

Leaderpreneurship: Integration Between Enterpreneurship and Leadership in Strengthening the Tourism Economy in Ilomata Village, Bilato District, Gorontalo Regency

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Abstrak

Desa Ilomata merupakan salah satu desa di Kecamatan Bilato, yang menjadi salah satu pusat kegiatan wirausaha di wilayah. Sayangnya, kurangnya perhatian masyarakat dan pelaku usaha, serta kepemimpinan dalam menegakkan konsep wisata menjadi kendala terhadap peningkatan ekonomi pariwisata di desa tersebut. Kemampuan dalam memasarkan wisata dan usaha yang menjadi ikon desa tersebut menjadi salah satu kendala terbesar yang terjadi di desa itu. Terlebih lagi, kendala bahasa Inggris yang menjadi supporting system terhadap peningkatan ekonomi desa perlu mendapat intervensi terhadap upaya pengembangan wilayah. Program MBKM "Membangun Desa" ini bertujuan untuk memberdayakan masyarakat melalui Integrasi Kewirausahaan dan Kepemimpinan berbasis Bilingual terhadap Penguatan Ekonomi Pariwisata di Desa Ilomata, Kecamatan Bilato, Kabupaten Gorontalo. Program ini dilaksanakan melalui metode pendidikan dan pelatihan, pendampingan, pelayanan dan pembinaan yang diharapkan akan berkelanjutan melalui kesadaran pihak terkait khususnya pihak pemerintah dan pihak desa dalam memperhatikan destinasi wisata yang memiliki potensi dalam meningkatkan ekonomi masyarakat.

Kata kunci - Leadership, Enterpreneurship, Bilingual, Penguatan Ekonomi, Pariwisata, Desa Ilomata

Abstract

Ilomata Village is one of the villages in Bilato District, which is one of the centers of entrepreneurial activity in the region. Unfortunately, the lack of attention from the community and business actors, as well as leadership in upholding the tourism concept, is an obstacle to improving the tourism economy in the village. The ability to market tourism and businesses that are icons of the village is one of the biggest obstacles in the village. Moreover, the problem of English being a supporting system for improving the village economy requires intervention in regional development efforts. The MBKM "Building a Village" program aims to empower the community through Bilingual-based Entrepreneurship and Leadership Integration to Strengthen the Tourism Economy in Ilomata Village, Bilato District, Gorontalo Regency. This program is implemented through education and training, mentoring, service and coaching methods which are expected to be sustainable through awareness of related parties, especially the government and village parties, in paying attention to tourist destinations that have the potential to improve the community's economy.

Keywords - Leadership, Enterpreneurship, Bilingual, Economic Empowerment, Tourism, Ilomata Village

INTRODUCTION

Indonesia, in its efforts to develop its economy, is faced with a problem, one of which is the limitation of foreign exchange as a source of funding for development. This is because there is still a tendency to depend on foreign exchange earnings from exports of oil and natural gas commodities. In fact, the export value of these goods tends to fluctuate following the international market price mechanism. Analysis from the World Tourism Organization (WTO) confirms that the tourism sector has become a prospective and competitive industry in the 21st century.

In accordance with the current developing phenomenon, one industry that is able to increase the exchange rate in an area is not only based on the income created by the business, but also develops the tourism industry by utilizing existing natural potential. be an opportunity to increase regional income. This is in accordance with what Rahmawati & Parangu (2021: 1) said; Danial, et al (2023a); Danial, et al (2023b) The tourism industry is one sector that can increase regional income by taking advantage of natural opportunities. Good tourism management in the region can simultaneously offer regional development opportunities. In Indonesia, tourism development opportunities are an indicator that can boost regional economic figures. One of them is the Gorontalo area.

Currently, Gorontalo has many natural resources which attract tourists to visit and enjoy tourist destinations. Gorontalo Regency is one of the administrative regions of Gorontalo which has several tourist attractions, especially marine tourism along Tomini Bay. Ilomata Village is one of the many areas of Gorontalo district that has ecotourism potential on the Tomini Bay peninsula. This village is a village in the Bilato District area, located in the lowlands surrounded by hills and mountains in the eastern part of the center of Bilato District, which is adjacent to the Tomini Bay sea (Danial, et al, 2022). Geographically, Ilomata village is located on the coast of Paguyaman Bay which is flanked by two large headlands that rise into the sea at Tomini Bay Beach. Thus, the potential for ecotourism in this region is very large if managed well. Tourism awareness of the tourism industry in Ilomata Village requires special attention from the local village.

