

## Improving Technology-Based Business Administration for Tour Guide of HPI Karimunjawa

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### ABSTRACT

*The community service activities aimed to increase the capabilities of Indonesian Tour Guide Association (HPI) Karimunjawa members so that they can develop their potential to improve the welfare of tour guide entrepreneurs in the Karimunjawa Islands. The method was the presentation of the concepts of administration and bookkeeping management, the concept of business and business administration systems, the concepts and strategies of business marketing, and the guided practice of assisting the filling of various business administration documents, and the practice and assistance of technology-based business administration management for HPI Karimunjawa using the online method, the job training, and peer tutors. Based on the results of evaluations of the community service activities, it found that: 97% of participants can explain the concepts of administrative management and bookkeeping can master the material well, 85% of participants can explain the management of business and business administration systems well, and 97% can demonstrate the skills of marketing strategy management good business. Community service activities have been carried out properly under the planned program. But, aiming to improve the use of technology, it is necessary to improve the quality of internet network infrastructure in the Karimunjawa Islands.*

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## INTRODUCTION

Karimunjawa Islands is a National Park with a tropical rain forest ecosystem. According to the Director-General of Marine Affairs (2015), the Karimunjawa islands are areas with tropical rain forest ecosystems that included in the lowlands. The total area of the archipelago is 1,285.50 hectares, and the water area is 110,117.30 hectares, which has been designated as a Nature Conservation Area (KPA) based on the Decree of the Minister of Forestry No.74/Kpts-II/2001 on 15 March 2001. Karimunjawa Islands are located in the administrative area of Karimunjawa Subdistrict, Jepara Regency. Karimunjawa National Park is a water area bounded by the coordinate points: Point 1 (5°40'39" south latitude and 110°05'57" east longitude), point 2 (5°40'39" south latitude and 110°31'15" east longitude), point 3 (5°55'00" south latitude and 110°31'15" east longitude), and point 4 (5°55'00" south latitude and 110°05'57" east longitude). The total area of land and waters of the Karimunjawa National Park are 111,625 hectares and 22 islands. Karimunjawa National Park (Sea) has a total area of 111,625 hectares, consisting of land area on the Kemujan Island (mangrove ecosystem) 222.20 hectares.

Karimunjawa Islands is a tourism destination in Central Java. Every year, the Culture and Tourism Office of Central Java Province, supported by the Ministry of Tourism, always holds a marine event. The tourism event has a function to attract foreign tourists to visit Indonesia. Also, it aims to

increase the visit of local tourists to participate in improving the welfare of the people of Central Java. As the impact of these efforts, the number of tourist visits to Central Java also increased. Based on data issued by the Central Statistics Agency (BPS) of Jepara Regency (2015), the total visitors of the Karimunjawa National Park in 2015 were 92,115 people and the total regional revenue was Rp. 80,050,000. Data and complete information about visitors and revenue of tourism objects in Jepara Regency are presented in Table 1.

Based on data of the BPS Jepara Regency (2015), the revenue earned by Karimunjawa Subdistrict is relatively low compared to other regions in Jepara Regency. The potential of the Karimunjawa National Park is best to attract local and international tourists to visit the island. According to the Director-General of Marine Affairs (2015), there are five types of ecosystems in the Karimunjawa National Park, namely lowland tropical rain forest ecosystems, coastal forests, mangrove forests, seagrass ecosystems, and coral reef ecosystems. The ecosystem may manage and processed into a reliable tourist attraction to increase the population income.

The population of the Karimunjawa islands is relatively small. Based on data of the BPS (2016), the population in the Karimunjawa subdistrict is 9,379 people. The detailed information about the population and population density is presented in Table 2.

The valuable assets of the Karimunjawa islands have not been matched by the increasing the welfare of the people of Karimunjawa. According to Qomarudin (2013), the designation of Karimunjawa as a Marine National Park (TNL) is a valuable asset for the preservation of natural resources, natural ecosystems, and plasma nutfah (germplasm). So, it can use for scientific development, tourism activities, and preserve the environmental balance. An island's development planning is a very specific problem because most people in the archipelago have a low level of income and a degree of welfare. The income of the Karimunjawa region is presented in Table 1 based on data compiled by BPS in Jepara Regency (2015).

