

Pancamain Tourism Rides Based on Traditional Toys for Media to Introducing Pancasila Values

M. Zaini Alif¹, M. Shidiq², Hilman Kusdiana³, Dewi Turgarini⁴

^{1,2,3}Institut Seni Budaya Indonesia Bandung, ⁴Universitas Pendidikan Indonesia

¹mohamadzainialif@gmail.com, ²shidiqmuhammad17393@gmail.com

³cahya.hilmank@gmail.com, ⁴dewiturgarini@upi.edu

ABSTRACT

The purpose of this community service is to realize an Independent Village by improving the ability of the community is a global and national commitment in an effort to improve the welfare of the community to achieve a better and more sustainable life in the goals of sustainable development. Increasing the diversification of tourism products in the Kampung Bolang Ranca Group, through Knowledge in the implementation of the management of traditional Pancamain game tourism rides, by 80%, Increasing the skills of the Service Training Workshop through the use of *Pancamain* as a medium for Pancasila value education tourism rides by 80%, Increasing marketing skills to schools through the approach of learning media rides both inside and outside schools (general) 80%. The training implementation method is carried out in three stages, namely 1) Socialization of partner needs material; 2) Training and mentoring for diversification of traditional game rides; and 3) skills training in the form of improving partner capabilities in service and the ability to become more communicative instructors. The impact of the training results can be seen through the formation of divisions in managing village tourism in the Bolang cobra group, the ability in service with the availability of rides with the availability of supporting products for tourist rides, and marketing capabilities by building social media contacts and schools in Tanjungsiang and Cisalak Subang districts.

Keywords: Pancamain Toys, Pancasila Values, Traditional Toys.

INTRODUCTION

Reducing the gap as measured by the indicator of the number of Independent Villages by increasing community capacity is a global and national commitment in an effort to improve community welfare and achieve a better and more sustainable life in the sustainable development goals or SDGs, which also includes the eighth SDG Goal, namely decent work and economic growth (Arief Anshori Yusuf, 2020). The growth of the Independent Village in Subang Regency is very small, but through cultural, natural and

tourism potential, it is hoped that it will increase domestic tourist visits to the tourism village driving group and improve the economy towards an independent village.

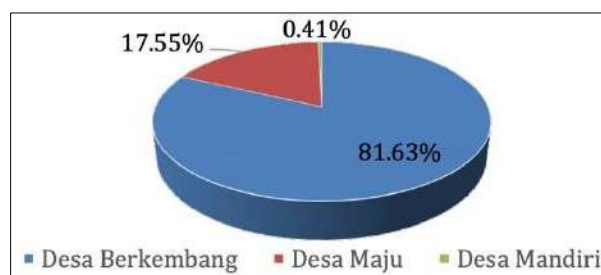


Chart 1. Number of independent villages in Subang Regency 0.41%

The Subang region is one of the regions that the proposing team previously used when conducting basic research on toy excavations to introduce the values of Pancasila in Subang Regency which has a motto on its district symbol "Fortress of Pancasila". Bolang Ranca Village led by Pebi Noviana Anggara, S.Pd. 23 members consisting of a group providing educational tourism based on local wisdom, such as the game of Tunggulan or mash mortar in Kampung Bolang, using the river as a medium for board games, betengengan, and other typical traditional games (Toharudin U, Kurniawan IS, Fisher D, 2021). Youth mobilizers who are coached by the RW chairman. The Bolang Ranca Village group is in Cibuluh Village, District. Tanjungsiang is a youth mobilization group that specifically explores local wisdom as an activity used by the community as a place for activities and for school children to visit to get to know local wisdom as well as for children's physical activities (Iwandana DT, Falaahudin A, Nugroho WA, 2021). Children from schools visited to learn about local wisdom based on traditional games played in the large yard, river and surrounding rice fields. the Bolang Ranca Village driving group uses the existence of culture in their area as a medium for learning local wisdom in schools and the community (Dunan A, 2023). They do this according to the availability of existing resources. The existence of environmental potential and cultural richness of the community is the capital for the growth of local wisdom-based tourism. The problem during observation and reflection was that activities were found to be going on for a long time without development and improvement of facilities through diversification of tourist rides, as well as toy media for character education learning that had not been properly

actualized by the ride managers. In fact, from previous research, in the Subang area there are various Sundanese games which have regional characteristics with very different functions and values (Alif MZ dkk. 2020; 2024).

