

UPN Veteran Jakarta Creates Healthy Tourism in Pabean Udik Village: Transforming into a Herbal Ecotourism Destination

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The National Development University (UPN) Veteran Jakarta affirmed its commitment as a national defense campus through a community service program entitled "Healthy Tourism: Transforming Pabean Udik Village, Cumi Block into a Herbal Ecotourism Destination." This activity took place in Pabean Udik Village, Cumi Block, Indramayu, West Java, in 2025, as part of the Village Development Acceleration (PPD) scheme to advance villages through innovation based on local potential.

This program is led by Ir. M. As'adi, MT, and involves a team of lecturers, namely Ir. Nur Fajriah, ST, MT, and Silvia Anggraini, Ph.D., as well as students from the Faculty of Engineering and the Faculty of Health Sciences (FIKES) of UPN Veteran Jakarta. This activity aims to develop Pabean Udik Village into a thematic ecotourism destination based on herbal plants, utilizing local biological wealth to increase the appeal of health tourism while empowering the community.

This program includes various activities, such as training in herbal plant processing, the production of herbal tea derivatives, essential oils, and natural soaps, and the development of an educational tourism area. It also includes training in community-based tourism management, environmental sanitation, and the creation of digital promotions to promote this tourist destination.

"Pabean Udik Village has enormous potential that hasn't been optimally utilized. We want to make this village a model for sustainable ecotourism that integrates engineering, health, and community empowerment," said Ir. M. As'adi, the program team leader.

Students actively participated in designing the herbal garden, creating tourism information materials, and conducting educational tour simulations for visitors. This collaboration not only created an ecotourism area but also had an economic and social impact on the local community through skills development and business opportunities.

This Community Service Program aligns with the Sustainable Development Goals (SDGs), specifically SDG 3 (health and well-being), SDG 8 (decent work and economic growth), and SDG 15 (life on land). By optimizing local potential, Pabean Udik Village is directed to become a healthy, independent, and competitive village.

The transformation of Pabean Udik Village into a herbal ecotourism destination reflects UPN Veteran Jakarta's dedication to creating innovations with real impact. This program not only strengthens the village's identity as an ecotourism destination but also reinforces the university's role in building a sustainable and competitive community amidst global challenges.

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