The development of the tourism area in the Karimunjawa islands has a significant impact on the community. Several social organizations were established after the development of the tourism area. According to Qomarudin (2013), social organizations include savings and loan cooperatives, banks, guide societies and Search and Rescue (SAR) or better known as the Indonesian Tour Guide Association (HPI). HPI in the Karimunjawa islands was established in 2004 with total members of 35 people. Also, the development of the tourism area has a positive impact on social conditions, including the educational sector. Tourism also opens opportunities for young people to become a guide or tour guide. The local government has provided training for young people who are joined as

**Table 1.**  
Data and complete information about visitors and revenue of tourism objects in Jepara Regency

Tabel 1. Banyaknya Pengunjung dan Pendapatan di Obyek Wisata di Kabupaten Jepara, 2015

OBJEK WISATA/Tourism Object	Pengunjung/Visitor	Pendapatan/Income
(1)	(2)	(3)
1. Museum Kartini/Kartini Museum	10.825	8.012.000
2. Pantai Kartini/Kartini Beach	232.951	847.876.000
3. Pantai Tirta Satekraja	305.902	1.148.132.564
4. Tirta Semahe Beach	293.634	-
5. Makam dan Masjid Mantunan	-	-
6. Mangrove Grove and Akopoa	112.300	166.575.750
7. Benteng Portugis/Portuguese Fortress	43.650	24.001.000
8. Pulau Panjang/Panjang Island	-	-
9. Wana Wisata Sema Indah / Forest Tourism of Sema Indah Sema	-	-
10. Gua Tritip/Trip Cave	-	-
11. Taman Nasional Laut Karimunjawa / Sea National Park of Karimunjawa	92.815	80.050.000
12. Sonder Kalinyamat	33.532	-
13. Air Terjun Songo Langit / Songo Langit Water Fall	9.806	-
14. Monumen An-an Kartini	10.321	-
15. Monumen Rsi Kartini /Rsi-kartini	-	-
16. Akuarium Kara Kara	54.155	488.689.000
17. Kara Kara Aquarium	-	-
18. Wisata Kuliner Pangrak	6.948	-
19. Wisata Kuliner Pangrak	-	-
20. Wisata Kuliner Pangrak	-	-
<b>Jepara</b>	<b>1.206.439</b>	<b>2.783.336.314</b>

Sumber: Source: *Statistik Pariwisata dan Kebudayaan Kab. Jepara Tourism and Culture Service of Jepara Regency*  
Update Terakhir : 3 Maret 2017, <https://jeparakab.bps.go.id/>

**Table 2.**  
The detailed information about the population and population density

Tabel 2. Kepadatan Penduduk Per Km<sup>2</sup> di Kabupaten Jepara 2016

KECAMATAN Subdistrict	Banyaknya Desa/ Kelurahan / Number of Village / Adm Unit	Luas Daerah (Km <sup>2</sup> ) / Land Area (Km <sup>2</sup> )	Jumlah Penduduk / Total of Population	Kepadatan Penduduk Per Km <sup>2</sup> / Density of Population Per Km <sup>2</sup>
(1)	(2)	(3)	(4)	(5)
1. Kedurus	18	43	77.813	1.807
2. Pecunggan	12	36	85.082	2.371
3. Kalinyamatan	12	24	64.722	2.731
4. Ulinahan	15	28	74.843	2.708
5. Mayong	18	65	90.402	1.390
6. Nalamsari	15	57	74.155	1.302
7. Batealit	11	89	86.083	969
8. Tahunan	15	39	115.504	2.969
9. Jepara	16	25	89.116	3.613
10. Misonggo	8	42	86.529	2.041
11. Paksi Aji	8	61	60.903	1.006
12. Bonori	12	85	102.489	1.203
13. Kembang	11	108	70.122	649
14. Keling	12	123	62.448	507
15. Desorejo	8	109	56.204	517
16. Karimunjawa	4	71	9.379	132
<b>Jepara</b>	<b>195</b>	<b>1.004</b>	<b>1.205.800</b>	<b>1.201</b>

Update Terakhir : 16 Apr 2018, <https://jeparakab.bps.go.id/>

members of HPI. Non-formal training and education are in the form of training and workshops. The various training aimed to improve English language skills.