In the post-Covid-19 pandemic, the studio was affected by the lack of visits. In fact, in schools, starting local wisdom is part of learning the Pancasila student profile, which also requires media for student learning. In reality, the number of rural tourism practitioners is increasing along with the decline in village agricultural activities. Farming communities then develop tourism businesses that are relevant to activities as a reaction to maintaining village economic growth and diversifying businesses in the village area. However, the inhibiting factor in developing village tourism businesses is the lack of training and knowledge of tourism business actors (Susilo DE, dkk. 2022; Komariah N, dkk., 2018; Resda, dkk. 2022; Selvia, dkk. 2023; Sari, dkk. 2021).

The Bolang Ranca Village group needs assistance to obtain the right solution regarding the availability of games as a learning medium for the Pancasila profile as an attraction for school visits. The tourism objective mentioned by Butler is exploration (discovery) which must continue to be carried out to update tourism service programs, one of which is related to the development of education for education-based tourism. Furthermore, involvement involves tourism support elements who are equipped with adequate skills for the development of this tourist destination. Regional development and products that continue to grow following the market, namely schools and the public, certainly require the development of facilities and involvement with the general public,

government and universities in their development (Ana S, Hartiwingsih P, 2024).

The partner in this service activity is a local community called the Bolang Ranca Group or abbreviated as Kobra. This community contains young people in the Kampung Bolah area, Cibuluh Village, Subang Regency. Kobra is a group that operates in the social sector, especially in the Cibuluh Tourism Village area. This group is also the manager of tourist destinations in Cibuluh Village. Geographically, the partner location and the Cibuluh tourist village are at the same point. To be precise in Tanjungsiang District, Subang Regency. This group was officially founded in 2017 and still exists today.

Based on the analysis of problems found in observation activities with partners in the Bolang Ranca Village Group, priority problems were found that did not yet have a diversity of tourist attractions and were not in accordance with community and school tourism needs for traditional toy and game tourism by taking advantage of the need to implement Pancasila values through local wisdom.

Related to the value itself, every culture anywhere must contain the value of their social wisdom (Samson, 2019; Sumarni, dkk. 2024; Simanungkalit, dkk. 2024; Lubis, dkk. 2024). In the area of education, values are a system of activities that aim to bring about change for the betterment of life (Prawiyogi, dkk., 2022; Ma'arif, 2024; Muliadi & Asyari, 2024; Zakiah, 2024). So the values with local wisdom that are most appropriate to the Indonesian nation are Pancasila value. This is because the value of Pancasila is a cultural product in the form of an ideology that is based on the long history of the Indonesian nation but aims to shape the future of this nation.

Partners do not yet have diversification of service products through traditional game tourism vehicles which are service updates according to the needs of tourism actors (schools). This need is important in relation to curriculum development in schools which also really needs a vehicle to fulfill it. In the Ministry of Education and Culture's guidelines number 56 of 2022, the Project for Strengthening the Pancasila Student Profile (P5) is a co-curricular activity that focuses on a project approach to strengthen efforts to achieve competencies and character in accordance with the Pancasila Student Profile. Schools need teaching facilities and media which are very difficult to implement in schools as program implementation, this problem will open up very open opportunities for visits to tourist attractions in villages, which are very close to the local wisdom that schools need.

The impact of the lack of product diversification has resulted in members' minimal skills in providing tourism services based on local wisdom, traditional games. This skill is very important regarding the individual ability of each group to share roles with other group members by utilizing the potential of local wisdom in their area (Komariah N, Saepudin E, Yusup PM. 2018; Arfelina Iskandar, dkk., 2012). Skills related to language skills in communication, including public speaking skills, are the most basic things that a leader must have in a vehicle, not only speaking, but also communicating well and correctly.

The ability to manage time is of course an important requirement in pursuing a profession as a vehicle officer, cooperation and empathy, for education-based tourism managers. The partner group does not yet have the ability to create variations in the appearance of rides in folk games tourism

that suit school needs and the needs of the general public, and does not have individual skills in servicing traditional play rides as well as marketing directions to schools for educational tourism. Effective marketing knowledge that connects with needs in schools and the community requires provision and workshops to become the foundation for community independence towards village independence or independent villages.

