



Eksplorasi Kelayakan Usaha Desa Wisata

Roby Syaiful Ubed¹, Taufik Raharjo^{2*},
Ambang Aries Yudanto³, Mulyadi⁴

^{1,2,3)} Politeknik Keuangan Negara
STAN

⁴⁾ Universitas Sebelas Maret

Corresponding author :
Email : taufik.raharjo@pknstan.ac.id
HP : 081329643926

Abstrak

Tujuan program pengabdian kepada masyarakat ini adalah menyusun kajian pemetaan potensi dan peluang usaha BUM Desa. Program pengabdian ini telah berhasil dan mendapatkan output sesuai dengan tujuannya. Kegiatan pengabdian ini telah dilaksanakan sesuai dengan tahapannya, yaitu Focus Group Discussion (FGD), observasi, dan pendampingan. Hasil FGD adalah memetakan masalah dan prioritas penyelesaian masalah. Observasi menghasilkan temuan kondisi bentang alam dan potensi serta tantangan konsep desa wisata di Desa Janaka. Pendampingan menghasilkan buku potensi dan peluang usaha BUMDesa Janaka.

Kata kunci: studi kelayakan usaha, desa, desa wisata

Abstract

The purpose of this community service program is to compile a study of mapping the potential and business opportunities of BUM Desa. This service program has been successful and has obtained output in accordance with its objectives. This service activity has been carried out according to its stages, namely Focus Group Discussion (FGD), observation, and mentoring. The results of the FGD are mapping problems and priorities for solving problems. Observations resulted in findings on the condition of the landscape and the potential and challenges of the concept of a tourist village in Janaka Village. The mentoring resulted in a book on the potential and business opportunities of BUMDesa Janaka.

Keywords: feasibility study of business, village, tourist village

© 2024 Penerbit PKN STAN Press. All rights reserved