



Strengthening the Readiness of Tourism Village Institution Through the Assistance in Developing Standard Operating Procedure: Case Study of Mundu, Klaten Regency

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Abstract

Mundu Village is a village in Indonesia located in Tulung District, Klaten Regency, Central Java Province. The Statistics Indonesia (BPS) revealed that more than 60% of the residents of Mundu Village own cattle. This condition has led the community to utilize cattle manure as a source of renewable energy. Additionally, cattle manure is processed into fertilizer to nourish various plants, some of which serve as a food source for the livestock. This activity is known as zero-waste agriculture. This condition encouraged the Mundu Village government to establish a Tourism Village that offers educational tourism based on renewable energy. Mundu Village already has several buildings to support the realization of the Tourism Village. However, Mundu Village is not yet ready in terms of institutions. The community service team from the Faculty of Economics and Business and the Faculty of Law of Muhammadiyah University of Surakarta provided education and assistance in preparing Standard Operating Procedures (SOPs) to support the acceleration of institutional readiness in the effort to establish an Educational Tourism Village based on Renewable Energy. The activity proceeded successfully, marked by the preparation of a draft SOP that is ready to be approved, supporting the institutional strengthening of the Tourism Village.

1. Introduction

Mundu Village is located in Klaten Regency, Central Java Province. It is famous for its dairy farming. Furthermore, Mundu Village is well-known for its utilization of cattle manure. Cattle manure, especially from cows, is processed into organic fertilizers and renewable energy sources. The Central Statistics Agency (BPS) noted that nearly 60% of families in

Mundu Village own cattle. These families utilize cattle as a source of income. Livestock activities in Mundu Village are still in the traditional way. However, the activities implement an integrated, waste-free livestock farming model. Waste from these livestock activities is used as a source of electricity for lighting. Furthermore, cattle manure is also used as a source of heat energy for cooking. Hidayah et al (2022) revealed that this activity has an annual economic value of IDR 4,798,125.00 per household. It demonstrates that processing livestock waste, particularly cattle manure, into renewable energy yields both economic and non-economic benefits.

Cattle farmers in Mundu Village have also utilized biogas waste as a fertilizer to enhance grass growth. This grass will then become their cattle feed. This concept represents a waste-free agricultural management system. Kewa & Mahardika (2024) explain that zero waste in agriculture is a concept that enables farmers to manage their agricultural and livestock operations in an integrated and waste-free manner. Fehr et al (2020), as cited in Hasriyanty et al (2024), explain that the zero waste concept in agriculture and livestock allows for the use of agricultural waste as a feed source for livestock, or conversely, the manure produced by livestock can be processed into organic fertilizer that fertilizes plants. Hasriyanty et al (2024) explain that managing livestock and crops through the zero waste concept will increase productivity and business in the agricultural sector. Furthermore, this concept enables economic growth by creating jobs and promoting environmental sustainability.

The concept of waste-free livestock management, implemented by the people of Mundu Village, has prompted the Mundu Village government to plan the establishment of a Tourism Village based on integrated livestock and renewable energy. However, the establishment process has challenges due to the lack of knowledge and experience. A Tourism Village is one or more administrative areas that have tourism products managed by the local community (Sahabudin, 2020). Establishing a Tourism Village requires both physical and non-physical preparation. The initiation of the Tourism Village in Mundu Village has reached the stage of preparing the main and supporting buildings. However, Mundu Village is not yet ready to accelerate the establishment of the Tourism Village. It is due to the lack of an institution that will manage the Tourism Village, including the development of Standard Operating Procedures (SOPs) for the tourism activities.

Manting & Sudarwanto (2020) explain that Standard Operating Procedures (SOPs) are a set of procedures and standard practices for system management aimed at ensuring the suitability of a process or product. SOPs are essential to support the accelerated development of the Mundu Tourism Village. Syahsudarmi et al (2024) explain that structured SOPs are used to enable activity units to operate efficiently, effectively, and sustainably. Therefore, the existence of SOPs is expected to strengthen the institutions of the Mundu Tourism Village and accelerate the development of a Renewable Energy-Based Educational Tourism Village.

2. Method

This community service program has three stages. The first stage is preparation, followed by implementation, mentoring, and evaluation. During the preparation stage, the community service team conducted observations in Mundu Village and held Focus Group Discussions (FGDs) with the Mundu Village government to identify the problems. The results of the observations and FGDs indicated that one of the challenges faced by the Mundu Village government was the lack of institutions and standard operating procedures (SOPs) for managing the Tourism Village.

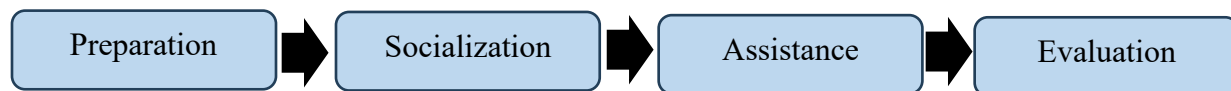


Figure 1. Community Services Stages

The socialization stage was conducted on Sunday, March 16, 2025. The community service activities were delivered with an educational concept, including socialization regarding the importance of Standard Operating Procedures (SOPs). The material on the importance of SOPs was delivered using the lecture method. The lecture method is a traditional method of learning or delivering material. In this method, a speaker or presenter delivers information and knowledge verbally to participants, typically in a one-way manner (Hidayat, 2022). During this session, a two-way discussion took place between the speaker and participants.