The aim of implementing the activity is that the Bolang Ranca Village Group needs assistance to obtain the right solution related to the availability of games as a learning medium for the Pancasila profile as an attraction for school visits. The tourism objective mentioned by Butler is exploration (discovery) which must continue to be carried out to update tourism service programs, one of which is related to the development of education for education-based tourism. Furthermore, involvement involves tourism support elements who are equipped with adequate skills for the development of this tourist destination. Regional development and products that continue to grow following the market, namely schools and the public, certainly require the development of facilities and involvement with the general public, government and universities in their development (Ana S, Hartiwiningsih P, 2024).

This PKM activity will focus on the aim of assisting the implementation of the Pancamain game as a medium for introducing Pancasila values as a new vehicle for game tourism based on local wisdom in Bolang village, training managers to improve their abilities in providing Pancamain game attractions, and increasing visits according to partner problems. PKM activities are also carried out with students from the

Indonesian Arts and Culture Institute's Crafts study program, as an actualization of IKU. 2 students gain experience outside campus. Off-campus activities include working in villages, towards IKU. 3 lecturers who teach at universities are required to take part in activities outside campus. who are still related to learning, are directly involved in improving their competence and have knowledge that is not just from theory. IKU 5 concerns the direct use of lecturers' work results in the community. Work results such as research, products, which can be used for the wider community. Implementation of traditional toys and activation of playgrounds with partners are converted into courses studied by students through MBKM with MK. Craft Arts and the environment, MK. Creative Experiments and MK. Craft Studio 2. To support IKU 1 by equipping students with skills that have marketable value in the world of work.

Meanwhile, the benefits of Community Service for students can provide a new learning experience to increase knowledge, abilities and awareness of social life. For the community, the presence of students is expected to be able to provide motivation and innovation in the social sector, especially the community's economic resilience (Septiadi F, Siwiyanti L, 2024). MBKM targets and field practice through knowledge of the diversity of toy craft products based on environmental potential for MK Arts, Crafts and the Environment, knowledge of potential processing for MK Creative experiments and material processing, materials for making toy crafts for MK Craft Studio 2.

The solution to the problem offered by the PKM Proposing Team-Institute of Indonesian Arts and Culture Bandung, is part of the dissemination of research results

carried out previously in the 2022 DIPA ISBI basic research and 2023 applied research on traditional toys as a medium for introducing Pancasila values, which found and applied toy models Traditionally, it has become a medium for introducing Pancasila values in schools (Alif MZ, 2020;2024). From this research, it was found that there is potential for games to introduce Pancasila as a medium for traditional game tourism in tourist villages.

Based on the problems faced by the partners, several solutions were offered by the proposing team to the Bolang Ranca Cultural Village Group partners, namely:

1. The applicant will apply the Pancamain game as a new vehicle for traditional game tourism in Bolang village as an educational tourism medium for introducing Pancasila values.
2. The PKM proponent-Institute of Indonesian Arts and Culture Bandung held socialization activities and workshops on Pancamain or traditional toys as a medium for introducing Pancasila values. Socialization and workshop activities are ongoing, starting with structured mentoring material based on the process of using Pancamain toys.
3. Organizing training on the use of Pancamain as a tourist media for education on Pancasila values.
4. Provide training regarding management aspects, traditional game-based tourism products and *sapta charm* to managers. Training is carried out face to face, simulating solving problems that will arise in managing new tourist attractions.
5. Training materials include product design and marketing in alignment with the school curriculum as a user.

The output target of the activities is to increase the diversification of tourism products in the Bolang Ranca Village Group. Knowledge in implementing the management of traditional game tourism rides for managers will become a new strength for educational base tourism in Bolang Village. New skills in managing traditional game rides and Pancamain will increase. The target for solving problems in the output is to increase the ability of product diversification and skills of managers in applying Pancamain or toy media to introduce Pancasila values as a vehicle for educational tourism in Kampung Bolang by 80% as well as increasing service and marketing training workshops through the use of Pancamain as a tourism vehicle media. Traditional toys are used as learning media because these toys not only function as entertainment for children but also have other benefits that can be explored and utilized (Dianfi & Wulasuci, 2024; Ramdhan, 2023; Triyaningsih, 2025; Damayanti, dkk. 2023).

