



# TRAINING ON PROPOSAL MAKING OF TRADITIONAL RANGE FESTIVAL SPONSORS IN DUKUH DEMPING, ANGGRASMANIS, JENAWI, KARANGANYAR

by

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## ABSTRACT

Advances in science, technology and science are developing so rapidly. But unfortunately technological progress is not followed by moral, ethical and spiritual progress. Based on the information presented, it can be concluded that the basic problem in the "Community of Tintir Nusantara" group is the lack of knowledge and understanding of the participants and managers of the traditional snacks festival in making an attractive proposal that will be submitted to the sponsor. Therefore, a program namely the introduction and training of the importance of recognizing Virtual Reality in everyday life as well as in marketing strategies to improve the welfare of the surrounding Community is needed. The training can be used to manage the implementing management as well as promote the activity in order to attract sponsors, so people from other region will interest to join the festival. With this technology, management is expected to be able to improve managerial skills and carry out promotions outside the region. In addition, this training serves as a means of information for the Demping Tourism Village and serves as material for evaluating activities by the manager of the Demping Tourism Village for the next implementation.

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## 1. INTRODUCTION

### Situation Analysis

Jenawi sub-district located in the slopes of Mount Lawu, which is part of the Karanganyar district, Central Java province. The tourism potential of the Jenawi sub-district has not been developed by the local government. The tourism potential in this place is natural, cultural and spiritual tourism. This potential is more commonly found in Anggrasmanis Village compared to 8 other villages namely Gumeng, Lempong, Jenawi, Balong, Trengguli, Menjing, Sidomukti, and Seloromo. The potential of a village such as its characteristics and attractiveness is a tourism asset, when this potential is developed as a tourism product so that it can attract many mountains, this is called in the context of rural tourism, namely Tourism Village. The progress of science, technology and science is growing so rapidly. But unfortunately technological progress is not followed by moral, ethical and spiritual progress. This causes problems in various fields such as economics, culture, defense, social, security, politics and even education. Humans have lost their value. It is can be seen from events that are often reported in the mass media, electronic media and even in people's lives. Disputes between tribes and religions, crime, global warming issues, climate change, floods, prolonged droughts are news images that we are no longer surprised by. It's sad to see this reality. However, Vivekananda, (1993: 5) raises his opinion so we can be more optimistic and begin to stand in our own feet.

What Vivekananda said is clear enough to describe the current human attitude. Because today many humans have lost human values. All local wisdom in every village has faded, for example about agriculture. The entry of modern farming models changes the perspective of farmers in farming. Modern agriculture carries the principle of farming with a fast harvest time and getting abundant results. This is not wrong in terms of fulfilling human needs, but the true essence of farming has been lost with this principle, humans are no longer bound to nature. Nature is only seen as an object. Just because they look green, don't talk, don't speak human language. All of

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them become objects that can be taken advantage of for humans through technical and mechanical means. The Tin-Thir Community, an organization that accommodates the aspirations of village youth in Sidomukti Village, Jenawi District, saw these incidents. This community consists of several individuals, such as: high school students, farmers, security guards, tailors, students, artists, mechanics, factory employees, simple and kind people who have the same concern or vision and mission. This community was formed with the aim of channeling the aspirations and activities of the people involved in it or the community in general. One of the activities in an effort to introduce this tourist village is the implementation of the Traditional Snack Festival which has been carried out by the Tinthir Nusantara community in the last 2 years, but still encounters obstacles in its implementation, namely the lack of knowledge and understanding of festival managers and participants in marketing strategies both product marketing and marketing activity itself.

This Traditional Snack Festival activity was carried out based on the residents' own initiatives so that everything from the concept of the event to marketing had not run optimally. An empowerment is needed in order to develop the Demping tourist village. This empowerment focuses on the involvement of villagers in planning tourism development strategies so that villagers get the benefits. Based on the explanation of the phenomena, a program is needed, namely training on marketing strategies for the traditional snacks festival in Demping hamlet so that these activities can be carried out properly.

