

Development of Village Profile to Optimize Local Potential and Improve Community Welfare in Pait Village, Kasembon District, Malang Regency

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Abstract

This community service aims to develop a comprehensive profile of Pait Village, Kasembon District, Malang Regency, to support the management of local potential and improve community welfare. The Participatory Rural Appraisal (PRA) method was used with a participatory approach involving residents in data collection through observations, interviews, focus group discussions (FGDs), and questionnaires. The results show that the infrastructure of Pait Village is generally good, but road lighting needs to be improved for safety. The village's main economic potential lies in the plantation sector (durian, coffee and dairy) and BUMDes businesses such as batik, which require wider marketing support. In addition, Pait Village's natural tourism potential is promising but requires a better management strategy. Local wisdom such as the tradition of gotong royong and traditional rituals form the basis of the village's sustainable development. Residents show high interest in modern agriculture and entrepreneurship training to improve skills and income. The village profile video produced from this activity serves as a promotional medium to attract investors and tourists. Recommendations include improving street lighting, developing BUMDes businesses and community-based tourism, as well as ongoing training in agriculture and entrepreneurship. The results of this service are expected to help Pait Village become an independent and competitive village that still maintains local wisdom.

1. Introduction

Villages have a strategic role as centers of local potential development that contribute greatly to community welfare. Kurniawan et al. (2023) highlighted that in this context, villages have a responsibility to maintain local culture while improving the economy of their communities, especially through more optimized resource management. In line with this, Manggat et al. (2018) suggests that village sustainability should include resilient physical development and community empowerment through approaches that involve local participation. In recent decades, decentralization policies in Indonesia have provided greater opportunities for villages to develop independently, thereby strengthening local potential which is an important asset in improving community welfare (Sawir et al., 2021). Pait Village in Kasembon Sub-district, Malang Regency, is one example of a village rich in local potential, ranging from the agricultural sector to traditional culture, which if utilized strategically can create positive changes for the local economy (Nisa et al., 2023). However, according to Naumov (2023) the lack of systematic management often prevents villages from optimizing this potential, making it important to prepare appropriate strategies to ensure that local resources can be developed sustainably.

The importance of village profiles in this context cannot be overlooked. Tantisripreecha et al. (2008) emphasized that village profiles are an important instrument for documenting resources, socio-economic conditions, and community needs. Zeho et al. (2020) emphasized that a comprehensive village profile allows stakeholders, including the village government, to effectively identify community needs and potentials worth developing. In many cases, as stated by Hariyadi et al. (2024), the absence of an accurate profile causes aid distribution and policy-making to be misdirected. For this reason, community service through the development of village profiles has important value to support villages such as Pait Village in data-driven program design, which enables a more responsive approach to local problems. (Sycheva et al., 2018).

With Pait Village's rich natural and cultural resources, a structured and in-depth profile is needed to help define a more sustainable development direction. Village infrastructure is one aspect that needs to be considered, especially to support accessibility and ease of distribution of local products, as stated by Desweni et al. (2022). In addition, technological limitations and access to digital resources are challenges that need to be overcome in the process of sustainable village development. Digital villages or the utilization of information technology at the local level can be a solution in strengthening access to information and market networks. (Khairina et al., 2024). With a comprehensive village profile, stakeholders will find it easier to set policies and initiatives that support the advancement of potential sectors, both in economic and social contexts (Jakes, 2024).

The development of a village profile is not only limited to economic aspects, but also includes social and cultural dimensions. According to Ajam et al. (2023), Pait Village has many strong local wisdoms, such as the value of gotong royong and customary traditions, which can serve as a foundation in social and economic development. These social values, as highlighted by Aritenang (2021), support community-based development and help create high social cohesion among villagers, which ultimately contributes to improved welfare. Risdawati AP et al. (2020) asserted that village profiles that include social and cultural aspects make it easier to design programs that not only focus on economic well-being, but also strengthen cultural identity and togetherness among residents, which is crucial to achieving holistic well-being.

This community service aims to develop a profile of Pait Village through a holistic and participatory approach, by involving residents in the process of data collection and potential mapping. This approach, as described by Emerllahu & Bogataj (2024), allows the community to play an active role in identifying the potentials and challenges that exist in their village, so that the resulting profile truly reflects the needs and aspirations of the community. Hasbi et al. (2023) added that data-driven profiles generated through active participation can assist sustainable development planning that is aligned with the local characteristics of the village. Furthermore, as stated by Putranto & Kusumaningtyas (2024), this village profile is expected to become a strategic basis for improving welfare through the utilization of optimally managed local potential. This profile is also expected to support Pait Village in designing development programs that are more inclusive and competitive at the regional level. (Desweni et al., 2022; Sycheva et al., 2018).