METHOD

The implementation of this community service is carried out in three stages, including the following:

A. Mediation Socialization

Through interviews as a form of confirmation and mediation, updating the latest data on partners is the first step in this form of service so that it can equate the initial movements of the proposing team with partners. Steps to disseminate materials needed by partners, namely expanding the scope of knowledge about traditional toys and games for partner readiness in establishing new traditional game tourism facilities based on Pancasila or Pancamain education.

Steps to disseminate materials needed by partners, namely expanding the scope of knowledge about traditional toys and games for partner readiness in establishing new traditional game tourism facilities based on Pancasila or Pancamain education. The role of Partners and the team in the initial preparations for the implementation of this service program is preparing participants, facilities and infrastructure for implementation including preparing screens for exposure, sound systems and carpets. During the construction of the rides and the preparation of the rides, partners will help prepare the needs and help find workers to make the rides. In the production of gaming media, partners will be involved in production so that the sustainability of the product is maintained. Training and mentoring on the diversification of traditional game rides through how to use the latest system on traditional play rides and integrated with educational needs on a vehicle for introducing Pancasila values based on local wisdom, carried out by a head researcher who is an expert in the field of traditional toy and game crafts.

Through this process, the latest technology is applied in the form of updating methods for transmitting values in the provision of new tourist attractions. The training implements this through the form of Pancamain, namely a form of traditional toy engineering using contemporary technology, a form of toy using several modern materials, such as the use of non-toxic paint with formaldehyde content, namely low methylene diphenyl diisocyanate and water based paint with low VOC. (Volatile Organic Compound or can use natural bio paint, this activity will be carried out by research members who are based on art knowledge with sufficient material knowledge. The value transmission method in the form of

serving the needs of educational tourism is a form of tourism activity but based on the values it contains, it will be conveyed, in the form of developing educational tourism facilities. Partners will be the recipients and prepare the places and vehicle requirements that are already available.

B. Training

Implementation of skills training in the form of increasing partners' abilities in service and ability to become more communicative instructors, through increasing understanding of Pancamain's new tourist attraction products which are what partners need for development through diversification of tourist attractions, carried out by research members based on Language Education. This increase will make it easier for partners to market tourist attractions for the needs of schools and the general public. In delivering it, apart from using workshops, the service in Kampung Bolang uses the lecture method, which is a teaching method used to convey information or information or a description of a subject matter or problem verbally. Marketing training will be carried out by research members based on tourism marketing. All results of the service will be published through proceedings and a journal of traditional toy-based Pancamain tourist attractions as a medium for introducing Pancasila values and the research leader as the person in charge.

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RESULTS AND DISCUSSION

The implementation of the *Pancamain* ride begins with an initial observation or visit to Cibuluh Village, more precisely meeting representatives from the management of Bolang Subang and Kobra. This initial visit is the team's initial effort to socialize the plans and activities that the team will carry out in this area. In the proposal and RAB, the socialization was planned to be attended by the committee and Kobra members as the team's PKM partners this time. This socialization was carried out directly in Subang Regency, specifically in Bolang Ranca Village where the Kobra organization is located. The activity will take place on Sunday 7 July 2024 starting at 09.00 until finished. This socialization resulted in an agreement between the implementation team and partners. The agreement is in the form of a partner's commitment to take part in training activities provided by the team. In this regard, Kobra welcomed the team's intentions and plans with open arms. The reason is that they also see this activity as an opportunity for them to develop themselves.

During the visit, the team not only carried out outreach but also prepared plans for tourism development there. One of the things planned is a game application and game system to develop it as a tourist media for the Pancasila Student Profile. This is done by finding and applying traditional toys with adjustments to be used as teaching media for the Pancasila Student Profile.



Figure 1. Discussion on instilling Pancasila values through *Pancamain*
(Source : Zaini et al, 19 July 2024)

After a discussion and socialization process, the team and Kobra finally agreed to use *Pancamain* media as a tourist media for the Pancasila Student Profile. *Pancamain* itself is the product of the work of the research team leader on a previous occasion. *Pancamain* is a set of traditional games that have been modified in such a way as to become a learning medium for the Pancasila Student Profile. *Pancamain* can be used in both formal and non-formal education. A *Pancamain* set consists of *Papancakan* toys, *Balap Jajar*, etc.