#### **Partner Problems**

Based on the information presented in the situation analysis sub-chapter, it can be concluded that the basic problem in the "Tinthir Nusantara Community" group is the lack of knowledge and understanding of marketing strategies for both products and marketing of the traditional snacks festival itself. The competence and knowledge possessed by the Village Apparatus, the Demping Tourism Village Manager and the surrounding community as well as the difficulty of internet signals greatly hinder the entry of new marketing technology in the village. Therefore, it is necessary to conduct marketing strategy training so that the traditional snacks festival can be carried out properly. Based on an agreement with Mr. Yona Arthea, SS as the head of the "Community Tinthir Nusantara" group, through this community partnership program will assist group members and also the surrounding community in providing training and assistance before, during, and after the traditional snack activities are carried out.

#### **Solution Provided**

Based on the situation and conditions faced by the Tinthir Nusantara Community as the executor of this Traditional Snack Festival, one of the efforts to increase productivity in managing and developing the success and implementation of these activities is to conduct training and mentoring on marketing strategies before, during and after the Traditional Snack Festival. is carried out. The Marketing Strategy technology can be used to manage management and also as a good promotional media. With this training, management is expected to be able to improve managerial skills and carry out promotions outside the region. In addition, this marketing strategy can be used as a means of information for the Demping Tourism Village.

These activities can be carried out according to their respective functions. Marketing Strategy Training intends to share knowledge and understanding of marketing strategies for implementing activities and participants involved and can also be used as a means of promotion to tourists and is useful as an evaluation benchmark for the implementation of subsequent activities.

## **2. RESEARCH METHOD**

Method of implementation of this service activity is Survey and Observation Method, this method is carried out to find the right partner related to this program. The design of this community service flow is through several stages, namely:

1. Preparation phase; careful preparation has been designed for the program implementation. At this stage the team will carry out observations and surveys of partners in order to understand the overall characteristics and to find the core problems faced by partners.
  2. Analysis Phase; team discussion with partners will be held to analyze partner needs. The team found partner problems in the marketing system and also in the ability of the managerial system and financial management to manage the Demping Tourism Village. Understanding needs such as software (software) and hardware (hardware) is carried out at this stage.
  3. Planning Phase; The third stage is planning and preparation. The technology that will be formed must be a solution to the problems faced.. If this community service program is structured, then the service team will discuss with partners to realize good synchronization of cooperation between the service team and partners.
  4. Implementation Phase; The fourth next step is if there has been a cooperation agreement, then this community service activity can be carried out immediately with the ultimate goal that the managerial capabilities of partners can be increased and are able to carry out marketing outside the region.
  5. Evaluation, Monitoring and Reporting Phase; At this stage the service team and partners evaluate and monitor the. In addition, at this stage the research team will report performance results in accordance with
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achievement indicators and meet output targets in accordance with the basic Community Service program as stated in the previous chapter.

The following is a picture of the method of implementing Community Service Activities:

