

Optimization of Land Utilization as a Photo Spot: Student Engagement Initiative in Enhancing Tourism at Kallwa Coffee

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ABSTRACT

Objective: This project explores the involvement of students from Muhammadiyah University of Sidoarjo in optimizing land use as photo spots at Kallwa Coffee. By designing photo spots intelligently, land that may have previously been overlooked can be optimized for tourism purposes. Areas with strong visual potential can be transformed into attractive photo spots. The aim of this research is to enhance tourism appeal by engaging students in the planning, development, and promotion of the destination.. **Method:** The research methods include field surveys, collaboration with local communities, and active student involvement. **Results:** The results indicate that student involvement is effective in creating appealing photo spots, raising public awareness, and supporting the growth of tourism at Kallwa Coffee. **Novelty:** The photo spots at Kallwa Coffee are not merely aesthetic elements but also serve as a key strategy in enhancing the branding of Kallwa Coffee.

INTRODUCTION

Cv. Kopi Citarasa Persada is a Commanditer Vennootschap (CV) engaged in the trade of coffee, management of natural resources, industry, and services such as tourism, restaurants, and culinary plants. This CV was established through a deed of establishment numbered 26 on December 20, 2017, by Philipus Kurnia Wluaya, S.H, M.Kn. This deed of establishment was made in Pasuruan Regency, East Java. Until now, it is called Kallwa Coffee.

As a CV, the structure of the Company consists of two types of Partners, namely active Partners and passive Partners. Active partners have full responsibility for the management and operation of the business, while passive partners are responsible according to the capital contribution they provide. CV. Kopi Citarasa Persada focuses its business on coffee trading, agricultural product management, industry, and related services such as tourism, restaurants, and culinary plants [1].

Deed of establishment Number: 26 Date December 20, 2017, made by Philipus Kurnia Wluaya, S.H, M.Kn in Pasuruan Regency, East Java, is the legal basis that legitimizes the establishment of CV. Kopi Citarasa Persada. In this deed of establishment, the purpose of establishing the CV, the structure of the company, the roles of each partner, as well as their limitations and responsibilities in accordance with the applicable laws are explained [2].

Since its establishment, CV. Kopi Citarasa Persada has had legal legitimacy that allows it to operate its business in accordance with the scope described in the deed of establishment. It is important for this CV to continue complying with applicable legal

regulations and to ensure the continuity of operations in accordance with the provisions outlined in the deed of establishment and the regulations in force in Indonesia [3]. The halal certificate with a specific certificate number is issued by the Indonesian Ulema Council. This certificate affirms that certain types of products produced by the company named "CV. Kopi Citarasa Persada" have met the established halal standards and regulations. The issuance of this certificate was carried out in Jakarta and is valid until the specified expiration date. With this certificate, products such as robusta and herbal coffee produced by the company are recognized as halal products and in accordance with applicable laws. Compliance with these regulations demonstrates the company's commitment to adhering to halal standards in their production [4].

The rapid changes in the development of information technology have significantly transformed the business landscape. The digital era brings profound implications for business strategies, including branding. Changes in consumer behavior, especially among millennials, who increasingly rely on information technology, have triggered a profound need for the transformation of branding strategies. The millennial generation, as consumers of today and tomorrow, has unique characteristics and preferences, prompting companies to quickly understand and adapt to these changes [5].

The food and beverage industry, particularly coffee, has become one of the sectors significantly affected by this change. CV. Kopi Citarasa Persada, as a company operating in this industry, must be able to innovate and transform according to the demands of the times. This necessitates in-depth research on how CV. Kopi Citarasa Persada and similar companies can leverage information technology to enhance their branding strategies to be more effective and aligned with the preferences of the millennial generation [6].

The proliferation of online businesses has become an inevitable phenomenon in the current era of globalization and digitalization. Information technology has opened wide doors for business actors to market their products and services online, creating a fertile ground for the development of online businesses. One example of an online business that has emerged as a result of this development is CV. Kopi Citarasa Persada, which also reaps the benefits of this digital revolution. However, behind the opportunities and benefits offered by online businesses, there are challenges that require effective legal implementation and secure information technology management [7].

In this proposal, the implementation of online business law and issues related to information technology crimes at CV. Kopi Citarasa Persada will be discussed. This research aims to deeply analyze how CV. Kopi Citarasa Persada faces and implements legal aspects in running their online business, as well as to identify the threats and information technology crimes they encounter. This is important to ensure that online businesses can operate fairly, safely, and in accordance with applicable legal regulations [8] company sustainability. This research has become urgent to provide concrete and detailed guidance to companies like CV. Kopi Citarasa Persada, as well as other industries, in integrating information technology into their branding strategies, ensuring relevance and appeal to the increasingly dominant millennial generation in the market [9].

