

CV Amg Farm and Food Garden Banjar Manik Gunung Selanbawak Village Marga District Tabanan Regency

Desak Gede Dwi Arini^{1*}, Ni Made Sukaryati Karma², Ida Ayu Made Wahyuni³, Ni Made Ratna Pratiwi⁴
^{1,2,3,4}Faculty of Law, Warmadewa University

ABSTRACT

As a higher education institution, Warmadewa University must be ensured to always obey the Tri Dharma of Higher Education in accordance with the predetermined vision and mission. Now every lecturer is encouraged to be able to package community service activities both in groups and individuals who will show concern for the community. Community service activities can be carried out by enlightening by providing legal counseling and consultation, socialization and assistance to the community in various fields of life in the economic field. One of the things that deserves to be observed in the devotion done to CV. AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency, with the existence of a goat livestock business, it must be cultivated to the wider community because it has a fairly high business development potential. The goat livestock business is not only useful for meat to be consumed but goat manure and urine is used for plant organic fertilizer and goat milk is used for cosmetics, and goat skin is used for leather bags. It is hoped that the public will explore knowledge about how to maintain goats properly and correctly in order to get the expected results and profits, good business management and marketing strategies for goat livestock businesses whose manure and urine are used for organic fertilizer for plants such as bananas, durians, pineapples, mangosteen, and kecipir fruit vegetables, using online media and offline media, then collaborating with partners to make agreements in writing with the aim of creating legal certainty for the parties and at the same time the goat livestock business aims to improve the community's economy. The expected output is in the form of publication of journal articles in the Community journal of law, print media publications, activity videos, IPR and community service reports in 2022

Keywords: PKM, CV.AMG Farm and food garden, written agreement, online media

How to cite:

Dwi Arini, Sukaryati Karma. (2023). CV Amg Farm And Food Garden Banjar Manik Gunung Selanbawak Village Marga District Tabanan Regency. Law Doctoral Community Service Journal, 2(1), 10-17

1. INTRODUCTION

Situation Analysis

Companies engaged in the goat livestock business located in the Banjar Manik Gunung area of Selanbawak Village, Marga District, Tabanan Regency, have been established about 3 years ago, most of which belong to individuals. The goat livestock company is a business entity called CV AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency. Companies engaged in the goat livestock business have several benefits in addition to meeting human food needs in accordance with the commodities produced by the goats, such as: meat for consumption, milk for soap making, goat skin for handicrafts, manure and urine that can be used for organic fertilizer and so on.

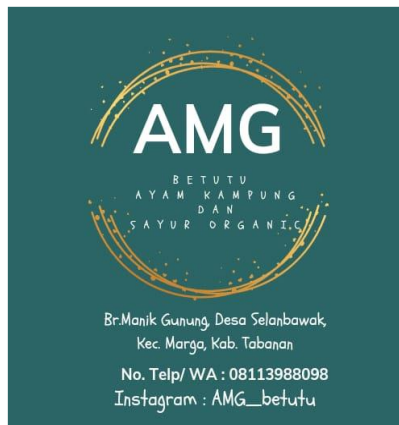


Chart 1 Brand CV AMG Farm And Food Garden

The presence of a CV. AMG Farm And Food Garden is idiovidu in Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency, by many people is used as additional income to meet the needs of daily life, in addition to the main income of some of the people in terms of agriculture and plantations. This is due to the limited employment opportunities available in the area, besides the residents who live in Selanbawak Village, many labor-aged people who migrate to the city to find work. Such conditions will be difficult to move the wheels of the village economy.



By looking at the factual conditions in Selanbawak Village, it is hoped that in the next development so that the community can manage the goat farming business with organized management both in terms of maintenance, improving the quality of livestock trade and increasing the selling power of livestock in the market, CV Business. AMG Farm And Food Garden, engaged in goat livestock in this case is widely developed on several islands of Bali including Banjar Manik Gunung Selanbawak Village, that most of the people who live in the village work in agriculture and plantations and one is a goat business entrepreneur, who has fifty goats. This is what underlies our team to make the people of Selanbawak village as the target of carrying out community service activities.