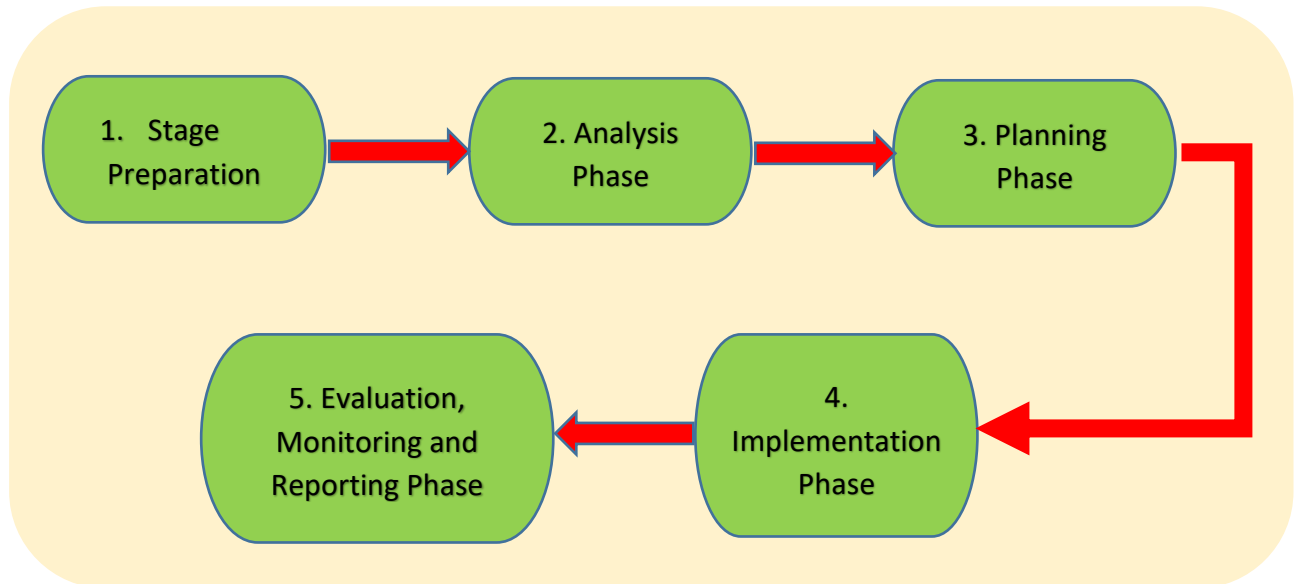


Figure 1. The method of implementing Community Service Activities

### 3. RESULTS AND ANALYSIS

The Institute for Research and Community Service (LPPM) of Dian Nuswantoro University is very committed to implementing community empowerment. The themes carried in the Service Strategy Plan for the period 2016 to 2020 are: "Application of Technological, Social, Economic and Cultural Sciences to Improve Community Welfare Through Entrepreneurship Synergizing with Research Programs to Achieve Downstreaming & Commercialization of Research Results & Community Service". Based on this theme, the community service team provides training on how to organize the Market Snack Festival properly so that the objectives of the activity can take place as expected.

The Traditional Snack Festival is one of a series of culinary festivals held annually by the Thintir Nusantara Community in Dukuh Demping, Anggrasmanis, Jenawi as a support for Karanganyar City tourism. Accompanying the Culinary Bazaar, the committee prepared supporters in the form of Acoustic Music entertainment, Eating Contest, Talkshow, Photo Hunt for Culinary Models, and Famous Guest Star. As an event, even this Traditional Snack Festival cannot be separated from various kinds of limitations, and biggest is the cost of implementation. To overcome these obstacles, the implementing team is required to be able to find sources of funds, one of which is obtained through submitting funding to sponsors. Coinciding with the implementation of these activities, this community service team provides training for making good proposals that can be used to attract sponsors.

When making an example of a sponsorship proposal, of course, there are various types of goals from the sponsorship proposal, including:

1. To obtain funds from sponsors.
2. To get support for an activity to be carried out.
3. As a basis for an application.
4. To notify important points to the Parties of an activity.
5. To get information on an activity that is being carried out.
6. To facilitate implementers in obtaining support information.

Knowing the purpose of the sponsorship proposal, of course, makes it easier for us when making a sponsorship proposal. When making a sponsorship proposal, we also look for other sources of income.

When we are going to make a sponsorship proposal we must pay attention to the following things, namely:

1. Use clear and firm language.
2. Demonstrate the advantages of the activities that we make.
3. Convincing Sponsors that the activity will bring some benefit for them
4. Determine the form of cooperation with the sponsor. Cooperation with sponsors is generally in the form of selling sponsored products with specific targets.

In addition, this cooperation can be in the form of placing brand symbols or sponsor brands on posters, banners, and others. The sponsor usually will ask something for return if the activity required a lot of money. This can be done by selling their products by building a stand at the event location or it could be several sponsors in the form of a product. However, if the budget is relatively small, generally the sponsor does not demand a large return. When making a sample sponsorship proposal, several steps are needed, such as the following:

1. The language used must be polite, clear, and detailed  
So that the sponsorship proposal that we submit can attract sponsors, we have to use a clear, polite and uncomplicated sentences for the proposal. Use proper vocabulary and make sure there are no typos. In addition, the proposal have to be detailed.
2. Make an unique proposal  
When writing a sponsorship proposal for a company, make sure you make an attractive offer to the destination company. Because, beside your proposals, the company also receive much of similar proposals. Therefore, when we make a sponsorship proposal, we must also offer convincing returns such as displaying the company's brand for advertising, identification, opening a stand or even bringing the company mascot to the event, so the company will be interested in continuing the collaboration.
3. Give additional or special column to write sponsor's wishes  
So that the sponsorship proposal that we submit has a greater chance of being noticed by the company, we must make the proposal different from the others. We must provide an addition or a special column to write what the sponsor or company expects in the activities that we will carry out. Thus our proposal has the opportunity to establish further cooperation.
4. Show professionalism and totality to the sponsor  
We have to show an deep idea and concept in the proposal even we still new in this field. Don't be shy to learn, read and ask the experts. We cannot learn from individual experiences, because our level of success and success is still unpredictable. We must be professional by learning from those who are experts, then pay attention, follow and modify either the proposals or activities. Besides, we have to follow their work, respond quickly, be active and keep moving. Then we also have to show our totality in working to create a moment of activity. This will make the sponsors believe in us and we deserve to be trusted and have the right to obtain funding in accordance with the sponsorship proposal that we submit.

After we recognize the procedures and several steps when making a sponsor proposal, we also have to know the pattern of sponsorship proposals that we want to submit. The sponsorship pattern itself consists of various types. The following is one of the sponsor proposal patterns that we can use as:

1. Title Page  
The first pattern in making a sponsorship proposal is the title page.
2. Background  
The next step is to make the background of the problem interesting and appropriate for the event. If the background of our activities is the same as appropriate and interesting, then the sponsors can become interested in the activities we want to do. In the background, the problem itself is divided into an introduction, content, and closing, and a mini-sketch description of the activities we will be holding.
3. Activity Direction  
To make a direction of activity, we must describe the direction of activity that we want to propose in detail. The more specific and clear the direction and market of its activities, the more opportunities for sponsors to agree on our proposal.
4. Name and Activity Topic  
In order for the sponsors to have more confidence in the activities we want to do, we need to make names and topics of activities that match the background of the problem and the direction of the event. The name of the activity itself acts as a brief description and the topic of the activity.
5. Form of Activities  
The main point that needs to be carried on sponsorship proposal is the activity's form. These can be seminars, workshops, art competitions, painting exhibitions, and others. So, the sponsors will understand about activity that will be held and be more interest.
6. Participants  
In addition to explaining the form of the activity to be carried out, we must also write down how many participants will come to the event later. To give confidence to the sponsors, we can write down the minimum and optimal participants who are planned to attend the event. This participant's writing in addition to providing a description of the event to the sponsor also helps us in determining the amount of costs we need for the event.

7. Executor  
So that the event that we are going to do later is not mentioned as fictitious or fake, we must also write down the executing committee in the event.
8. Agenda and Location  
In addition to explaining who the organizers and participating committees are, we must also clearly state the day, date, time and location of the event. With a clear agenda and location, it will be easier for the sponsors to verify their readiness to participate in the events that we are going to do. Furthermore, if something unexpected happens, such as a natural disaster, postponement of the event with one strong argument, we must immediately contact the sponsor.
9. Activity Formation  
The next stage is that we have to clearly and in depth state the formation of the activity, even the estimated time from beginning to end.
10. Budget  
The thing that should not be forgotten in making sponsorship proposals is the activity budget. To make an estimated budget, we have to make it in detail and don't need to overdo it.
11. Cover  
In closing, we must write a big thank you to the sponsors and apologies if there are mistakes, whether intentional or not.

## CONCLUSION

This Community Service activity for the implementation of the Traditional Snack Festival in Dukuh Demping, Anggrasmanis, Jenawi, Karang Anyar was provided in the form of training on making sponsorship proposal. The participants were given knowledge on how to make a good sponsorship proposal that is able to attract investors. This service increases the capabilities of the participants regarding their readiness to become an independent Event Organizer and increases the ability to organize any similar activities that will be held in the future. A deeper understanding of participants regarding the analysis of activities according to needs, determining the type of needs, carrying out activities according to the provisions to reporting accountability in an accountable manner.

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