2. Method

This community service uses a participatory approach to develop a comprehensive village profile in Pait Village, Kasembon Sub-district, Malang District. This approach involves the community in every stage of the activities to ensure that the data collected reflects the actual conditions, potential and needs of the villagers.

2.1. Activity Approach and Design

This service activity uses the Participatory Rural Appraisal (PRA) method, which allows the community to play an active role in identifying the potential, problems, and needs of the village. PRA was chosen because it allows the service team to obtain information from the perspective of local residents, utilize local wisdom, and increase community participation in service activities.



Figure 1. Participatory Rural Appraisal (PRA) (Source: Korlagama et al., 2007)

2.2. Instrument and Instrument Grid

The instruments used in this community service have been organized in the form of a grid to facilitate data collection. Each instrument is specifically designed to measure various relevant aspects of the village. The following is the instrument grid used the Table 1:

Table 1. Instrument Grid

No.	Instrument	Aspects Measured	Indicator	Form of Question	Respondents
1	Observation Sheet	Infrastructure	Road condition, electricity, clean water	Observation and notes	Service Team
		Natural Environment	Availability of agricultural land, resources	Observation and notes	Service Team
		Settlement	Density, housing type, and facilities	Observation and notes	Service Team
2	Semi-Structured Interview	Local History and Culture	Traditions, cultural activities, village history	Open-ended question	Village head, community leaders
		Economic Conditions	Main source of income, business challenges	Open-ended question	Village head, local businesses
		Infrastructure Needs	Needs for roads, electricity, public facilities	Open-ended question	Village head, community leaders
		Development Aspirations	Residents' expectations of the village	Open-ended question	Village head, community leaders
3	Focus Group Discussion (FGD)	Village Potential	Identification of potentially developed sectors	Discussion guide	Citizens (farmers, youth, business people)
		Village Issues	Economic constraints, market access	Discussion guide	Citizens (farmers, youth, business people)
		Solution and Proposal	The idea of economic and welfare improvement	Discussion guide	Citizens (farmers, youth, business people)
4	Questionnaire	Demographic Data	Age, education, family size	Multiple choice, short form	All sample residents
		Economic Conditions	Employment, income, asset ownership	Multiple choice, short form	All sample residents
		Infrastructure Access	Access to electricity, water, health facilities	Multiple choice	All sample residents
		Needs and Aspirations	Special needs, development expectations	Multiple choice, short form	All sample residents
5	Documentation (Photo and Sound Recording)	Visualization of Village Potential	Physical condition, infrastructure, community activities	Photo and recording	Service Team
6	Field Notes	Additional Observations	Additional observations from team members	Written notes	Service Team

2.3. Data Collection Stages

Data collection was done through the following methods:

- a. **Direct Observation:** Observations were made using an observation sheet to record geographical conditions, infrastructure, and natural potentials that were directly visible.
- b. **In-depth Interviews:** Semi-structured guided interviews to obtain qualitative data on village history, local culture, economic potential, and development needs from various parties, such as the village head and community leaders.
- c. **Focus Group Discussion (FGD):** This discussion uses an FGD discussion guide sheet to elicit villagers' views on the potential and problems faced, as well as proposed solutions.
- d. **Questionnaire:** Questionnaires were distributed to residents to collect quantitative data on their socio-economic profile, such as employment, education, and access to basic infrastructure.
- e. **Documentation and Field Notes:** Documentation was done through photographs and voice recordings to supplement the visual data, and field notebooks were used to record additional observations during the activities.

2.4. Data Analysis

The collected data was analyzed descriptively to provide an in-depth understanding of the condition and potential of the village. Qualitative data was analyzed using thematic methods, while quantitative data from questionnaires was processed using statistical software.

2.5. Validation and Reporting

The results of this service were socialized to villagers through community meetings to obtain input and validation. The final results are compiled in the form of a structured village profile, covering social, economic, cultural aspects, and development potential, which will be the basis for village development planning.

3. Result and Discussion

3.1. Result

Data collection in this community service succeeded in producing a profile of Pait Village that covers various important aspects, such as social, economic, cultural, and infrastructure. The data collection process was carried out through several methods, namely direct observation, in-depth interviews with community leaders, focus group discussions (FGDs) involving representatives from various community groups, and distributing questionnaires to villagers. Through this combination of methods, a comprehensive picture of the village's potential was obtained as well as the various needs that still need to be met to improve the welfare of the community. The results of this data collection are expected to provide guidance in formulating relevant and targeted programs. Further discussion of the findings will be presented in depth by referring to each instrument used, in order to provide clearer and more structured information on the conditions and potential of Pait Village.

