PKM Empowerment of *Canang* Traders in Kereneng Market as A Tourism Object Based on Bali Cultural Values

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Abstract. Kereneng Market in Denpasar Bali is the second traditional market after Badung market. Canang traders cannot be separated from traditional markets in Bali. The problem faced by most of the canang traders in Kereneng Market is the low entrepreneurial intention which has an impact on the problem of the ability to plan profits, maintain service quality, product quality, and the lack of facilities used in selling. Based on the problem, the purpose of this service is to increase understanding of canang traders related to entrepreneurial orientation so that they are able to plan profits through simple costing, able to maintain product quality, service quality, and able to manage selling facilities properly. Another goal in this service is to increase the contribution of canang traders in supporting the role of traditional markets as tourist destinations. Canang traders are expected to be able to show the characteristics of Balinese people with a religious culture based on local wisdom values that exist in Bali. This service uses market leaders and canang traders who sell at Kereneng market. Training and mentoring activities are able to have a positive impact on partners, including: 1.Be able to increase partners' understanding that the profession as a canang trader must have entrepreneurial abilities to generate higher profits. Be able to increase the partner's ability to plan profits through pricing not based on estimates but based on correct calculations. 3. Able to increase their understanding that the quality, appearance of the products sold must be able to attract consumers

Keywords: cultural values; empowerment; entrepreneurial orientation

1. Introduction

Kereneng Market is one of the markets that is very well known to the Balinese people, especially the residents of Denpasar City. Kereneng Market in the morning until noon is a traditional market that sells daily necessities like other markets. The existence of canang traders can function as a supporter of tourist attraction. Based on the results of research by Rai Utama (2015) Traditional markets are characteristic of each city and will be a very important attraction to be packaged as a city tourist attraction. Canang traders as informal sector businesses play an important role in supporting the economy of small communities. Canang traders contribute to supporting the Kereneng market as

one of the traditional markets in Bali that is often visited by tourists. So it needs to be considered through increasing entrepreneurial abilities.

Entrepreneurial orientation means all the practices, processes and decision-making activities adopted by entrepreneurs to act entrepreneurially oriented.The ability to innovate, take risks, and be proactive reflects one's entrepreneurial orientation (Lumpkin et al., 1996). The ability to innovate, dare to take risks, and be proactive also needs to be possessed by canang traders. Based on the results of research on entrepreneurial orientation and organizational performance (Sitiari et al., 2020). The local cultural values that are maintained by the Balinese people are the values contained in the concepts of jengah, taksu, and meyamabraya (Sitiari et al., 2016). These local cultural values have been implemented in managing cooperatives in Bali (Sitiari et al., 2021). This means that local cultural values that apply in the relevant community are implemented in running a business, and can also be adopted by canang traders.

Based on complaints and initial surveys, it shows. Based on observations and interviews with market heads and several canang traders, the problems faced are as follows: Partners have never attended entrepreneurship training based on local cultural values; they tend to complain about the situation they face related to competition, profits, and the capital they have. Partners do not know how to determine profit/loss as they do not know the method or how to determine prices. They don't have proper means to sell yet. They do not understand how to maintain product quality, how to maintain a decent and consistent product quality. the quality of canang tends to be less good, so it is important for canang traders to be given training related to entrepreneurial orientation, assistance in calculating the cost of goods/units, and assistance in arranging facilities and equipment used in selling. Canang or products that are sold are a means of praying for Hinduism, it should be presented in a clean, physical and non-physical form. Canang is the simplest form of offering, categorized as an adequate means for praying and means offerings in the form of flowers because the majority of the components are flowers. Canang is a symbol of the heart flower that is offered to God (Nilakusmawati, 2009: 6). Based on the problems faced by partners, it is important to hold community service by providing training.

2. Implementation Method

Location of service: Pasar Kerenenng, Kamboja Street in Denpasar City. The time for the service is May 2022. The method used in this service is the lecture method, and mentoring.The methods used in this service are lecture, mentoring, and demonstration methods. Based on the four priority issues that are handled with partners, the steps taken to provide solutions to specific problems can be described as follows. The first step is to compile materials related to entrepreneurial orientation based on local cultural values. Then socialized to partners with the lecture method in the form of counseling. Through this counseling, it is hoped that it will be able to increase the enthusiasm and embarrassment of canang traders to compete in a healthy manner based on the values that are reflected in the concept of menyamabraya. The second step is assistance in planning Profit/Loss. The third step is to provide knowledge in maintaining product quality consistently. The method used is a demonstration method by providing several examples of canang with good quality. The fourth step is assistance in arranging facilities and equipment such as tables, merchandise, and other facilities.

3. Results And Discussion

The PKM program activities are carried out with the support of all partners consisting of the head of Kereneng Market and staff, and 16 canang traders. The first step is to provide counseling related to entrepreneurship orientation based on local cultural values, determining basic prices with simple methods, understanding product quality, and service quality. The activity was carried out in the Pasar Kereneng hall on the 3rd floor**.**



Figure 1. Briefing by the head of the Market



Figure 2. Counseling

The second activity after counseling is mentoring the process of product arrangement in selling. Prior to the arrangement, all facilities and merchandise were not properly regulated. Before the assistance was carried out, the merchandise was arranged irregularly, presented in Figure 2 as follows:



Figure 3. Before setup

Prior to arrangement assistance, partners are given a folding table as a base for selling so that merchandise is not scattered. Delivery of equipment to the head of the market which is then handed over to the merchant who is entitled to receive it.



Figure 4. Handing over a folding table to the head of the market.

The next activity is to provide assistance to traders presented in Figure 5 as follows:



Figure 5. The process of assisting the arrangement of merchandise

After the arrangement of merchandise appears more orderly, it is presented in the following figure





Figure 6. Merchandise after being laid out

Based on the results of the evaluation after the service program was carried out based on the results of interviews with several canang traders, the sales level of canang traders increased by an average of 14%. However, the increase in sales was not too large due to the increase in raw material prices. Their weakness has not been able to increase the amount of production, the reason is that the canangs that do not sell well do not last long.

4. Conclusions

PKM in Kereneng Market has been going according to plan. Training and mentoring activities have a positive impact on partners, including:

Be able to increase the understanding of partners that the profession as a canang trader must have entrepreneurial abilities to generate higher profits. They must have an entrepreneurial spirit based on the values of local Balinese wisdom. It was reflected in their response, which initially complained more but at the end of the training they expressed their gratitude for having been given a way to achieve a better life as canang traders.

Able to improve the ability of partners in planning profits through pricing not based on estimates but based on correct calculations.

Able to increase their understanding that the quality, appearance of the products sold must be able to attract consumers. It is reflected in their enthusiasm when they are accompanied in arranging their products. Selling at Kereneng Market is advised to follow the rules in accordance with the applicable regulations in Kereneng Market. As a canang trader who sells at Kereneng market, you must contribute to realizing Kereneng Market as a traditional market that attracts tourists.

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