Article 1 of the Decree of the Minister of Culture and Tourism Number PM.04/UM.001/MKP/2008 states that tourism awareness is a condition that describes the participation and support of all levels of society to encourage the creation of a conducive environment for the growth and development of tourism in a destination area. . In this context, tourism awareness activities aim to optimize national development through community participation and participation in tourism management. These tourism awareness activities are usually initiated by the community as an emergency response to the development of tourist destinations, which are institutionalized informally by groups of community members who are interested in tourism development in their villages, called Tourism Awareness Groups (Pokdarwis).

The presence of Pokdarwis is a driving force for tourism development in certain areas. Therefore, the importance of leadership in the region is able to build cultural value towards tourism potential. This tourism development effort needs to be supported by leadership from the community so that it can produce constructive programs as an effort to develop ecotourism in tourist areas.

The MBKM program is based on Village Building in MBKM Real Work Lectures (KKN). MBKM is a form of education that offers students learning experiences to live off campus and work directly with the community to identify and explore potential problems so that they are expected to be able to develop village potential. In this regard, it is hoped that the MBKM program implemented in Ilomata Village can help students through leadership movements by providing education and training to increase tourism knowledge and leadership in business groupings designed by a student with the aim of expanding the community so that it becomes an active and capable community. learn and understand tourism.

METHOD

The method used in this service program is empowering local communities in program management including planning, activities, reporting and accountability for technical management in

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economic development. Apart from that, educational tourism training and outreach methods are priority programs capable of developing the regional economy.

Student action plan in implementing the MBKM KKN program for 4 months starting from observation to implementing the core and additional programs including student working hours at the KKN location.

a. Work Program (Core)

1. PHBS (Clean and Healthy Living Behavior)

Based on the results of observations we made in Ilomata Village, Bilato District, the stages that must be carried out in implementing the work program include:

- a. Providing PHBS (Clean and Healthy Living Behavior) counseling to one of the educational institutions in Ilomata village, namely at the State Elementary School 3 Bilato
- b. Carrying out mosque cleaning actions at 2 mosques in Ilomata Village carried out by KKN students
- c. Carry out a clean-up action in the Ilomata Village Beach area with students and local residents

2. Empowerment of MSMEs

Based on the results of observations we made in Ilomata Village, Bilato District. The stages that must be carried out in implementing the work program include:

- a. Helping local people who have businesses to get business labels which are of course designed by KKN students
- b. Making business products based on crops cultivated by Ilomata residents

3. Making Village Booklets

Based on the results of observations we made in Ilomata Village, Bilato District. The stages that must be carried out in implementing the work program include:

- a. Creating a village profile in the form of a bilingual booklet, presenting two languages outlined in the book in an effort to show the village profile to foreign tourists visiting Ilomata Village

Apart from the work programs listed above, there are also work programs in the form of institutional activities, environmental development and health carried out by KKN students, including:

1. Institutional

- a. Take part in a competition held by the village in the form of the "Ilomata Cup"
- b. Follow the jam'iyah tahlil

2. Health

- a. Helping children's Posyandu services in Ilomata Village
- b. Provide education on toothbrushing, washing hands and sneezing correctly to students at the Bilato 3 elementary school

3. Environmental Development

- a. Carrying out social service/cleaning of the Ilomata village hall
- b. Create a village profile board
- c. Cleaning the Ilomata Village beach

RESULT AND DISCUSSION

Profile of Ilomata Village, Bilato District

According to story sources from village elders, the formation of Ilomata Village began with the history of the village legend which was told by old people from time to time, from generation to generation. It is said that the name Ilomata Village comes from the word 'ILOMAASA' which means "historic place", where around the 18th century came an Aulia who is believed to be one of the 7 Aulia of Gorontalo named PILAHU, he brought and spread Islam in the Paguyaman Coastal area.

Long story short, he arrived at a settlement that was still covered in wilderness where the inhabitants were still very few, he understood the beliefs of the local residents who still adhered to

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ancestral beliefs and at the same time relied on customary law in interacting and relating to each other, but that did not shake his intention to spread Islam. As a result, all people at that time wanted to accept and embrace the Islamic religion brought by him. As time went by, the elders called the settlement 'ILOMAASA' which was later changed to 'ILOMATA', which means a community that upholds customs and religion as a guide to life.

