselves
	Herb gardening	Herbal gardening is a tourist attraction carried out in Tanah Hyang Rice Fields, because it is a special interest tourist attraction, it is important to make herbal gardening activities a tourist attraction. The uniqueness is that tourists can plant herbs and then accompanied by a board filled with the tourist's name. The hope is that tourists can return to visit the Bindu Traditional Village and see the development of the plants or take the results of the plants such as flowers, fruit and others.
	Family Fun Tubbing	Family Fun Tubbing is a water activity owned by Bindu Traditional Village with a duration of about 1 hour by crossing a very clear river flow, in accordance with the name of the tourist attraction, namely family fun, meaning that this attraction is safe for children to adults because of the tubing tracks in bindu has a smooth base and is also harmless. There is only one rapids at this tourist attraction with a height of 3 meters which will certainly make this tourist attraction even more exciting
	Cycling	Cycling is a tourist attraction that is no less fun and a favorite in the Bindu Traditional Village because of the authenticity and also the natural beauty of Bindu and the surrounding villages. Every weekend the Bindu Traditional Village is visited by a large number of cyclists from outside the area. This seems to trigger the desire of the management of the Bindu Traditional Village to make cycling a tourist attraction which will make Bindu the tourist destination of choice for tourists to spend time supported by various attractions and other amenities.

3.3.3 Entrepreneurship Product Marketing Model

The model for marketing entrepreneurial products currently carried out by the MSME group in the Bindu tourism village is by conducting outreach to various companies both inside and outside, both online and offline such as using social media platform,

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distributing brochures, and through mass media of Bali TV. For the sake of gaining success in conducting entrepreneurship of micro and medium business group of Bindu tourism village it is required creativity and innovation in order to attract visitors not only to see the destination but also somethings to buy as gift or souvenir.



Figure 5. Bindu tourism village entrepreneurship product flyer

In fact, if a country has many entrepreneurs, the country's economic growth will be high, which will also give birth to high economic development as well. If a country wants to progress, the number of entrepreneurs must be large. Therefore, entrepreneurship is the driving force behind economic growth and it is an important role in the national development policy. This theoretical study is in line with the research findings in the tourism village of Bindu which has carried out innovation and creativity in developing entrepreneurship, from the original Bindu traditional village community groups which only carried out competence learning in the field of tourism, now they have carried out development through entrepreneurship based on local potential, namely making village tour packages. Bindu tourism with its MSME products. This is what every country really needs, including Indonesia. The Indonesian state, out of a total population of only 1.6%, is doing entrepreneurship and that is still far from the expectations of a country, because if the country is going to be developed it requires 2.5% entrepreneurship. To reach 2, 5% of the total population carries out entrepreneurial activities, it is necessary to develop entrepreneurship so that this country experiences economic growth. This is related to the findings of Subekti (2008) which revealed that productive economic business groups are very beneficial to society. After they joined the economic business group, they began to grow and was able to increase its economic income.

IV. CONCLUSION AND SUGGESTION

Development of entrepreneurship based on local potential through community empowerment through several stages, namely training, production and marketing. Mentoring and training activities in the Bindu tourism village through the PkM program The tourism department has carried out local potential-based entrepreneurship development, namely making creative tour packages for the Bindu tourism village with innovative MSME products. Marketing is carried out through promotions in various media, such as brochures, electronic media, namely TV and using social media such as Instagram, Facebook and others. As for the marketing location is in the country and abroad. The obstacle faced by the MSME group in the traditional village of Bindu is the lack of production machines originating from the lack of capital and the limited working hours of the learning residents because their main activities are still working in the tourism sector and other informal sectors to meet the daily needs of the family, so that production cannot meet market needs. This is known as market demand/need is higher than income/production (demand is higher than supply).

With regard to production processes that cannot meet market needs, due to a lack of production machines, it is hoped that the government will provide soft assistance to institutions in need. This is to increase productivity. Residents studying competency training in the field of tourism with entrepreneurship material after graduation are expected to continue their entrepreneurship both in the MSME group of Bindu traditional village and in their respective homes.

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