Figure 2 Conducting PKM Implementation



Figure 3. Donating Trash Cans

Business and partner cooperation agreements imply that the company or institution has made clear signs so as not to be violated and have an impact on outside parties (third parties) in anticipating the impact of the negative excesses of the running of the company (legal entity), especially due to the actions of legal entities that cause losses to other parties [Adrian Sutedi, \(2009\)](#).

As is common with a covenant, a covenant is an event where one promises to another person or where two people promise each other to do something. [Subekti, \(1983\)](#) Meanwhile, a business cooperation agreement is a business that is carried out jointly or individually or between groups that aims to achieve common goals. Thus cooperation is the most important interaction. This is because humans are essentially social creatures who are considered unable to live alone without others.

There are several studies that are similar to the author's research. First, the research conducted by [Dian Rahmani, Deniari, \(2022\)](#) conduct research about Branding dan Marketing Digital Produk Makanan The research of his research, shows that The purpose of this PKM is firstly to assist Partners in creating branding and packaging labels for their products as well as assisting Partners in carrying out marketing with digital marketing technology and the second, is to help them with marketing communication knowledge. Second, [Darmadi, Suranaya Pandit, \(2019\)](#) conducted research on Pengabdian Kepada Masyarakat (PKM) Nugget Ikan (Fish Nugget). The purpose of this activity is to provide counseling to women in Sulangai village in managing fish into fish nuggets.

Then in conducting business management and marketing management training so that partners can provide better livestock businesses and partners can also analyze the feasibility of their livestock businesses can calculate the net profit obtained large and can expand their livestock marketing areas if in the future the number of goats increases. In this case, it is also good business management and marketing strategies for goats using online media. This will further increase the competitiveness and marketability of goats in the market and can also improve the economy, especially Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency.

The proposal of devotion with the title PKM CV AMG Farm And Food Garden Banjar Manik Gunung Desa Selanbawak Kecamatan Marga, Tabanan Regency, which is engaged in the goat livestock business, aims to carry out service from the legal aspect of the agreement whether there is a relationship between business cooperation with partners, legally the agreement made must meet the conditions of the validity of the agreement contained in Article 1320 of the Civil Code, which determines that each agreement must meet the

4 conditions for the validity of the agreement, namely that there must be an agreement between the parties, then the parties have legal skills, then have certain things and are lawful.

Problem Identification

Based on the background mentioned above, two problem identifications were studied as follows:

1. There is no agreement made in writing with the partner, only an oral agreement is carried out on the CV business. AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency!
2. There is no marketing of goat livestock business using CV online media. AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency.

Problem Solving

CV.AMG Farm And Food Garden Banjar Manik Gunung Desa Selanbawak Kecamatan Marga, Badung Regency, only cooperates with one company called Santila Boga Sanur, this is because the financier has not been able to meet the request of the supplier company in maxim, but the agreement implemented is sufficient with an oral agreement, according to our thinking the oral agreement does not have legal certainty for the parties, then the solution must be made an agreement in writing aimed at providing legal certainty and the rights and obligations of the parties are clearly and definitely stated in the agreement with the partner.

Through this community service program, it is hoped that every time you make a cooperation agreement with a partner, a written agreement must be made according to the rules regulated in Article 1320 of the Civil Code regarding the 4 conditions for the validity of the agreement. Fulfilling the terms of agreement, having legal skills, there are certain things and causa that are halal. Then the CV company. AMG Farm And Food Garden every time it markets its products not only through off-line media but also through online media, namely through Instagram. Because the need for goat meat, goat milk, urine and goat manure has quite high benefits in the community, especially during Eid al-Adha, the demand in the community is getting higher.

