

**ANALYSIS OF THE ASSET BASED COMMUNITY DEVELOPMENT (ABCD) MODEL
FOR ANGKRINGAN 5.0****Wiji lestari¹, Herliyani hasanah², Rudi Susanto³**^{1,2,3}Faculty of Computer Science, University of Duta Bangsa SurakartaEmail : wiji_lestari@udb.ac.id**ABSTRACT**

The study aims to apply the Asset Based Community Development (ABCD) method for the development of angkringan into the angkringan 5.0 model. The method used is to use the stages in ABCD, namely are inculturation, discovery, design, define and reflection. Collecting data using literature study, observation and questionnaires. The results of the ABCD method analysis can provide an illustration that angkringan assets play an important role in business development.

Keywords : ABCD method, angkringan 5.0, community development.

1. INTRODUCTION

Society 5.0 promises various kinds of convenience for humans in meeting the needs of life so that it has an impact on changes in social and economic behavior [1]. To support society 5.0, every aspect of life, including MSMEs, must be carried out with technology [2]. The use of technology in the form of hardware and software requires a large amount of energy [3]. This energy need will add to the problem of energy supply as we often face today [4]. To anticipate this, the equipment and facilities used by MSMEs must be designed with the use of sustainable energy and resources or green energy.

The development of technology and society's responsiveness to technology gave rise to a new era, namely society 5.0. In Society 5.0, intelligent computing collects information obtained from physical objects or devices connected to the virtual world. Internet of things and cyber physical systems are examples. In addition, this process brings new data to industry and society by taking into account the environmental and biological aspects of humans, something that was previously impossible [5]. The goal of Society 5.0 is to balance economic progress with solving social problems, which requires scientists to imitate identifiable structures and processes in biological evolution. While Industry 4.0 focuses on the adoption of different digital/web-based technologies to acquire and monitor data, Industry 5.0 focuses on the geostrategic shifts resulting from synthetic biology [6].

The Angkringan comes from the Javanese social language, angkring or nangkring which means to sit back and relax and be more free. Shoppers sitting on long wooden benches around the angkringan carts can lift or fold one leg up onto the chair. Angkringan is also a form of variation from street vendors. Street vendors who use poles can be found in other areas as well, including Solo and Klaten. Local people call the street vendors the name hik (a special village dish). This term is still used in Solo, but a popular term in Yogyakarta is angkringan. (Indrawati 2012). The form of angkringan business with a simple but popular concept is also being looked at by the hotel business, which incidentally is on a large scale. The lifestyle article in Jawapos exemplifies the Bekizaar Hotel in Surabaya which adopts the form of an angkringan business for guests who want to take advantage of the F&B facilities at their hotel. Regardless of the big business, returning to the simple concept of angkringan, of course, grows many small entrepreneurs who want to establish angkringan [7].

The development of angkringan to exist as a vehicle for the culinary business must follow the development of the times. The era of Society 5.0 also influenced the development of angkringan. The implementation of information technology for the development of angkringan business through social

media such as Instagram, Facebook and Whatshap especially to survive the business in the Covid 19 era with the application of the ABCD (Asset Based Community Development) method which goes through 5 stages of implementation, namely Inculturation, Discovery, Design, Define and Reflection. one example [7-9]. In addition, the marketing strategy of angkringan follows the times in a phenomenological study that is adapted to society 5.0 based on PEST (Political, Economic, Social and Technological) and SWOT analysis (strengths, weaknesses, opportunities and threats). Marketing plan solutions through comprehensive training, supply chain quality improvement, and the creation of clear SOPs are one of these developments [7,10, 11, 12].

The social transformation is a paradigm of society (social change). Service with this pattern focuses more on the process of developing intra-community relations as a unit by taking other interests proportionally through the creation of a collaborative and collective learning environment. In this case, the community is seen as a community unit that has power and control over assets, resources and problems. In addition, in this paradigm, society is considered to have something, namely power (strength and power) which is often lacking or even undeveloped. This ABCD method is an approach to community development based on local assets found in an area, then these assets are developed and processed to be able to solve problems that exist in an area when community empowerment is carried out [8].

2. RESEARCH METHODS

The research was developed with a descriptive research approach, research & development and explanatory research. Descriptive research was carried out at the stage of study and analysis of factors on angkringan that could be developed for business competition. The data collection method is literature study, observation and interviews with traders' associations. Development research will be carried out at the development stage of the Angkringan 5.0 model. Model development will use various methods. For the development of the angkringan business using the ABCD (Asset Based Community Development) method [8].