Meanwhile, for the administration sector, they have not obtained adequate training. Based on information from Chairman 1 of DPC HPI Karimunjawa, Mr. BR, young people in the Karimunjawa islands still lack knowledge of administration due to the educational background that does not provide administrative abilities. Until the end of 2019, many activities of tour guides are not recorded so it is difficult to conduct evaluations and breakthroughs in developing scouting activities. Therefore, the community service team of the UNY Administrative Study Program proposed a training activity with a focus on the field of business administration to increase public awareness, especially members of HPI Karimunjawa in terms of business administration. With an orderly administration, HPI managers are expected to have the skills to observe, evaluate, and plan the development of the guiding business in the future. So, it can have a positive impact on improving services to tourists and improving the welfare and standard of living of the people in the Karimunjawa islands as mandated in the goals and objectives of community service implementation (LPPM UNY, 2016).

Based on the background, the identified problems are as follows.

1. Tourism potential in the Karimunjawa Islands has not been developed optimally.

2. Characteristics and competencies of the tour guides have not been empowered and explored properly.
3. The business administration knowledge of the managers of tourism activities incorporated in HPI in Karimunjawa is still low.
4. Control toward the activities of tour guides is still very less so that not all activities can be recorded and reported.

Based on the description, the problem statement in this PPM is how to improve the ability of technology-based business administration for HPI members in Karimunjawa to improve tour guide business control.

The benefit of the PPM program is, to provide knowledge and training in term of the management of technology-based business administration for HPI Karimunjawa which aim to increase the capability of the community in developing their potential. By increasing capability, it will increase the knowledge and ability of HPI members in controlling tour guide businesses in the Karimunjawa Islands. So, it would provide a positive impact on the social, economic, and culture of orderly administration.

## **LITERATURE REVIEW**

Community empowerment is an effort to increase the ability, dignity, and welfare of the community in accelerating poverty and underdevelopment. Mustanir (2019) argues

that community empowerment is an activity to increase power to marginal communities continuously and dynamically and build the power to encourage, motivate and raise community awareness to participate in managing all the potential evolutionarily. This means, community empowerment is performing in various ways, one of which is how to change one's mind from feeling unable, pessimistic, and impossible to be feeling of able and can make changes. Enlightenment the community around the forest toward the strength and potential provide a shared awareness that change towards prosperity is a hope. One of these improving capabilities is business administration.

In general, the notion of administration is an activity associating with the implementation of policies to achieve the goals. Administration divided into two; definitions of administration in a narrow and a broad sense. Administration in a narrow sense means an activity of note-taking, correspondence, simple bookkeeping, typing, managing the agenda book, and so on which relates to administration. While the notion of administration in the broadest sense is the whole process of implementing the cooperation of two or more people in achieving their goals by using certain resources effectively and efficiently. Moreover, there are several administration definitions argued by experts. Zulkarnain and Sumarsono (2018) argued that administration is a collaborative process of many people and facilities, both infrastructure and funds. Mulyapradana and Lazulfa (2018)

argued that the administration cover all activities carried out by two or more people, starting from the management to the management of a group of people who have a different job to achieve a common goal. A similar opinion was also stated by Rahman (2017), the administration is a whole series of structuring activities on a job carried out by a group of people who work together to achieve predetermined goals.

In its implementation, administration develops and have jobs which commonly refer to administrative functions as stated by Fayol, that administration is the study of the process of human cooperation activities to achieve predetermined goals. In his work entitled *Administration Industrielle et Generale*, which had a major influence on business management ideas in Europe and also in several Latin American countries, Fayol (Edward, 2018) divided the main function of "Administration" into five main aspects, namely: planning (to plan), organizing (to organize), commanding (to command), coordinating (to coordinate) and controlling (to control). The functions of administration are as follows:

- a. Planning is constructing the planning involving some specific activities, such as data collection, data processing, and preparation of the work programs.
- b. Organizing is the activity of constructing and making cooperative relations, a delegation of authority and coordinating among people involved in cooperation to

reach a solid business entity in achieving the goals.