3.1.1. Infrastructure Condition

Observations show that infrastructure in Pait Village is already very good, with adequate road access and basic facilities such as clean water networks, electricity and health services that reach most areas of the village. However, the village still needs some improvements, especially in the aspect of street lighting, which is not yet optimal in certain areas. The lack of lighting not only affects the comfort of residents during their activities at night, but also has an impact on the safety of the neighborhood. Many residents still feel anxious to move at night because some parts of the road are dark, which potentially increases the risk of accidents or criminal acts. Research Peña-García et al. (2015) emphasized that adequate street lighting is essential in creating a safe and conducive environment for both economic and social activities. With the addition of lighting at strategic points, it is expected that the mobility of residents at night will increase. This will not only support village security, but also encourage nighttime economic activities, which in turn will have a positive impact on the social and economic welfare of the village community as a whole.

3.1.2. Economic Potential

The results of interviews and focus group discussions (FGDs) show that Pait Village has significant economic potential, especially in the plantation sector. The main commodities produced are durian, coffee and dairy milk, which have become the main source of income for most villagers. However, there are barriers to income optimization due to limited market access. Pait villagers still rely on middlemen in marketing their products, which results in relatively low selling prices received by farmers and breeders. This reduces the profit they could have earned, considering the effort they put into producing these products. The farmers and ranchers hope for support from the government or related parties to help open direct access to markets, so that they can maximize the income earned from these commodities.

In addition to the plantation and livestock sectors, the tourism potential in Pait Village is also recognized as quite large. The village's beautiful natural landscape and natural tourism potential have attracted the interest of many parties to develop it as a tourist destination. In discussions involving various elements of the community, most residents supported the idea of developing this tourism sector, especially if it is managed with a community-based tourism approach. This approach allows local communities to be directly involved in management, so that the economic benefits of tourism can be felt equally by villagers. According to Musliha & Adinugraha (2022) the use of technology, especially in developing the digital village concept, can greatly support the promotion and marketing of local products and the village tourism sector more broadly. With technology, Pait Village can expand its marketing reach and increase its tourism attractiveness. The application of this technology is expected to facilitate access to information for potential tourists and also increase the competitiveness of local products in a wider market, so as to improve the overall economy of the community.

3.1.3. Local Wisdom and Culture

Through in-depth interviews and field notes, it was identified that Pait Village has a strong cultural wealth that is reflected in various aspects of daily life. The tradition of gotong royong, which is still very strong, characterizes this village and is an important foundation for the creation of social solidarity between residents. This gotong royong activity is not only seen in physical development, such as building houses or repairing village infrastructure, but also in traditional events and other social activities. In addition, Pait Village also has local arts that are still preserved, such as traditional dances and typical village music, as well as various traditional rituals that are carried out regularly, especially at certain times in the village calendar. Pait villagers feel that the value of gotong royong and other cultural practices are key strengths in enhancing the sustainability of village

development. This is in line with the view of Yaqin et al. (2024) who emphasize that local wisdom plays an important role in sustainable resource management. By integrating local wisdom in village development programs, it is expected that the village's cultural identity can be maintained while increasing community involvement in village development activities. This strategy is also expected to encourage residents to more actively participate in preserving the environment and existing resources, so that village development is not only economically beneficial, but also strengthens social cohesion and cultural identity in the midst of changing times.

3.1.4. Training and Empowerment Needs

From the questionnaires distributed, it was found that most Pait villagers have a strong expectation for skills training, particularly in modern agriculture and entrepreneurship. The high interest in this training reflects the villagers' motivation to develop the village's economic potential through product diversification and skills enhancement. They realize the importance of knowledge on more advanced agricultural techniques and the basics of entrepreneurship to increase the added value of the local products produced. This finding supports the research results of Ned et al. (2020) who emphasized that local needs-based training can play a significant role in boosting the productivity and welfare of rural communities. With this training, it is expected that residents will not only have new skills that are relevant to their needs, but also be able to improve their living standards and economic independence in a sustainable manner. The results of the questionnaire related to skills training needs are presented in the following Table 2:

Table 2. Questionnaire Results

No.	Type of Training	Number of Respondents	Percentage (%)
1	Modern Agriculture	65	40%
2	Entrepreneurship	45	28%
3	Plantation Product Processing	30	18%
4	Information and Digital Technology	15	9%
5	Local Product Marketing	7	4%
Total		162	100%

The Table 2 above shows that trainings in modern agriculture and entrepreneurship are of most interest to Pait villagers, with 40% and 28% of respondents respectively expressing interest in these skills. This high level of interest reflects a real need for training that can support productivity in the agricultural sector, where most residents work, and encourage the development of small businesses as an alternative source of income. Training in modern agriculture is expected to provide new and more efficient techniques, while entrepreneurial skills are considered essential for opening new business opportunities and expanding existing ones. In addition, other trainings such as plantation product processing and information technology also show interest, although the percentage is lower. This shows that while agriculture and entrepreneurship are the main priorities, people are open to developing skills in other areas relevant to their needs.

