

## CHRYSANTHEMUM ANTI AGING CREAM BUSINESS MODEL TO ENHANCE COMMUNITY INCOME IN RAYA TOURISM VILLAGE

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### Abstract

*The village-owned enterprise agency is formed from the results of the community of the village of Raya, which aims to develop the economy of the surrounding community. One of the business units that BUMDes Arih Ersada owns is Agrowisata. BUMDes Arih Ersada currently provides the agrowisata experience, which includes visiting the 1000 flower garden and exploring the flower market. Therefore, BUMDES Arih ERSada wants to develop the experience of agrowisata by providing the products produced from the plantations of these flowers. The business partner of this international devotion program is BUMDES Arih Ersada, who participates in the provision of raw materials and places of devotion during this activity. The raw material provided by BUMDES is a chrysanthemum plant, which is an outstanding plant according to the Ministry of Tourism. Activities that have been carried out include socialization on improving the management of high-speed tourism villages, socialization on the use of chrysanthemum as an anti-aging cream, Material Exhibition Business model Canvas anti-aging cream*

**Keywords:** *anti aging cream, chrysanthemum*

### 1. INTRODUCTION

BUMDes Arih Ersada is a Village-Owned Enterprise which was formed as a result of deliberation by the community of Raya Village with the aim of developing the economic businesses of the surrounding community. One of the business units owned by BUMDes Arih Ersada is agrotourism. So far, the agrotourism experience offered by BUMDes Arih Ersada is the view of the garden of 1000 flowers and also the flower market. Therefore, BUMDes Arih Ersada wants to develop an agrotourism experience by presenting products produced from the flower plantation. Chrysanthemum flowers are one of the flowers that grow in BUMDes Arih Ersada. The location of BUMDes Arih Ersada is in the highlands at an altitude of 1320 m above sea level with an average temperature of 23 °C so it is suitable for the growth of chrysanthemum flowers with high diversity.

The advantage of chrysanthemums is that they have a short growing period and a stable price, so they can be guaranteed to be one of the ornamental plants that have bright prospects. The chrysanthemum commodity has been designated as a national superior commodity through the Minister of Agriculture's Decree so that prospects, development opportunities, facilitation and assistance are a priority for Central policy. Chrysanthemum plants are only known as plants that produce cut flowers, where use is limited to the flowers and stems. The problem that has occurred at BUMDes Arih Ersada is that the chrysanthemum flowers that have grown and fallen have not been used at all and only become trash when they fall. The number of falling chrysanthemum flowers can reach 600 bunches of flowers/month. Therefore, this program will introduce diversification of chrysanthemum flower processing, namely Chrysanthemum Anti Aging Cream.

Chrysanthemum flowers have been widely studied to have various bioactivities. Benedec et.al (2016) stated that chrysanthemum plants have a fairly high phenol content, namely 32.48 µg/g with an IC50 of antioxidant activity of 59.70 µg/mL. Chrysanthemum leaves have many benefits in

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the field of medicine such as antibacterial, antifungal, antioxidant, anti-inflammatory, anticancer (Sassi et al, 2014; Mutiah et al, 2020). Chrysanthemums contain antioxidants so they are a relaxing ingredient, cure heartburn, prevent fatigue, absorb body toxins and improve blood circulation (Yulianti et al., 2019). The chrysanthemums found in the BUMDes Aarih Ersada agrotourism have around 11 types of chrysanthemums. It is hoped that the use of chrysanthemum flowers in BUMDes Aarih Ersada to make anti-aging cream chrysanthemums can be a useful innovation for the development of agrotourism in BUMDes Aarih Ersada.

**METHOD**

The entire service team carried out outreach to the community located in Spirit Village, Barusjahe District, Karo Regency, which received a warm welcome during the outreach activities and the community actively asked questions during the discussion. This Community Service takes place in three stages of activities, namely:

1. Socialization regarding improving the management of the main tourist village
2. Socialization about the use of chrysanthemum flowers as antiaging cream
3. Business counseling on anti-aging cream canvas model

**RESULT AND DISCUSSION**

The socialization regarding improving the management of the main tourist village was carried out by resource persons from UiTM Cawangan Pulau Pinang Malaysia, namely. Dr. Azila Azmi and Dr. Suria Sulaiman. On this occasion, the two speakers explained how to manage tourist villages from an academic and marketing perspective. Socialization regarding the use of chrysanthemum plants as antiaging cream was carried out by Prof. Dr. Isfenti Sadalia, SE., ME. In this case, it was conveyed to partners that there is a need for sustainable use of chrysanthemums, not only from cut flowers.



**Figure 1. Socialization of Improving the Management of the Raya Tourism Village**



**Figure 2. Socialization of the use of chrysanthemum flowers as antiaging cream**

Socialization regarding the use of chrysanthemum plants as antiaging cream was carried out by Prof. Dr. Isfenti Sadalia, SE., ME. In this case, it was conveyed to partners that there is a need for sustainable use of chrysanthemums, not only from cut flowers. Canvas model business training conducted by Dr. Yasmin Chairunisa Muchtar. This activity explains how to develop and start an anti-aging cream canvas business model.



**Figure 3. Socialization of canvas model business training**

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**CONCLUSION**

The socialization carried out went well according to plan which has been done before.

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