This study focuses on the millennial-style branding transformation based on information technology, specifically in the context of CV. Kopi Citarasa Persada. Currently, companies in various industries, including the food and beverage industry such as coffee, are experiencing significant shifts in branding strategies to reach and influence the millennial generation, which has unique characteristics and preferences [10]. However, there is still an unmet need for a deep understanding of how companies like CV. Kopi Citarasa Persada can optimally adopt and utilize information technology to transform their branding strategies in order to attract attention and build strong relationships with millennial customers. This research will identify and fill this knowledge gap to provide better insights into developing effective branding strategies in the ever-evolving millennial era [9].

The development of the tourism sector has become a crucial aspect in supporting the economic growth of a region. One of the destinations that is the focus of the research is CV Kopi Cita Rasa Persada, known as Kallwa Coffee. Tourism at Kallwa Coffee is a potential that must be optimized, especially through the development of attractive photo spots. CV Kopi Cita Rasa Persada plays an important role in creating memorable experiences for tourists [11].

However, seeing the trend of declining tourist satisfaction over the month before the photo spot, which was 43%, is a concern. This indicates that there is a need for innovation to enhance the attractiveness of the destination. After the implementation of the student engagement initiative and the construction of photo spots, tourist satisfaction rates soared to 79%. This shows that the photo spots have a positive impact on enhancing the tourist experience at Kallwa Coffee.

Photo Spots as an Effort to Enhance the Effectiveness of Kallwa Coffee's Land. Photo spots at Kallwa Coffee are not just aesthetic elements, but also a key strategy in enhancing land utilization effectiveness. By creating attractive photo spots, this destination can optimize its visual potential to attract tourists. The presence of attractive photo spots can have a positive impact in several aspects:

1. Tourist Attraction: An interesting photo spot can become the main attraction for visitors. This not only creates memorable experiences but also motivates tourists to share their experiences on social media, providing organic promotion for Kallwa Coffee [12].
2. Land Use Optimization: By designing photo spots intelligently, areas that may have previously been neglected can be optimized for tourism purposes. Areas with strong visual potential can be transformed into attractive photo spots, enhancing the overall efficiency of land use.
3. Enhanced Visitor Experience: Attractive photo spots create a unique experience for visitors. This not only meets the visitors' need for taking photos but also enhances the overall quality of the tourist experience, creating positive memories that can motivate repeat visits [13].
4. Destination Branding: Eye-catching photo spots can become a hallmark of the destination. When visitors identify a destination with certain visual beauty, it can

strengthen Kallwa Coffee's branding as an Instagrammable and attractive destination.

5. Support for the Local Economy: Through the enhancement of tourism appeal, photo spots can have a positive impact on the local economy, including increased visits, purchases of local products, and contributing to the growth of nearby businesses [14].

Thus, the implementation of photo spots at Kallwa Coffee is not just a visual aspect, but also an important strategy in enhancing land use efficiency, enriching visitor experiences, and supporting the growth of tourism and the local economy [15].

Seeing the condition, there is a gap in research regarding the direct impact of student participation in tourism development initiatives on increasing tourist satisfaction. Therefore, the team from Universitas Muhammadiyah Sidoarjo BKP ISS Independent Project Study MBKM is conducting this research with the aim of identifying the potential and effectiveness of student involvement in creating photo spots as a strategy to enhance tourism at Kallwa Coffee.

This research is expected to provide positive contributions both to CV Kopi Cita Rasa Persada and to students as agents of change in the development of local tourism. In addition, the results of this research are also expected to serve as a reference for relevant parties in designing policies focused on improving the quality of tourism and visitor satisfaction at local tourist destinations.

RESEARCH METHOD

This research method adopts a qualitative and quantitative approach to optimize land use as a photo spot at Kallwa Coffee through student engagement initiatives. During the community service period, from November 23, 2023, to December 12, 2023, the initial stages included a literature study to understand the concept of land use optimization and the impact of student participation in tourism development. An initial survey was conducted to identify potential photo spots and gain insights from the local community. Students from Muhammadiyah University Sidoarjo were involved in the planning, development, and promotion of the photo spots. The mapping process was carried out with the participation of students, based on the initial survey results. Next, promotional and educational activities were carried out involving students and the local community, with measurements of their impact on increasing public awareness. Follow-up surveys were conducted to evaluate the community's response to the changes in photo spots and their impact on Kallwa Coffee's tourism. Qualitative and quantitative data were analyzed to assess the effectiveness of the student engagement initiative. The research results are discussed to conclude the positive contribution of student involvement in optimizing the use of land as a photo spot towards the increase in tourism at Kallwa Coffee.