3.1.5. Validation of Findings and Follow-up

After the data was analyzed, the results of this community service were socialized back to the residents of Pait Village through community meetings to get further input and validation from the residents. The validation results showed that residents agreed with the findings and priorities formulated, including the need for infrastructure improvements, tourism-based economic development, skills training, as well as cultural preservation. The active participation of residents in this stage shows full support for the implementation of data-based service results.

3.1.6. Results of Village Profile Video Production

As part of the community service activities, the team also produced a video profile of Pait Village designed to visually introduce the village's potential in an interesting and informative way. The video features various unique aspects of Pait Village, ranging from natural beauty, local culture, economic potential such as agriculture and tourism sectors, to the social life of residents who are full of mutual cooperation values. The hope is that this video can be an effective promotional medium, not only to introduce the village to the wider community, but also to attract parties who have the desire or capacity to support village development. By disseminating through digital platforms, the profile video of Pait Village is expected to reach a wider audience and have a positive impact in increasing the involvement of various parties in the development of the village's potential. This profile video includes several main elements:

- a. **Economic Potential:** The video shows the activities of residents in the BUMDes batik business, milking dairy cows, and various other activities that are an important part of the economy of Pait Village. Each activity is illustrated with a narration explaining the production process and its economic role in improving the welfare of residents.

- b. **Natural Beauty and Tourism Potential:** The stunning landscape of the village, including plantation and forest areas, is visually displayed to illustrate the potential for nature tourism. This section also highlights points of interest that can be developed as tourist destinations, as well as activities that can be enjoyed by visitors.
- c. **Culture and Local Wisdom:** The video showcases the rich culture of Pait Village, including the tradition of gotong royong, local arts, and traditional activities. With this visualization, the audience is expected to understand and appreciate the local wisdom that is still maintained by the community.
- d. **Village Infrastructure:** To provide a comprehensive overview, the video also covers infrastructure facilities such as village roads, lighting, and access to public facilities. This section highlights the need for improvement especially on village road lighting, which is one of the priorities for infrastructure improvement.



Figure 2. Profile Video Production Activity

The video production involved Pait villagers as resource persons, which gave authenticity to each story told and strengthened the narrative of the village's potential. In addition, the video production process became a participatory moment that actively involved the community, both as resource persons and in the shooting. This involvement made the community feel ownership of the video and increased their enthusiasm to support the promotion of the village. This profile video is expected to not only serve as documentation, but also as an effective promotional tool for the village government, investors, or tourists who are interested in investing or visiting Pait Village. With attractive visual media, Pait Village is expected to expand its partnership network and attract more resources, both economic and social, to support sustainable village development and empower its people.