- c. Staffing is one of the management functions that manage human resources in an organization, starting from recruiting workers, placing, developing, rotating, transferring, to terminating so that all personnel contributes maximum contributions to the organization.
- d. Directing (directing or guiding) is a management function related to the effort to give direction, motivation, advice, instructions, to perform the jobs properly and correctly towards the achievement of the goals.
- e. Coordinating is part of the management function to carry out activities for the activities to run well by avoiding chaos, conflict, coordinating activities, uniting, and aligning the work of subordinates which aim to reach compact cooperation to achieve organizational goals.
- f. Reporting is a management function of reporting developments and/or results of activities by conveying the duties and functions of members to get a picture of the implementation of the main tasks and functions.
- g. Budgeting is an activity that manages the financial or budget of an organization professionally and sustainably.

Based on the previous definition, the administration interpreted as the process of performing a job collaboratively to achieve the goals. Administration, both broadly and

narrowly in its implementation, is realized through management functions, which consist of planning, organizing, staffing, directing or guiding, coordinating, reporting, and budgeting. Thus, the administration is the implementation, while management is the leadership process of the people who work collaboratively in the organization. The combination of them is the organization of activities carried out by people collaboratively (cooperation) to achieve the goals.

In the business world, the administrator may define as performance or management of business operations and thus occupies a strategic position as related to decision making and business execution at the same time. Administration may also define as a universal process that organizes human resources and other resources efficiently so that all activities lead towards the achievement of general objectives and specific goals. Moreover, the definition of business administration is a process commonly found in all group businesses, including the government, private, civil, or military as well as other forms of association. A business administration will reach its success if all the human resources collaborate and each of them has a task, authority, responsibility, and ways of working under their respective duties. This administration is very important as a management tool in the context of development and control, as well as to determine the objectives and policies of the company. Administration in a broad sense includes some elements. The elements of Ad-

ministration according to Gie (Kayana, Ayi, and Darmanto, 2014) are:

- a. Organizing: is a series of jobs to construct a framework as a medium for all activities to achieve certain goals.
- b. Financial; is a series of activities to manage business finances, especially related to spending, reporting, and financial accountability.
- c. Management; is a series of actions that serve to plan, organize, command, and control a group of members to achieve the goals.
- d. Personnel; is activities to organize and manage the human resource needed by the company, starting from the acceptance, promotion, transfer, development, incentives, punishment, and retirement.
- e. Logistics; are activities related to the efforts to organize, regulate, inventory, maintain, and use logistics efficiently.
- f. Recording; is activities to collect, record, process, duplicate, store, and send the information needed in cooperation.
- g. Relationship; is activities to convey news or information, such as business information, programs, and ideas, both oral and writing under the reciprocal cooperation to other parties.
- h. PR (public relations); is activities to create a good relationship between the organization and the public which leads to earning the benefit.

The basic elements of business administration consist of 3 (three) factors, namely: a) a group of people collaborated in the business world; b) expected goals; and c) business cooperation among members and cooperation with various interested parties.

In reality, entrepreneurs are facing problems related to business administration, which can disrupt the company activities. The implementation of business administration strongly depends on the competence of the entrepreneur and the condition of the company. In principle, all activities and cases that occur in business management must be recorded and organized into an orderly administrative system. However, the reality that occurs in the field, many entrepreneurs, especially those who take care of small companies, are not accustomed to making notes of activities of their company, for example, data on trade transactions, finance, company assets, inventory, and others. As a note, in the principles of modern business management, the administration is very necessary and must be done carefully.

Business administration on all trade or business transactions must be done as well as possible. There are various forms and models of administration, but the most important thing is, the administration must be made orderly, systematically, and simple so that entrepreneurs can use and control easily. Managing, completing, and maintaining company administration books is very important in the context of business

development. Therefore, it is necessary to guide the management and use of company administration books.

Good and careful management of business administration aims to a) help entrepreneurs in the context of business development, b) gives satisfaction to buyers or customers or consumers, and c) administrative staff obtains certainty and ease in performing the administration activities. The scope of business administration activities includes a) organizing business transaction records and documents, b) arranging product marketing and sales records and documents, c) managing customer records and documents, d) managing records and documents for merchandise and assets, e) organizing of employees' records and documents, and f) organizing records and filing documents of the company.