RESULT AND DISCUSSION

Result

A. Procedure for Creating Photo Spots at Kallwa Coffee

Tourism is a potential sector in the economic development of a region. One way to enhance tourism appeal is by optimizing land use as a photo spot that attracts tourists' attention. This article will discuss the initiative of student involvement in enhancing tourism through the development of photo spots at Kallwa Coffee. Kallwa Coffee, a coffee destination that offers a unique experience, has the potential to become a major attraction for both local and international tourists. The utilization of the land around Kallwa Coffee as an attractive photo spot can be an effective strategy to increase tourist visits.

Students as agents of change play an important role in initiating and engaging in this project. Through collaboration with the owner of Kallwa Coffee, students can survey potential photo spots, identify improvement needs, and design captivating concepts to enhance the visitor experience. With the involvement of students, the photo spots around Kallwa Coffee can be revitalized into an attractive destination. The application of creative design, artistic installations, and infrastructure improvements will add value to the tourist experience. In addition, social media can be utilized to promote this photo spot, thereby reaching a wider audience [16].

Role of Students: Students can contribute to tourism development through creative thinking, design skills, and the courage to initiate projects. Their involvement helps create new experiences and build sustainable appeal. **Benefits for Kallwa Coffee:** The increase in photo spots not only benefits tourism but also directly profits Kallwa Coffee's business. With the increasing number of visitors, revenue from coffee sales and other services can increase. **Impact on Local Tourism:** This initiative can have a positive impact on local tourism by attracting new visitors, creating additional job opportunities, and providing opportunities for small business owners around Kallwa Coffee. Here is the complete procedure for the Kallwa Coffee Photo Spot [17].



Figure 1. Program Planning.

At the initial stage of the program planning, the student team, along with the owner of Kallwa Coffee, conducted an in-depth analysis of the land's potential to be turned into a photo spot. The planning involves mapping the area, identifying unique characteristics, and determining a design that aligns with the image and concept of

Kallwa Coffee. Intensive discussions between students and business owners serve as the foundation for outlining a shared vision in creating an attractive and distinctive photo spot.



Figure 2. Determination of Land Effectiveness.

After planning, the next step is determining the effectiveness of the land. The student team conducted an evaluation of the visual potential and attractiveness that could be generated from each selected area. This research includes determining optimal lighting, comparing high and low potential areas, and identifying natural elements that can be enhanced to improve the visual appeal of the photo spots.



Figure 3. Spot Foundation Construction.

The next process is the construction of the photo spot foundation. Students collaborate with construction experts to determine the appropriate design and materials for the foundation. This stage includes the construction of a sturdy base structure to support the decorative elements that will be placed on top of it. The accuracy and stability of the foundation are the main focus to ensure the photo spot has long-term durability.



Figure 4. Finishing Colors of Lights and Lanterns.

At the finishing stage, students pay attention to aesthetic details by painting and finishing the wood color as well as installing lanterns. This process involves selecting colors that align with the Kallwa Coffee concept, creating a harmonious visual impression and an enjoyable atmosphere. The involvement of local artists in this stage can provide a distinctive regional touch.



Figure 5. Spot Foto Kallwa Coffee.

After completion, the photo spot at Kallwa Coffee is ready to be enjoyed by visitors. The well-planned and professionally executed design creates an attractive and Instagrammable backdrop. This spot has become the main attraction, providing a unique visual experience for visitors and enhancing Kallwa Coffee's image as a creative destination.



Figure 6. Tourists Taking Advantage of Photo Spots.

This image reflects the success of the project, where tourists enthusiastically utilize the photo spots that have been built. Positive interactions between visitors and the photo spots create moments that can be shared on social media, making Kallwa Coffee a destination favored by various groups. The success of this project is a tangible proof that involving students in tourism development can create memorable experiences for the wider community.

B. Post-Service Analysis of Photo Spot Development and Changes in Tourist Satisfaction Behavior

1. **Tourist Attraction:** The implementation of photo spots at Kallwa Coffee significantly enhances the tourist appeal. Visitors are eager to capture moments at the creatively designed photo spots. Interesting photo spots add value to the destination, creating an unforgettable experience for visitors. The involvement of students in designing photo spots successfully created visual attractions that had a positive impact on the number of visitors.
2. **Land Utilization Optimization:** Research shows that land utilization at Kallwa Coffee has become more effective through the addition of photo spots. Areas that were previously underutilized have now become major attractions. The implementation of photo spots not only impacts the enhancement of visual appeal but also optimizes the utilization of land that was previously underutilized. This shows that photo spots can be a creative solution to optimize the potential of destination land.
3. **Enhanced Visitor Experience:** The visitor experience at Kallwa Coffee has significantly improved after the addition of a photo spot. Visitors are more engaged and enjoy their time at the destination. By creating a better experience through photo spots, this destination has successfully met visitors' expectations. The involvement of students in the planning and development of the destination also contributes to the improvement of the visitor experience quality.
4. **Destination Branding:** Photo spots create a strong visual identity for Kallwa Coffee. Visitors identify this destination with its uniqueness and visual beauty.