Geographical Conditions of Ilomata Village, Bilato District

Geographically and administratively, Ilomata Village is one of 205 Villages/Kel in Gorontalo Regency, and has an area of 8.5 Km². Topographically, it is located at an altitude of 5m above sea level (5 meters above sea level). The position of Ilomata Village, which is located in the eastern part of Gorontalo Regency, has 3 (three) areas/hamlets, namely, Hamlet I Bongohulawa, Hamlet II Tombito, and Hamlet III Pilongamalia, with boundaries:

To the north it borders Bumela Village

To the south it borders Tomini Bay

To the east it borders Pelehu Village

To the west it borders Bilato Village

Economic Growth

One of the economic indicators to measure development results is Gross Regional Domestic Product (GRDP). From GRDP data, it can be seen the economic growth of a village and the sector's contribution to development activities. The economic growth of Ilomata Village is quite fluctuating, increasing from year to year.

According to data sources from BPS in 2011, the number of poor families in Ilomata Village was 78 to 45% spread across 3 (three) hamlets with the lowest poverty percentage, namely Hamlet III with a percentage of 5%, while the highest percentage of poverty was in I and II with a percentage 35 %.

Result

Program Action Plan

Socialization of the 2023 MBKM KKN Work Program

This socialization was carried out to explain the work program of MBKM KKN students in Ilomata Village, Bilato District. The socialization of this program was carried out by involving the Ilomata village head, village officials and village staff, as well as several local Ilomata residents who took part in the presentation of the student work program. This activity was officially opened by the Head of Ilomata Village and attended by officials and the village community and the Ilomata youth group. The main target of this socialization program is the Ilomata Village community as a whole, village officials, youth organizations and other community groups. The aim of this socialization presentation is of course so that the community knows the aims and objectives of implementing the KKN program so that it can open the community's insight regarding the importance of Ilomata Village Community participation in the development of Ilomata Village.



Figure 1.

Socialization of the 2023 MBKM KKN Work Program

Implementation of the Clean and Healthy Living Behavior Work Program at SDN 3 Bilato and Beach Cleaning

This PHBS work program is divided into two activities, starting with PHBS by conducting counseling at SD 3 Bilato, covering 3 PHBS themes with the first theme, cough and clean etiquette, the correct way to brush your teeth, and washing hands well and cleanly. The PHBS work program at SD 3 Bilato is attended by a mix of students from grades 1-6 and combined into 1 classroom. The material givers in each theme were divided into 2 students, each student gave demonstrations and games to students who took part in PHBS. The implementation of this activity went smoothly and was followed carefully by the students. Then continued with cleaning the mosques in 2 mosque locations in Ilomata village. This cleaning was carried out over a period of 2 days and was carried out by students and the Ilomata village youth organization.



Figure 2.

Implementation of the Clean and Healthy Living Behavior Work Program at SDN 3 Bilato and Beach Cleaning

Bilingual Based Booklet Making in Ilomata Village

Making this Bilingual-based Village Booklet is one of the programs which aims to ensure that foreign and domestic tourists can easily obtain information regarding the profile of Ilomata village. The availability of village information texts in English can make it easier for foreign visitors to explore Ilomata village. This program is the core program for MBKM KKN students. The process of making this booklet uses original data and information originating from the Ilomata Village office, which is then processed into a bilingual booklet and designed directly by students.



Figure 3.
Bilingual Based Booklet Making in Ilomata Village

Implementation of Ilomata Village Beach Cleaning Action

This beach clean-up activity was an activity carried out by students as the results of initial observations were made, by seeing the condition of the beach which was littered with residents' rubbish, students and village officials and local communities together carried out a beach clean-up action to reduce the amount of rubbish around the beach. Ilomata and also as education for the public so that they can pay more attention to environmental cleanliness, especially in coastal areas. Considering that most of the people work as fishermen, this should be made a routine activity by the village community.



Figure 4.
Implementation of Ilomata Village Beach Cleaning Action

Product Survey of MSME Players in Ilomata Village and Business Labeling

This activity is an initial survey in collecting data on MSMEs in the Ilomata village community which do not yet have a business label. After conducting a survey of several business locations, students then carry out business labeling after designing a business label. This form of survey is the same as pre-observation of several businesses that can be intervened in to carry out business labeling. This aims to increase the value of community MSME businesses, especially in the marketing sector.

The business name is an important factor in building a business. Through the business name, customers will be able to remember the business that is present in the community. Offline or online business, a business name is like a magical power to strengthen a brand in society.



Figure 5.

Product Survey of MSME Players in Ilomata Village and Business Labeling

From the results of business identification, there were 10 small businesses that became observation points for KKN students to intervene in any business that could be targeted in developing their business. These ten targeted businesses provide accuracy in naming businesses which will have a significant impact on the success of community businesses. The form of business that is targeted by KKN students is more emphasized on small businesses which can actually provide great opportunities for development.