Based on the explanation, concluded that the objectives of business administration, especially small-scale businesses, are the entrepreneur as the owner of the company able to: a) monitor the activities and control the business properly; b) secure the process of business activities; c) evaluating business activities; d) construct a development program of business activity; e) show evidence of business activities; f) make decisions related to all issues concerning the company appropriately.

Along with the development of technology today, the administration occupies a very important position in the company and plays a role in supporting the achievement of business goals. There are various forms,

models, and patterns of administration records, but the important to note is that the records must be orderly, systematically, and easy to control. Aiming to figure out the things to note, all activities must first be listed, then grouped according to the type of activity. The most widely used entrepreneur in managing business administration is the lists and columns in the card system.

The administration is an important part of managing a business. All type of business, big or small business, will always associate the importance of administration to support the business and business growth. Although the business people are beginners and the business is still relatively small, business administration must be carried out properly. The practice of administration to a business may begin with the simplest administration system, such a) making daily records or registers of all sales transactions b) make a register of every purchase for inventory; c) keep notes of purchase; and d) make and save each note as a result of the business product sales process.

Once they get used to making simple notes on business activities, then they can continue to learn to make a more complex bookkeeping system, make a calculation/income report, and prepare a financial balance sheet. By managing an orderly administration, there are at least 4 benefits.

a. Know the profits. With an orderly administration, it will know a certain profit because there are clear evidence

and data of every record of sales and purchases.

- b. Avoid the risk of loss. By doing the administration, business people will not forget and wrong to set a sales price. If there are no purchase records and nota, they might forget the purchase price of goods. This will make it difficult to set the sales price.
- c. Data for business development. If the business people have implemented a good administration, it can easily compare the number of sales from month to month or from year to year, and thus can measure the percentage of the business growth. Or, they may consider adding capital which impacts business growth.
- d. As important data for investors. Along with the growth of the business, business people will certainly make additional capital. For that reason, they might look for investors or business partners. Investors can be individuals or institutions such as banks, unions, and other financial institutions. Then, they need data to find out the business growth and profits. And, by an orderly administration, the data should be available.

The archive is a term that is already very popular among the people, but there are still different opinions regarding the definitions of Archives. According to the National Archives Institute of the Republic of Indonesia (Sutirman, 2015), the differences in opinion is because there are no universal restrictions on

the concept of archives. However, some literature deserves to be a reference to understand the concept of the archive.

Read & Ginn (2011:5) in the book, *Record Management*, citing archive definitions from ARMA International, that archives are information that is stored in any form and characteristic, created or received by organizations as evidence of activities and has a value within a certain time. Meanwhile, the International Standardization for Organization (ISO) 15489 defines archives as information created, received, and maintained as evidence and information for organizations or individuals for legal or business purposes. The definitions of ARMA and ISO have similarities which are as information created or received and stored as evidence. However, ARMA emphasizes more on organizations, while the ISO definition emphasizes on individual or organizations. Another definition of archives was stated by Quibble (Nuraida, 2014), which states archives as documents containing information in paper or electronic format used for various functions of activities.

Some of the opinions above illustrate that archive may define as information recorded in various forms. The definition is in line with Law No.43 of 2009 on Archives, which formulates archive as records of activities or events in various forms and media in line with developments of information and communication technology that created and received by state institutions,

regional governments, educational institutions, companies, political organizations, social organizations, and individuals in the implementation of community, national and state life.

Based on previous definitions, concluded that, basically, the concept of archives relate to information because archives are information that is created, received, and stored in various forms and media, both by individuals and organizations. An archive must be managed properly because it has different values and interests, including juridical interests, historical evidence, and business transaction interests.

Each archive has some elements contained inside it. According to Kennedy & Schauder (Sutirman, Wijayanti, and Purwanto, 2016), the elements in each archive include elements of content, structure, and context. The content element is the information recorded. The information may be in the form of ideas, concepts, and facts about an event. The structure element is a specification of an archive. The specifications may be systematic writing, type and size of letters, and parts of the archive. And, the element of context is the conditions underlying the creation of an archive, or the reasons caused the archive was created.