Objectives and Targets of Activities

General Purpose

1. As a form of lecturer service to the community
2. Providing opportunities for lecturers to do direct service with partners to the target object in this case the CV AMG Farm And Food Garden Banjar Manik Gunung Desa Selanbawak Kecamatan Marga, Tabanan Regency.
3. Implementing one of the Tri Dharmas of Higher Education in terms of Service
4. Improving the cooperative relationship between universities and CV AMG Farm And Food Garden Banjar Manik Gunung Desa Selanbawak Marga District, Tabanan Regency in particular.

Special Purpose

1. Socializing and assisting about the draft written agreement on the CV AMG Farm And Food Garden Banjar Manik Gunung business in Selanbawak Village, Marga District, Tabanan Regency.
2. Increasing the marketing of goat livestock business through the online media CV AMG Food And Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency.

Activity Objectives

The target of the activity was the CV AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency.

2. IMPLEMENTATION METHOD

The implementation methods carried out in the community service program are by:

No	Program	Method of implementation
1	Business Law Program	<ol style="list-style-type: none"> 1. Assistance with cv written draft agreement. AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village Marga District Tabanan Regency 2. Socialization of written contracts
2.	Fak.Economics Management Program	<ol style="list-style-type: none"> 1. How to do good management and marketing through online and offline cv business media. AMG Farm and Food Garden Banjar Manik Gunung

		Selanbawak Village, Marga District, Tabanan Regency.
3	CV AMG business partnership. Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency.	<ol style="list-style-type: none"> 1. Setting up an interview venue 2. Prepare infrastructure 3. Analyze the assistance of written agreement drafts, good management and marketing through online and offline media.
4	Student	Help find field data and help make videos of the duration of 4 minutes of community service activities.

Achieved outcome

The outputs achieved in the form of outputs resulting from this community service are:

1. Draft cooperation agreement in writing.
2. The results of the service will later be published in the service journal Community Service Journal Of Law;
3. Community service report 2022.
4. Online media (publication via youtube, and Instagram)
5. IPR
6. 4-minute video and photos of the implementation of service activities

3. RESULTS AND EXECUTION OBTAINED

Economic and social impact

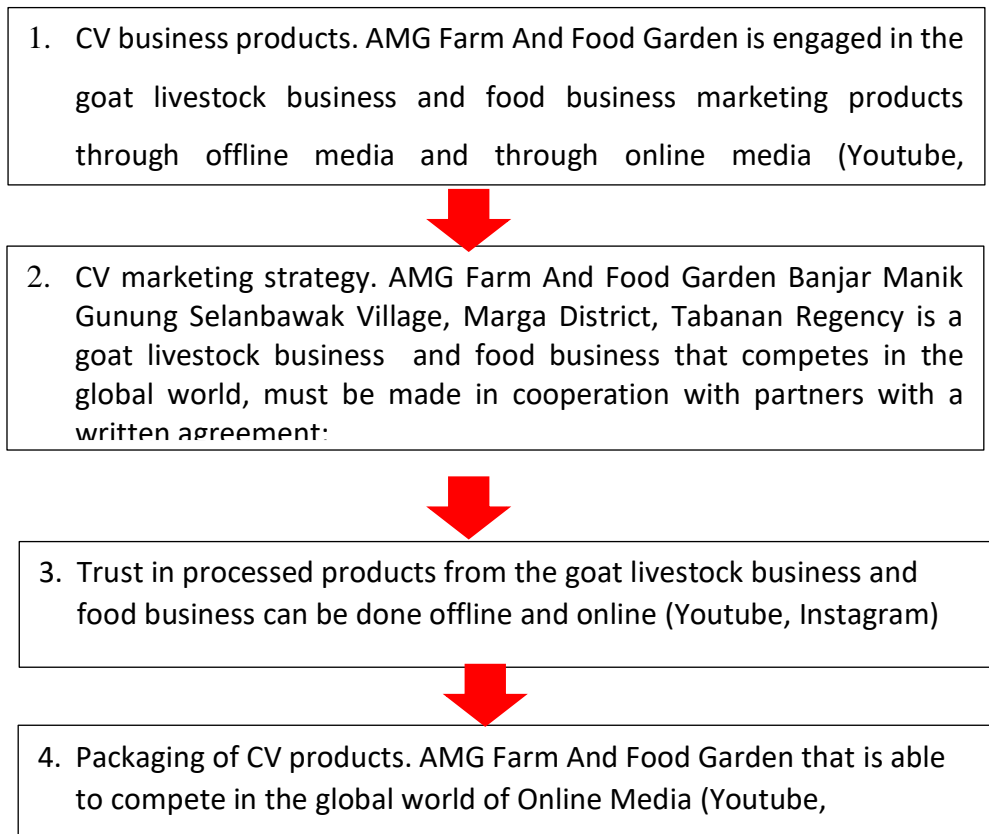
The advancement of digital technology is considered to have brought major changes to all aspects of the economy, especially economic development in Indonesia. The business at CV AMG Farm and Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency is a business in the field of goats and food businesses that have high economic benefits in the community, while also improving the economy of the community.