Mentoring or assistance is conducted after socialization. During the mentoring or assistance phase, the community service team assisted in developing Standard Operating Procedures (SOPs). Participants drafted SOPs based on their specific needs and knowledge,

and the community service team reviewed these drafts. The team also provides input to the draft. After the team's input was incorporated, the SOPs were further revised to reflect the standards and needs of the Tourism Village stakeholders.

3. Result and Discussion

The FGD activities revealed a problem in the process of establishing a Renewable Energy-Based Educational Tourism Village in Mundu Village, specifically the absence of a Tourism Village Standard Operating Procedure (SOP). SOPs are crucial in supporting the establishment of institutions, as exemplified in this discussion through the example of a tourism village. The preparation of SOPs was executed through the stages of socializing the importance of SOPs and providing assistance in constructing SOPs. Community service activities, in the form of SOP socialization, were held on Sunday, March 16, 2025. The community service activities invited representatives from each of the Tourism Awareness Groups, or *Kelompok Sadar Wisata (Pokdarwis)*, of Mundu Village, which consists of 26 people.



Figure 2. Socialization Activities

During the socialization activity, the participants successfully compiled a general outline of the prospective SOP that will be applied in Tourism Village activities. The framework of the SOP contains: (1) SOP for Tourist Services; (2) SOP for Biogas Production and Utilization; and (3) SOP for the Management of Livestock Products and Dairy Products. The SOP that was

directly compiled during the socialization activity was still in draft form. Furthermore, this draft was followed up on in mentoring or assistance activities.

Furthermore, on April 18, 2025, the community service team assisted with the draft SOP. The community service team reviewed the draft SOP. This review activity was conducted to improve and provide feedback on the draft SOP that had been prepared. After being reviewed by the community service team, the contents of the draft SOP changed to 5 chapters with sub-chapters for each chapter, namely: (1) Objectives; (2) Scope; (3) Pokdarwis Organizational Structure; (4) Operational Procedures; (5) Sanctions and Actions; and (6) Closing. The following is the contents of the draft SOP that has been prepared:

1. Aims. This section outlines the objectives of the SOP.
 2. Scope. This section contains the scope of the SOP. The scope includes: (1) Institutional Governance; (2) Integrated Livestock Management; (3) Biogas Management; (3) Livestock Product Processing; (4) Educational Tourism; (5) Security, Cleanliness, and Safety; and (6) Monitoring and Evaluation.
 3. Pokdarwis Organizational Structure. This section contains the organizational structure and job descriptions of the Tourism Awareness Group (Pokdarwis), which is responsible for managing tourist villages. This section includes a chair, secretary, treasurer, education and training division, destination and tourist attractions division, production and processing division, and marketing and promotion division.
 4. Operational procedures. This section contains sub-chapters that regulate: (1) Institutional governance; (2) Integrated livestock management; (3) Biogas management; (4) Management of livestock products; (5) Organizing educational tours; (6) Security, cleanliness, and safety; and (7) Monitoring and evaluation. This section outlines how Tourism Village stakeholders conduct activities with clear workflows and established standards.
 5. Sanctions and enforcement. This section contains sanctions and enforcement actions for violations of the agreed-upon rules.
 4. Closing. This section contains information related to the SOP that has been prepared.
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Table 1. The Existence of SOP draft at Mundu Tourism Village

Before the community service activities	After Community service activities
Not available yet	Available

Source: primary data, 2025

Table 1. describes the conditions before and after a series of community service activities to support the establishment of the Mundu Tourism Village project. Prior to the community service activities, standard operating procedures (SOPs) were not yet available at the Mundu Tourism Village project. It was due to a lack of knowledge and understanding of the importance of SOPs among residents and prospective village administrators. After the community service team conducted community service activities, a draft SOP was ready for approval to support the establishment of the Mundu Tourism Village project.

5. Conclusion

This community service proceeded successfully, as evidenced by the attendance of 74% of the 35 invitations addressed to Pokdarwis members, comprising 26 participants. In addition, an overview of the SOP was compiled after the socialization activity was completed. Furthermore, the draft SOP was successfully compiled on April 14, 2025. This draft SOP includes the objectives, scope, organizational structure of Pokdarwis, operational procedures, sanctions and actions, and closing. The operational procedures section explains: (1) Institutional Governance; (2) Integrated Livestock Management; (3) Biogas Management; (4) Management of Livestock Products; (5) Implementation of Educational Tourism; (6) Security, Cleanliness, and Safety; (7) Monitoring and Evaluation.

The recommendation from this community service activity is to conduct follow-up community service activities. This follow-up activity will include mentoring to formalize the developed draft SOPs. This activity can also be followed by socialization of the developed draft SOPs to tourism village stakeholders. Thus, the draft SOPs can be immediately accepted by stakeholders as part of the preparation for the official launch of the tourism village.

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