## **MATERIAL AND METHOD**

The actions and efforts to solve the problems in target objects are as follows.

1. Provide knowledge and understanding of the concepts of good and right administrative management and bookkeeping business.
2. Provide knowledge and understanding of the concepts of business and business administration systems following the rules.
3. Provide knowledge and understanding of the concepts and marketing strategies of technology-based business in the era of the industrial revolution 4.0 and society 5.0.
4. Practice and assist in filling out various documents for business administration in line with the rules of good and right business bookkeeping.
5. Practice and assist in managing business administration by using smartphones, Google Calendar applications, account, and social media in supporting the work of business management who are members of HPI Karimunjawa.

The method of PPM implementation activities in the form of training include:

1. Present the concepts of administrative management and bookkeeping using the lecture, demonstration, and discussion method. Provide knowledge and understanding of the concepts of good and right administrative management and bookkeeping business.
2. Present the concept of business and business administration systems using lecture, demonstration, and discussion

methods. Provide knowledge and understanding of the concepts of business and business administration systems following the rules.

3. Present the business marketing concepts and strategies using lecture, demonstration, and discussion methods. Provide knowledge and understanding of the concepts and marketing strategies of technology-based business in the era of the industrial revolution 4.0 and society 5.0.
4. Guided practice and assist in filling out various business administration documents for members of HPI Karimunjava by using the on the job training and peer tutors method. Practice and assist in filling out various documents for business administration in line with the rules of good and right business bookkeeping.
5. Practice and assist in the management of technology-based business administration for members of HPI Karimunjava using the on the job training and peer tutors method. Practices and assist in managing business administration by using smartphones, Google Calendar applications, account, and social media in supporting the work of business management who are members of HPI Karimunjava.

The lecturing method combined with the demonstration and discussion method was selected to create active interaction between the speaker and the participants. And, the

method of practice and assistance was selected which aimed the participants understand and practice directly the material presented by the speaker.

## **RESULT AND DISCUSSION**

Community Service Activities (PPM) carried out under the planned method by using lecture, discussion, practice, and assistance methods.

The service activity begins with the opening by the program host (Isti Kistiananingsih, S.Pd.) and following a brief explain the schedule, the purpose, and the expected outcome of PPM implementation. The first scheduled activity was a speech and officially opening of PPM activities by the Head of the Department of Administrative Education, Drs. Joko Kumoro, M.Sc. It presented the purpose and objectives of the PPM activities and an outline of the PPM activities. The program continued with the main activity, namely the presentation of material by Drs. Purwanto, M.M., M.Pd. and the team.

The first material session presented the concepts of administration management and bookkeeping using the methods of lecture, demonstration, and discussion. This activity aimed to provide knowledge and understanding of the concepts of good and right administration management and bookkeeping. After understood the concepts, the next material was about the knowledge

and understanding of the concepts of business and business administration systems following the rules so that participants understand the concept of marketing strategies, capable and skilled at running digital technology-based businesses.

After the theory session is finished, it continued to a guided practice session and assistance in filling out various business administration documents for the members of the HPI Karimunjawa by using methods of on the job training and peer tutors. The practice and assistance aimed the participants can do business in line with good and right business bookkeeping rules. After that, the session continued to practice and assist in managing technology-based business administration with the methods of on the job training and peer tutors. The practice and assistance in managing business administration by using digital technology such as smartphones, google calendar applications, accounts, and social media are intended the participants follow the technological developments in managing businesses to be more effective and efficient. The results from this activity are very useful for the administrator and members of HPI in Karimunjawa.

Based on observations during the process of PPM activities at the Balai Desa Karimunjawa, Jepara, Central Java, it conveyed as follows:

1. From the indicators of success, this training has been very well implemented. Participants who attended exceeded the specified target. Of the 30 invitations

submitted, 33 people attended the activity. This means, in terms of the number of participants, the level of achievement reached 110% as the enthusiasm and interest of the participants were very high.