The goat livestock business when viewed from a business aspect is a business that promises great profits because it has the benefit of not only the meat being consumed, goat milk can be used for cosmetics, manure and urine used for organic fertilizer for plants.

In today's global world, the implementation of the goat business at CV AMG Farm and Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency, is still carried out by the people of Selanbawak village, but is limited to marketing only one company with offline and online media (Instagram). The encouragement of the selanbawak village community to continue to carry out marketing in one company is due to the limited fulfillment of products desired by the partner. Their strong trust in the impact caused by carrying out these marketing efforts through offline and online media (Instagram). The people of Selanbawak village believe that this goat livestock business can unite all the elements that are attached to Selanbawak village. In addition, the most important thing is that the Banjar Manik Gunung community, Selanbawak Village, Marga District, Tabanan Regency, believes that by carrying out the goat livestock business, they can change their destiny and improve their economy, with the development of technology marketing techniques for goat livestock and food businesses marketed through online media (Youtube, Instagram)

Through the goat livestock business and the food business on CV. AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency can be realized, that no matter what form of business by involving partners, it is an obligation for both parties to maintain mutual trust and obey the commitments that have been stated in the cooperation agreement with the parties. Not looking at what era will be faced in the future, but what will be faced in the future, how the current era is able to maintain the existence and committeemen of existing businesses.

CV AMG Farm And Food Garden is a goat livestock business that must be able to accommodate new patterns in carrying out the improvement of the economic wheels of Selanbawak village so that the goat livestock business and food business are able to increase their competitiveness in the global world, as for example in the following scheme:



Partner's Contribution in Implementation

In the implementation of the service carried out at CV.AMG Farm And Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency, the contribution of partners in this case is very useful for us to get data through interviews with their workers which will be stated in the form of service reports and in the form of journals and IPR, about the efforts that have been carried out by looking at goats that have an impact on other businesses, namely the food (culinary) business with organic products from fertilizers goat. Based on the data we get that CV.AMG Farm And Food Garden collaborates with only one company in oral form, this is because CV.AMG Farm And Food Garden has not been able to meet the partner's demand for plants and fruits. This is due to limited labor and limited production materials.

Factors That Hinder/Constraint

As for the factors that become obstacles / obstacles in the implementation of community service at CV.AMG Farm and Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency, in principle we do not experience obstacles in obtaining data, the implementation went smoothly, the team conducted an interview with one of the workers. To be stated in the form of service reports and published in service journals, as well as IPR, we even promote through online media (youtube, Instagram)).