Making MSME Business Labeling Designs in Ilomata Village

The MSME design activity was carried out after the initial survey of data collection on MSMEs in the Ilomata village community was completed. This activity is of course carried out by students by using Canva as a platform for designing pamphlets or banners which serve as business identities. After being designed via the Canva application, the design is printed and installed in each business that is targeted for labeling.



Figure 6.

Making MSME Business Labeling Designs in Ilomata Village

The labeling representation above is an example of several businesses that are used as targets for installing business identities. Some of these businesses include Lidia Yanjo's stall, Toko Mufida, Warung Anggun, and Kios 3 Putra. This business labeling is not only limited to small kiosks, but the installation of business labels is also carried out for businesses in the form of stalls and stalls. Even for business labeling, students put up business labels for workshops and food stalls located on the edge of the road.

Conduct a series of chess competition events in Ilomata Village

KKN MBKM held a chess match between the villages of Ilomata, Pelehu and Bilato which was attended by 20 participants. This activity is a non-core work program which is held for approximately

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2 weeks. Participants are scheduled to play chess every day and according to the schedule designed by the competition committee.



Figure 7.

Conduct a series of chess competition events in Ilomata Village

The implementation of this additional program carried out by the MBKM KKN students in Ilomata village was highly appreciated by the local community and the Ilomata village head because the MBKM KKN students were enthusiastic and successful in carrying out various activity programs in Ilomata village, Bilato District. In fact, one of the gratitude expressed by the Head of Ilomata Village was the participation of MBKM KKN students in the success and completion of the RKPDes program which was carried out at the same time as the arrival of MBKM KKN students in Ilomata Village.

Apart from that, other KKN student activities in Ilomata village include students helping organize village activities in the form of chess competitions which are held jointly with youth organizations as a step towards unifying the community.

Participate in the August 17th Competition in Ilomata Village "Ilomata Cup"

MBKM KKN participated in the closing event on 17-August in Ilomata village, from this activity it was possible to build student friendship with the local community and the village youth organization.



Figure 8.

Participate in the August 17th Competition in Ilomata Village "Ilomata Cup"

The August 17th competition was based on celebrating the Republic of Indonesia's Independence Day by participating in all citizens, both children and adults. There is a lack of human resources in Ilomata Village because the majority of residents are workers and students, so students who are doing KKN participate in helping mobilize and participate as a committee to increase cohesiveness and build a sense of solidarity. Moreover, this village is the result of the expansion between Pelehu village and Ilomata village, so there is a need to unify the community in order to develop and increase togetherness and cohesiveness in the village.

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Discussion

Leadership is an important factor that can influence the success of an organization in achieving its goals. A good leader is a leader who is able to make the organization achieve its goals. A manager must be able to increase the potential of his human resources.

In order to become a good leader, one effort that can be made is through leadership training activities. Through leadership training activities, leaders of an organization will become more proficient in the skills needed to carry out their responsibilities and have the ability to improve organizational performance.

This leadership effort was implemented by MBKM KKN students through workshops on leadership with the community which invited youth organizations as participants in the activity.



Figure 9.
Leadership Workshop

The results of this activity received appreciation from the community, especially Karang Taruna as an effort to build the character of Karang Taruna into a village organization that has a vision and mission to develop village programs well. As a result, this MBKM KKN activity has succeeded in running well and of course received full support from the community.

CONCLUSION

Leadership is a person's ability/skill to influence other people to work together according to plans that will be implemented so that previously determined goals are achieved. A leader must have a spirit of togetherness and be able to protect all his members, training leadership not only in lectures, organizations, or others, every activity can be used as leadership training to control abilities/skills in all aspects that a leader must have. The leadership values applied by MBKM KKN students are explained through various activities as programs for MBKM KKN students in Ilomata village, such as leadership workshops for youth organizations in Ilomata Village, business labeling, lively August 17 activities, and mutual cooperation. Various programs that have been implemented in this village provide positive value or contribution to the implementation of leadership for the community in Ilomata Village.

From this, students can increase their insight and experience that success and success also educate students to continually improve and maintain cooperation and a high level of social awareness to realize a work program that will be achieved by both fellow group members, supervisors, village heads, & Ilomata village mother, village officials, hamlet heads, youth organizations and the local community. In this case, the students have proven that with good cooperation with the community of Ilomata Village, Bilato District, Gorontalo Regency, our work program can be completed as expected.

ACKNOWLEDGEMENT

We would like to thank all parties involved, especially LP2M Gorontalo State University, Ilomata Village, and the Faculty of Letters and Culture for providing space for us to carry out community service programs, especially MBKM KKN

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