2. Training materials are well received by the participants and obtain a positive response. This seen from the high enthusiasm of the participants, namely the level of attendance in participating activities from the beginning to the end of activities.
3. PPM activities were responded very well to the participants. The participants stated that they gained additional knowledge and great benefits from this activity.
4. The assistance of tourism business administration practices for tour guides who are members of the HPI Karimunjawa still needs to be continued.

The service program begins with coordination on 18 February and 25 February 2019 to prepare for the PPM program. At the coordination meeting, the PPM activities will take place at Balai Desa Karimunjawa. The invited participants were 30 members of HPI Karimunjawa. The meeting room is equipped with a sound system and LCD so that it strongly supports the PPM activities.

The enthusiasm of the participants in the training was very high. From the indicators of success, this training has been very well implemented. Of the 30 invitations submitted, 33 people attended the activity.

Information the PPM activities had previously been known and disseminated by the management and members of the HPI Karimunjawa. The content of the material is a strong attraction for members of the HPI Karimunjawa. Therefore, participants who attended exceeded the specified target. Material related to technology becomes a magnet for the participants to follow the activity seriously.

Evaluation is carried out during the training process. Evaluation during the practice process makes it easy for the tutor to assist so that participants can manage the business administration system properly. Evaluation is done in writing and practice. Evaluation of written tests aims to determine the understanding of the theory. Evaluation of processes and practices is carried out aiming

the participants can immediately identify difficulties in managing the business administration system.

The acceptance and understanding of the material were obtained from the questionnaire that was filled out by participants and explained as follows.

#### 1. Knowledge and Skill in Administration and Bookkeeping Management

Of the 33 PPM participant respondents who were asked about the level of material understanding "The Concepts of Administration and Bookkeeping Management" presented by the speaker, 58% or 19 participants understand the material, 39% or 13 participants strongly understand the material, and 3% or 1 participant did not respond. It described a pie chart of Figure 1.



**Figure 1.**  
The level of material understanding  
"The Concepts of Administration and Bookkeeping Management".

2. Knowledge and Skills in the Management of Business and Business Administration Systems

Of the 33 PPM participant respondents who were asked about the level of material understanding "The Concepts of Business and Business Administration System" presented by the speaker, 55% or 18 participants understand the material, 30% or 10 participants strongly understand the material, and 3% or 1 participant did not respond. It described on a pie chart of Figure 2.

3. Knowledge and Skills in Managing Business Marketing Strategies

Of the 33 PPM participant respondents who were asked about the level of material understanding "The Concept and Strategy of marketing" presented by the speaker, 61% or 21 participants understand the material, 33% or 11 participants strongly understand the material, and 3% or 1 participant did not respond. It described on a pie chart of Figure 3.