Supporting factors

The supporting factor for the implementation of community service at CV.AMG Farm and Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency, which is a priority for supporting this activity is that the implementation team would like to thank all parties who have provided moral support and funding support from all parties, especially from the Community Service Institute of Warmadewa University Denpasar, Solid teamwork from the initial process of observation to the implementation of service activities went smoothly and could not be separated from the support of financiers and company workers who have provided the necessary data and received our input to make a written agreement with the draft agreement has been prepared by the Warmadewa University Denpasar Community Service Team.

Solutions and follow-up/target achievements

The solution to the problem and the achievement targets to be achieved through this service service are :

No	Problem Identification	Solution	Target Achievement
1.	There is no agreement made in writing with the partner in the CV AMG Farm and Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency	CV AMG Farm and Food Garden company as a business entity is required to have a written agreement aimed at creating legal certainty of rights and obligations for the parties and as a business entity must be guided by the Civil Code when making agreements in writing.	The draft written agreement of CVAMG Farm and Food Garden in the form of legal protection of the parties is set forth in the form of a written agreement whose content is about the rights and obligations of the parties, the application of which is based on Article 1320 of the Civil Code on the terms of validity of an agreement, which applies the principle of good faith, as for the target achievement, namely assistance and drafting a business agreement in writing.
2.	There is no marketing of goat livestock business using online on CV AMG Food And Garden Banjar Manik Gunung Marga District, Tabanan Regency	Online marketing in the form of Whaats App (WA), Instagram, and Face Book (FB)	Assistance on how to guide the creation of social media in the form of WA, Instagram, and FB.

Next Plan

The next plans are as follows ;

1. Providing assistance in continuing to draft agreements in writing cv.AMG Farm and Food Garden Banjar Manik Gunung Desa Selanbawak Kecamatan Marga kabupaten Tabanan, which aims to create legal certainty and legal protection for the parties;
2. Guide how to create online social media in the form of WA, Instagram, FB, Youtube, at CV AMG Farm and Food Garden business to develop its business and market through online media;
3. Making partner cooperation continuously between the Community Service Institute of Warmadewa University Denpasar and CV.AMG Farm and Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency.

Strategic Steps For Subsequent Realization

The strategic steps for its subsequent realization are as follows:

1. This service activity in general the results provide an illustration that this activity is running well and smoothly, then to be continued in the program in the following year with a different theme so that Community Service partners can be upgraded to foster partners;
2. Establishing continued cooperation with partners as a form of development of the Tri Dharma of Higher Education, especially in the field of Service.

IV. CONCLUSION AND SUGESSTION

Conclusion

1. With the persistence of PKM at CV.AMG Farm and Food Garden Banjar Manik Gunung Selanbawak Village, Marga District, Tabanan Regency, the Team as a service person assisted in drafting a written agreement aimed at creating legal certainty and legal protection for the parties.
2. With the cooperation of partners, CV.AMG Farm and Food Garden Banjar Manik Gunung Marga District, Tabanan Regency has marketed its products not only through offline media but also through online media, and the team helped guide how to create social media through WA, Instagram and FB, as well as Youtube.

Sugesstion

1. It is hoped that cooperation will continue between partners and Warmadewa University Universities, Denpasar.
2. It is expected that the business of CV AMG Farm and Food Garden, every time you make a business cooperation with other parties, a written agreement must be made in good faith, so that the business runs conducively.

REFERENCES

- Adrian Sutedi. (2009). *Hukum Perburuhan*. PT. Sinar Grafika.
- Darmadi, Suranaya Pandit, N. S. (2019). Pengabdian Kepada Masyarakat (PKM) Nugget Ikan (Fish Nugget). *Community Services Journal (CSJ)*.
- Dian Rahmani, Deniari, Yusadara, Cahyani, Santika, M. (2022). Branding dan Marketing Digital Produk Makanan. *Bhakti Persada Jurnal Aplikasi IPTEKS*.
- Subekti. (1983). *Aneka Perjanjian*.

Peraturan Perundang-Undangan

Kitab Undang-Undang Hukum Perdata (KUH Perdata)