Descriptive analysis study of the factors that can be developed on angkringan for business competition in the era of the Society. At this stage an analysis of the description of the advantages and disadvantages of Angkringan is carried out to be the object of study in the research. In addition, the use of technology, especially information technology, is analyzed. The method used is literature study, observation and interviews. This stage is expected to collect data and information which is an attribute of angkringan business development. Furthermore, the data will be selected and sorted to be developed with intelligent computing and green energy towards angkringan 5.0.

The Asset Based Community Development (ABCD) method, which is a mentoring approach that prioritizes the utilization of assets and potentials owned by the community or community. In terms of community service and assistance, this does not start from the needs or problems faced by the community, but departs from the assets or potential of the community in the service area. The assets in question are in the form of knowledge, abilities, skills and expertise possessed by the community. Thus, the ABCD approach always prioritizes the utilization of assets and potentials that are around and owned by the community. Assets as referred to in the explanation above are very broad, meaning that assets are not limited to natural resources such as: land, rice fields, gardens, rivers, ponds (and their natural products), and physical assets (for example: buildings and agricultural tools) but also knowledge. , abilities, skills and expertise possessed by the community are also assets, namely individual or personal assets. In fact, the form of relations created both between individuals and between groups in a society is also a valuable asset and capital for the community. This is what is called a social asset.

The next stage was the development of the Angkringan 5.0 business model. At this stage using the results of the analysis of the description of the previous stage. For the development of the angkringan business using the ABCD (Asset Based Community Development) method which goes through 5 stages of implementation, namely Inculturation, Discovery, Design, Define and Reflection. At this stage, an analysis of intelligent computational algorithms is also carried out which will be used for model development. The proposed intelligent computational algorithms are machine learning and data mining. The model will also use green energy which will use solar panels. At this stage, a focus group discussion (FGD) will be held and a prototype development method will be held.

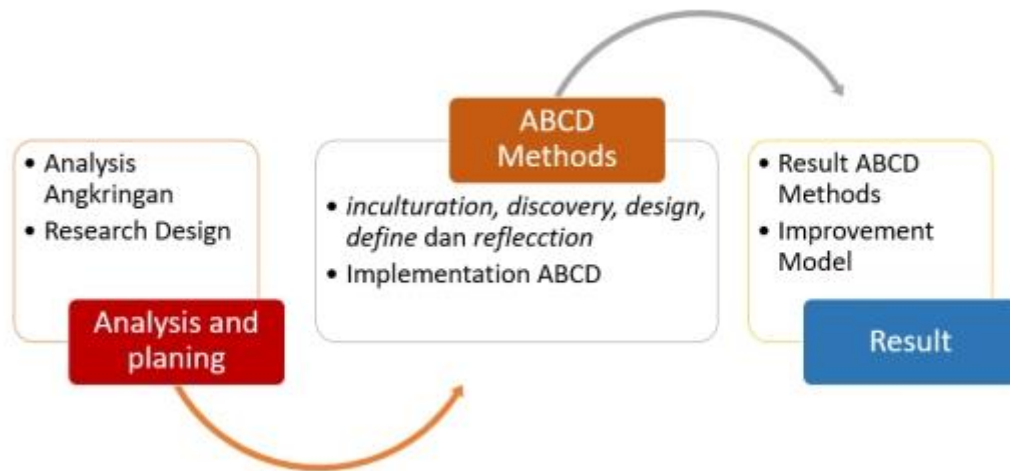


Figure 1. Reserch stsges

This study began with the analysis and design stages which include an analysis of the factors that influence the development of angkringan. The study design was also set for a better process. The Asset Based Community development method is a development method used in this study including: inculturation, discovery, design, define and reflection. The results of the ABCD method are used as the basis for further model development.