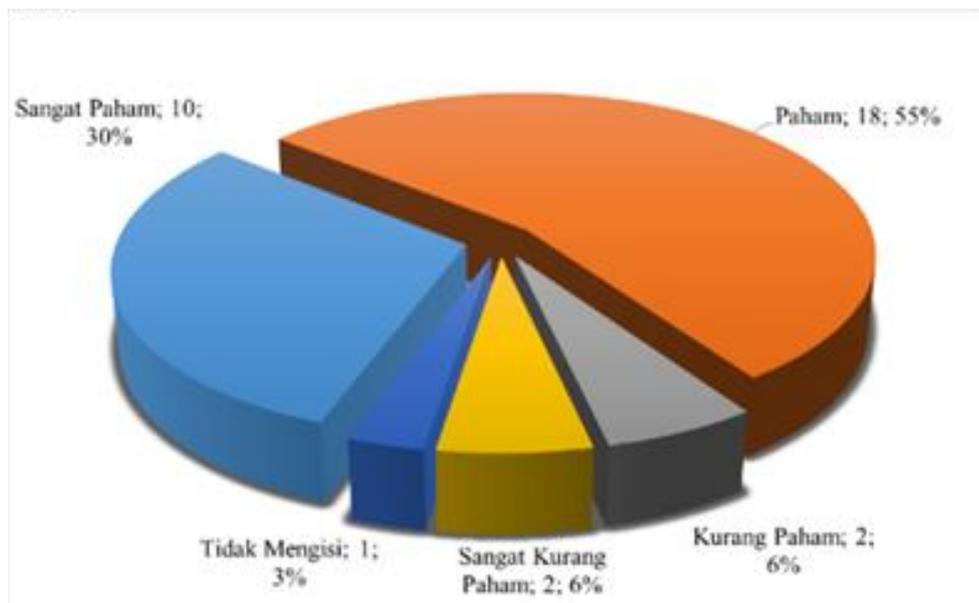


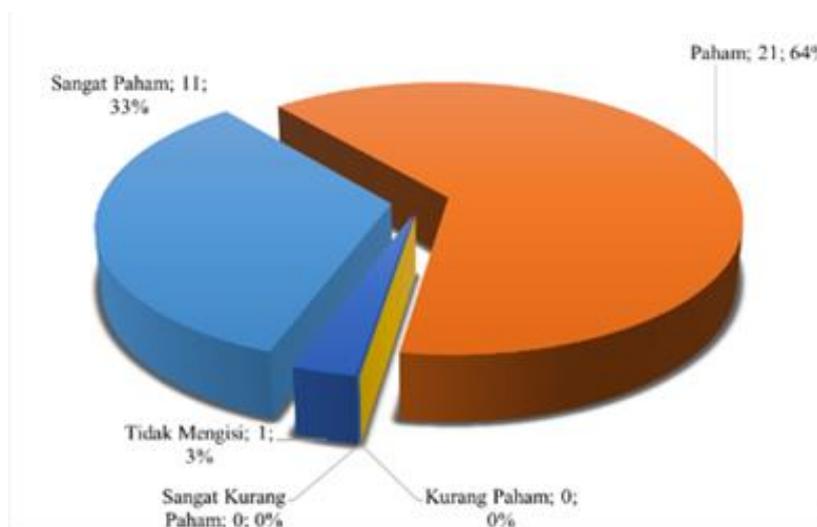
Figure 2.  
The level of material understanding  
"The Concepts of Business and Business Administration System".

Supporting factors in the implementation of PPM activities is explained as follows.

1. Openness from the youth members of Karimunjawa HPI towards the training activities organized by the service team (PPM team) which is seen from the high level of participants' acceptance of the training program offered by the PPM team.
2. The high enthusiasm of participants, marked by the attendance of participants reached 110%. The enthusiasm of the participants was also seen from the attention given during the presentation of the material and discussion. The training conducted at night did not eliminate their interest in participating until the end of the program.

The inhibiting factors of the implementation of PPM activities are explained as follows.

1. The diverse educational backgrounds of participants make the delivery of material difficult to accept, especially in the material of the business administration system as it is conceptually material. The solution to solve this problem is by providing assistance services after the implementation of PPM for 3 days through online communication.
2. The limitations of internet services and facilities make it takes longer to install the applications needed in PPM practice and mentoring sessions. The solution to solve this problem is by extending the duration of the activity until the application is installed perfectly.



**Figure 3.**  
**The level of material understanding**  
**“The Concept and Strategy of Marketing”.**

## CONCLUSION AND RECOMMENDATION

PPM activities have been well implemented and have obtained the expected results in the form of knowledge and skills in the field of business administration management. The material presented includes: 1) knowledge and skills in administration and bookkeeping management, 2) knowledge and skills in managing business and business administration systems, and 3) knowledge and skills in managing business marketing strategies. These three types of abilities are mastered well by most participants. Overall, community service activities regarding the management of technology-based business administration have been well implemented under the determined plans.

Suggestions related to this training are:

1. Suggestions for HPI Karimunjawa: The management of technology-based business administration should perform consistently and continuously; not only during the training program but must continue after the program and is expected to become the work culture of HPI members.
2. Suggestions for village heads/ managers of HPI Karimunjawa: a) this activity needs any follow up with administrative management such as asset administration, organizational records, and business financial administration; and b) need any follow up with other activities such as excellent service training, marketing of

tourist objects to foreign markets, or English language training to attract foreign tourists.

3. Suggestions for Faculty Managers: This activity needs to be further developed in other locations while using for the benefit of talent scouting and promotion of study programs of FE and UNY in general.

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