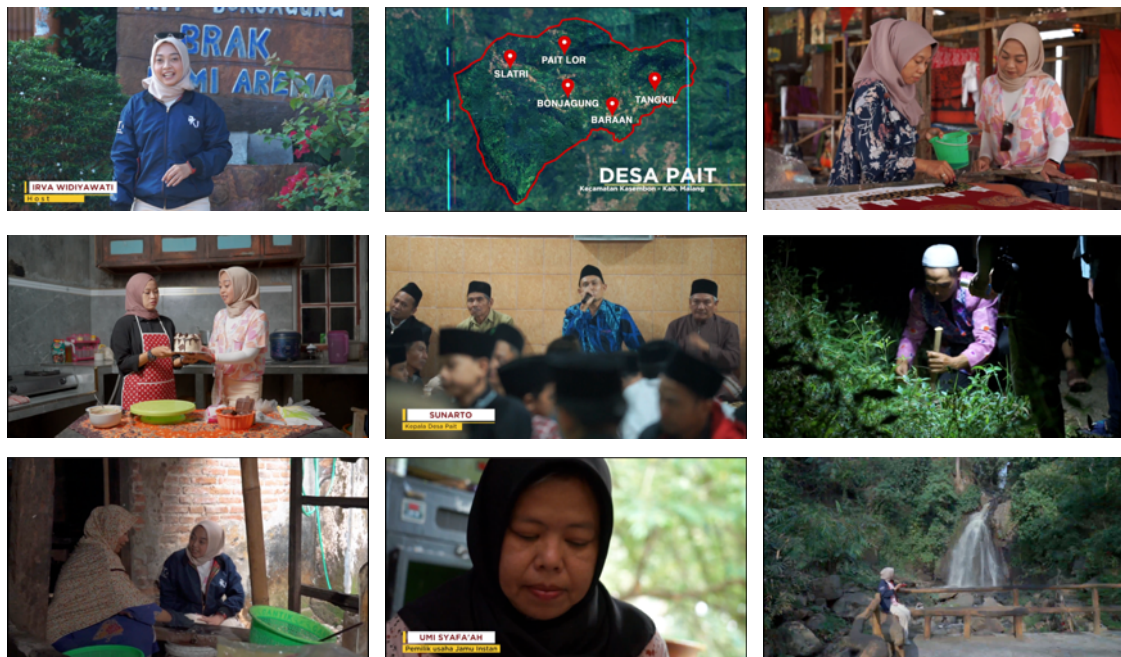


Figure 3. Profile Video Results

3.2. Discussion

From the results obtained, it can be concluded that the participatory approach and community involvement in every stage of community service activities have proven effective in exploring the real needs of the community. Through this method, the community service team was able to directly understand the conditions and challenges faced by residents, including the potential and needs that exist. The findings show that Pait Village has great potential in the plantation and tourism sectors. The plantation sector, with main commodities such as coffee and durian, has become the backbone of the village economy. Meanwhile, the natural tourism potential offered by the village is also promising, especially with its beautiful landscape and rich local culture. However, obstacles, such as inadequate infrastructure and limited market access, are the main obstacles for residents in optimizing these economic potentials.

The solutions proposed by the team, such as improving village street lighting and implementing digital technology for local product marketing, are expected to have a positive impact in the long run. Improved street lighting, for example, will not only support residents' activities at night but also improve the overall safety of the village. Meanwhile, the application of digital technology, such as internet-based marketing, can help Pait Village's local products to reach a wider market, both regionally and nationally. With a more modern marketing strategy, village products such as coffee, durian and other plantation products have a greater chance of competing in outside markets. Digital-based marketing can also support the village's tourism sector by increasing the visibility of Pait Village as an attractive tourist destination.

In addition to the economic sector, the richness of culture and local wisdom in Pait Village is one of the important aspects that can be integrated in sustainable development strategies. Traditions of gotong royong, local arts, and traditional rituals are still well maintained in the community, reflecting the village's strong cultural identity. With relevant skills training programs, such as training in modern agriculture and entrepreneurship, residents are expected to be able to optimize existing economic potential and improve their quality of life. This local wisdom-based development approach not only aims to improve the community's economy but also maintain their cultural identity. Through active involvement in each program, Pait villagers can maintain local traditions and culture, while remaining open to innovations that support the sustainability of village development programs.

Overall, this community service activity succeeded in building a comprehensive profile of Pait Village, which can be used as a reference for future village development planning. The integration of the Participatory Rural Appraisal (PRA) method, the active involvement of residents, and the use of various data collection instruments made it possible to obtain a detailed picture and in accordance with field conditions. The results of this activity not only provide a deeper understanding of the existing potentials and challenges, but also open up opportunities for the development of more targeted development programs. It is hoped that the results of this service can assist Pait Village in planning and implementing development programs that meet the needs of the community and support the long-term sustainability of the village. With this strong foundation, Pait Village has a great opportunity to become an independent, developed, and prosperous village.

4. Conclusion

Community service in Pait Village has succeeded in producing a comprehensive village profile, covering aspects of infrastructure, economic potential, local wisdom, and community training needs. The infrastructure of Pait Village is generally good, but there is a need for improvement, especially in street lighting for the safety and comfort of residents. Pait Village has great economic potential in the plantation sector (durian, coffee and dairy) as well as BUMDes businesses such as batik, which need to be supported with more optimal marketing. In addition, the potential for natural tourism is also promising but requires better management. Traditions of gotong royong, local arts and traditional rituals remain alive in the village, reflecting the strong local wisdom that supports sustainable development. Residents show high interest in modern agriculture and entrepreneurship training, expected to improve their skills and welfare. The creation of a village profile video provides an attractive visualization of the potential of Pait Village, making it an effective promotional medium to attract investors, tourists and cooperation partners.

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