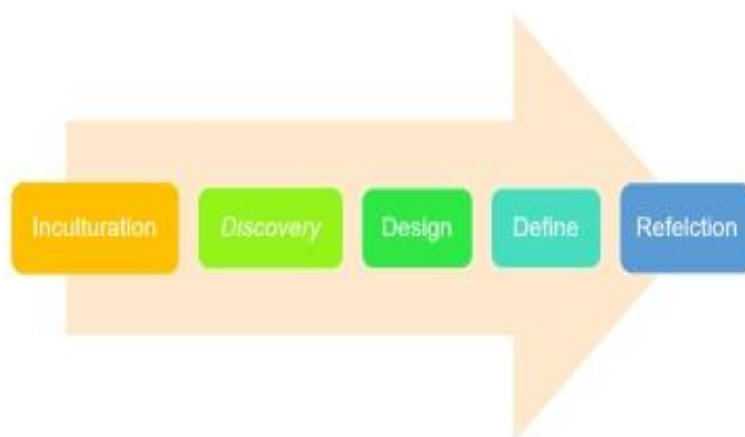


Figure 2. ABCD Method

3. RESULT AND DISCUSSION

The analysis uses the ABCD method (asset based community development). The stages of the ABCD method are inculturation, discovery, design, define and reflection. The research partner is Angkringan Gentong which is located in Amabarawa, Semarang Regency with the name of the owner Rangga Dewa Yudhatama. The results of the ABCD method analysis are as shown in Fig. table 1.

Table 1. ABCD Method Analysis

Steps	Aim	Activities	Tool/media
<i>inculturation</i>	Understand and equate perceptions of applied research that will be carried out	Face-to-face meetings between researchers and partners to inform research design and objectives	<i>Friensship</i> and FGD
<i>discovery</i>	Find and describe the assets and factors of Angkringan Gentong for the development of Angkringan 5.0	literature study, interviews and observations on Gentong Angkringan and angkringan in Surakarta and surrounding areas	<i>Manuals, computers, questionnaires and FGD</i>
<i>design</i>	Design a 5.0 angkringan development model for Gentong Angkringan based on its assets and potential	Carry out planning activities by involving partner researchers to produce prototype models.	Software and FGD
<i>define</i>	Applying the results of the design or design of the 5.0 angkringan development on Gentong Angkringan	Activities include analysis of influencing weather factors, electrical energy used, merchandise, customer segmentation.	Software, manuals and FGD
<i>reflection</i>	Improvements and improvements to the resulting model	Activities include initial experiments for testing the Angkringan 5.0 prototype model that has been built.	Solar panels, machine learning algorithms and data mining.

The ABCD analysis method can be used to analyze individual characteristics, system characteristics, effectiveness of concepts or ideas, effectiveness of strategies while studying business value in society [4]. Individual characteristics or organizational effectiveness & strategy in a given environment can also be studied using SWOT analysis, SWOC analysis, PEST analysis, McKinsey 7S framework, ICDT model, Portor five forces model, etc. ABCD analysis framework was recently introduced business analysis framework during 2015 and is suitable for analyzing a business concept, business system, technology, business model or business idea in terms of determining various factors for the chosen determinant problem under four constructs called profit, benefit, constraints, and losses. The ABCD analysis framework can also be used to analyze a resource (material, machine, information, or human resource) based on its use for a purpose in society. In the qualitative analysis using the ABCD framework, concepts/systems/strategies/technology/models/ideas/resources are analyzed further by identifying critical constitutional elements. In quantitative analysis using the ABCD framework [4], appropriate scores/weights can be assigned to each critical constituent element under each construct, through empirical research, the total score is calculated for each construct and by evaluating the scores, concepts/ideas/systems/technology/strategy can be accepted or rejected. Thus the ABCD analysis framework can be used as a research tool in this field and is a simple but systematic analytical technique for company analysis by considering its business model/system /concept /idea /technology /strategy /analytical materials.



Figure 3. Design of Angkringan 5.0

Angkringan 5.0 model which is built using ABCD method analysis is trying to use solar panels for energy availability and information technology for control and processes. The use of solar panels is also related to Indonesia's tropical climate which receives sunlight every year. Car and web applications are now very familiar to all people, this is easy to apply to angkringan.

4. CONCLUSION

The study aims to apply the Asset Based Community Development (ABCD) method for the development of angkringan into the angkringan 5.0 model. The method used is to use the stages in ABCD, namely are inculturation, discovery, design, define and reflection. Collecting data using literature study, observation and questionnaires. The results of the ABCD method analysis can provide an illustration that angkringan assets play an important role in business development.

ACKNOWLEDGEMENTS

We would like to thanks Direktorat Riset dan Pengabdian Masyarakat (DRPM), Direktorat Jendral Penguatan Riset dan Pengembangan, Kementerian Pendidikan, kebudayaan, Riset, dan Teknologi (kemdikbudRistek) has funded this research.

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