The success in creating a strong destination brand through photo spots has a positive impact on the image of Kallwa Coffee. This can expand the destination's appeal and support marketing efforts.

5. **Support for the Local Economy:** The increase in tourist visits contributes to local economic support, such as the rise in sales of local products and the growth of nearby businesses. The involvement of students in tourism development initiatives not only impacts the tourist experience but also provides tangible economic contributions to the local community. This creates a holistic positive impact.

By combining student engagement initiatives and the development of photo spots, Kallwa Coffee has successfully optimized land use, increased tourism appeal, and provided a better experience for visitors. The results of this study indicate that this strategy is effective in enhancing the potential of tourist destinations while also supporting local economic growth. The implication is that this research contributes to the development of sustainable tourism and provides direction for the development of similar destinations in the future.

With research results revealing a positive impact, there are several implications that can be drawn. First, the development of tourist destinations through student involvement initiatives in creating photo spots can serve as a model for other tourist destinations. The creativity, innovation, and positive energy brought by the students have proven to be important factors in transforming the destination into a more attractive and competitive place. Furthermore, these results also reinforce the concept that optimizing the use of land in tourist destinations does not always require large investments or drastic structural changes. Creative land use, such as manifested in photo spots, can have a significant impact on enhancing the attractiveness of a destination. The enhancement of tourism appeal and destination image through photo spots also has positive implications for the competitiveness of the destination at the regional and possibly national levels. Destinations that can provide unique and interesting experiences can attract tourists from various segments of society.

However, it is important to remember that the success of implementing photo spots does not solely depend on visual elements. The involvement of students in the planning, development, and promotion process is a key factor in this success. Therefore, the development of human resources, particularly involving students, can become an integral part of tourism development strategies. Overall, this research makes a significant contribution to understanding the potential for local tourism development through the creativity and participation of students. The implications are not only on enhancing the attractiveness of the destination but also on empowering the local economy and building a strong destination identity. Therefore, the development of strategies based on creativity and active community participation, especially involving students, can serve as a guide for sustainable and inclusive tourism development in various destinations. This research reveals significant changes in tourist satisfaction behavior before and after the implementation of photo spots at Kallwa Coffee. Before the photo spot was

implemented, the level of tourist satisfaction reached 43%, indicating a decline in satisfaction. However, after the implementation of the student engagement initiative and the construction of the photo spot, there was a significant increase, reaching 79%.

1. **Decrease in Satisfaction Before Implementation:** Before the introduction of photo spots, tourist satisfaction levels declined, creating a need for new strategies to enhance the destination's appeal. The possible cause of the decline in satisfaction may stem from the lack of attractive and innovative elements, making the destination less appealing to visitors.
2. **Increase in Satisfaction After Implementation:** After the implementation of the photo spot, there was a drastic increase in satisfaction levels, reaching 79%. The attractive, creative photo spots, which were developed with the involvement of students, became the main factor in increasing satisfaction. Photo spots create a more positive and captivating experience for visitors.
3. **The Influence of Social Media and Word of Mouth:** Attractive photo spots become the main draw for visitors to share their experiences on social media, creating organic promotion. The increase in tourist satisfaction creates a positive word-of-mouth effect, where satisfied visitors are likely to recommend the destination to others.
4. **Changes in Tourist Visit Patterns:** Increased satisfaction contributes to changes in visit patterns, with some tourists potentially becoming repeat visitors to enjoy the enhanced experience. Greater attractions can draw in a number of new tourists, supporting the growth of the tourism sector.

Thus, the change in tourist satisfaction behavior that occurred after the implementation of the photo spot reflects the positive impact of this strategy on visitor experience and destination image. The involvement of students in this process has become a key factor in creating positive changes in tourist behavior and perceptions towards Kallwa Coffee.

CONCLUSION

Fundamental Finding : The initiative involving university students in optimizing the surrounding land of Kallwa Coffee as a photo spot successfully enhanced both the visual appeal and economic value of the destination through creative design and strategic use of social media. **Implication :** This finding indicates that collaboration between academic communities and local business owners can serve as an effective strategy for sustainable, community-based tourism development. **Limitation :** However, the study is limited in its geographical scope and does not explore the long-term impacts of student involvement on the sustainable management of the destination. **Future Research :** Future studies could expand the analysis by applying similar models in different geographic contexts and by examining social, economic, and environmental sustainability indicators related to student engagement in local tourism development.

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