To meet the needs of the *Pancamain* set as a tourist medium, the team made it using various media materials. One of them is wood to make spinning tops, sponge rubber to make *Papancakan* and so on. After the *Pancamain* product was made, the team planned and carried out training activities that had previously been socialized. In this PKM, there are three trainings given to participants who are none other than members of Kobra. The first training given

was related to tourism diversification in Bolang Ranca Village. Apart from verbal training, participants were also invited to enjoy the experience while also being trained to play the Pancamain game directly guided by the team and assistants implementing the activity. A total of 25 participants were divided into five groups where each group tried to play a different game. They are guided by the team and team helpers



Figure 2. the Process of making Pancamain
(Source : Zaini et al, 22 July 2024)

This activity was carried out as a step to open the minds of young people in the Bolang Ranca Village environment. This is related to tourism development in this region. With this training, it is hoped that there will be improvements, especially regarding the skills of each individual Kobra member. Therefore, to continue to enrich the skills of Kobra members, a second training activity was carried out related to improving service skills for visitors which was carried out by Dr. Dewi Turgarini, MM.Par.

Explains how good service should be provided by tourist area managers to visitors. In this activity, participants follow the training carefully. In the process, there was a discussion regarding the material provided. This training will take place from 09.00 until finished on Sunday 11 August 2024 in Bolang Ranca Village, Subang Regency. The participants in this training are the same participants as the previous training, namely young people who are members of the Kobra community.



Figure 3. Visitor learn about and practice Pancasila by playing Pancamain
(Source : Zaini et al, 24 July 2024)

The final training is marketing related training. This training topic was chosen to complement youth skills in managing tourism potential in their region. Marketing is another crucial thing in the business industry, especially tourism-based businesses. Not only does it need to be filled with educational things, but tourist areas also need to be known and marketed to attract visitors. Especially after the impact of the pandemic which caused tourism potential in Cibuluh Village to decrease slightly. Marketing is a necessary solution to help visitors get to know and understand this tourist area. The topic of presentation covers managing social media to build an image and as a marketing medium for tourist attractions. In contrast to using social media as a personal entertainment medium, social media as a marketing tool must be used with certain guidelines, so that every upload is always related to marketing interests. On this occasion, the discussion focused on social media Instagram and Tik-Tok. This social media was chosen considering that these two social media are currently widely used in Indonesia. Not a few business places, MSMEs, and even tourist areas use this media as a marketing center for themselves.

The output target for activities is to increase the diversification of tourism products in the Bolang Ranca Village Group. Knowledge in implementing the

All respondents who were participants in PKM activities stated that the activities carried out by the service team had a positive effect on them. At least 80% measurable average increase in their skills. This is an indicator of the success of the PKM activities carried out by the team

CONCLUSION

During the training there was training and mentoring on vehicle diversification, Pancamain tourist attraction skills, educational tourism marketing training, there was an increase in competitiveness (skills), that is, by increasing partner members, they were able to master new rides and implement them by creating divisions in partner institutions in the fields of service, education, and marketing. Increased application of science and technology through the development of games based on modern materials (use of non-toxic dyes); use of environmentally friendly raw materials; and the use of social media as a marketing medium for tourist attractions.

Improving Community Values in Bolang Village through this training, namely the application of Pancasila values in game vehicles, has an impact on knowledge about the value system in society. This is because partners become instructors in Pancasila values-based vehicles. Transfer of knowledge to partners includes knowledge of Pancasila values in Pancamain through traditional games, knowledge of potential diversification of tourist attractions, service skills for visitors, use of social media as marketing media

Changes in mindset in the community with the implementation of this service, the community is able to develop and be actively involved in the development of traditional game-based tourist attractions developed with Pancasila values. Apart from that,

people can take advantage of village-based tourism for Pancasila educational tourism. By instilling Pancasila values, there is a change in thought patterns and attitudes because of the knowledge of Pancasila that is given and must be understood as an instructor on the vehicle.

Thank-You Note

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