
Initial Assistance in MSME Layout Arrangement in the Lengkong Culinary Night Area as a Community-Based Traffic Congestion Mitigation Effort

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Abstract:

Lengkong Culinary Night (LCN) is a community-based culinary area that serves as a platform for micro, small, and medium enterprises (MSMEs) operating at night. The increase in the number of tenants and the intensity of public visits has resulted in increased traffic congestion, particularly during peak visiting hours. This issue is not only related to limited road space, but is also influenced by unorganized stall placement patterns and the absence of collective agreement among MSME actors. This community service activity aims to strengthen the understanding, awareness, and readiness of the LCN community in managing business location arrangements through a community-based counseling and initial assistance approach. The implementation methods include thematic counseling, participatory discussions, and partner satisfaction evaluation. The results of the activity indicate a very high level of partner acceptance regarding the suitability of materials, implementation time, clarity of delivery, and service quality. In addition, most partners expressed expectations that similar programs could be continued in subsequent stages. This activity is positioned as an initial stage (baseline) that functions to prepare the social and institutional conditions of the community before technical assistance for layout planning is conducted. These findings confirm that strengthening social capacity and aligning perceptions are important foundations in community-based MSME area arrangement to ensure that technical implementation can be carried out effectively and sustainably (Hendayani et al., 2022; Hendayani et al., 2024).

Keywords: Community Service; MSMEs; Community-Based Development; Layout Arrangement; Culinary Area; Traffic Congestion Mitigation

Received: 01 December 2025. Accepted: 31 December 2025

Introduction

Community-based MSME culinary areas in urban regions play a strategic role in supporting local economies and creating employment opportunities for the community. However, the growth dynamics of these areas are often not followed by adequate spatial management, resulting in subsequent problems such as traffic congestion, disorderly business activities, and decreased environmental comfort (Rahman et al., 2020; Putri et al., 2022). This phenomenon commonly occurs in culinary areas that develop organically and are community-based

Lengkong Culinary Night (LCN) is one of the rapidly growing night culinary areas involving a large number of MSME actors. Based on information from the community, the most prominent problem experienced is traffic congestion during peak hours, triggered by limited road space, a high number of tenants, and the absence of well-coordinated stall positioning arrangements (Zulkarnain & Haryono, 2021; Pratama & Siregar, 2021). These conditions have the potential to reduce the attractiveness of the area and hinder the long-term sustainability of MSME businesses.

Since 2022, Jalan Lengkong Kecil has gradually transformed into a contemporary and trendy night culinary center. Adding to its appeal, this street food area frequently features live music, creating a more vibrant atmosphere. The Lengkong Culinary Night is located along Jl. Lengkong Kecil, Paledang, Lengkong District, Bandung City. It is situated close to Bandung City Square, approximately 1.2 km away (Kumparan, 2024).

Lengkong Culinary Night (LCN) is not merely an ordinary culinary event, but a strategic initiative that has successfully revitalized the Lengkong Kecil area, which holds significant historical value in the city of Bandung. By presenting a wide variety of culinary offerings, ranging from authentic traditional Sundanese dishes to modern culinary innovations, LCN has attracted the attention of various segments of society, from culinary enthusiasts to families seeking a warm and enjoyable evening atmosphere. In addition to being a culinary tourism destination, LCN also functions as a public space that integrates cultural and artistic entertainment, offering an experience beyond just dining. The presence of music and art performances makes this event not only about food, but also about cultural preservation and strengthening social bonds within the community. The support of the Bandung City Government in revitalizing the Lengkong Kecil area, through the arrangement of street vendors, infrastructure improvements, and enhancement of public facilities, demonstrates a tangible commitment to making LCN a sustainable culinary tourism destination. This opens economic opportunities for small and medium enterprises while simultaneously improving the quality of the urban environment (Pikiran Rakyat Depok, 2024).

However, the success of LCN also brings its own challenges, particularly related to traffic congestion that frequently occurs around the event location. To ensure smooth traffic flow and visitor comfort, comprehensive solutions are required, such as the provision of adequate parking areas and optimization of public transportation. These efforts are essential so that LCN is not only successful in terms of events and economic impact, but also delivers long-term positive effects on area governance and residents' quality of life. Lengkong Culinary Night has become a crowded culinary center, attracting many visitors and vehicles, resulting in traffic density and congestion around Jalan Lengkong Kecil. Consequently, Jalan Lengkong Kecil is one of the traffic congestion hotspots in the city of Bandung.

Several community service publications indicate that technical interventions implemented without adequate social readiness of partners are often less effective and difficult to sustain (Hendayani et al., 2022; Sari & Nugroho, 2021). Therefore, this community service activity was designed as an initial assistance phase focusing on building shared understanding, increasing collective awareness, and strengthening community readiness before conducting technical layout design (Hendayani et al., 2023).

Method

The implementation of this community service activity employed a participatory, community-based approach, in which partners were actively involved in all stages of the activity. This approach was chosen because it is considered capable of fostering a sense of program ownership and increasing partner commitment to the sustainability of the community service outcomes (Wibowo et al., 2021; Hadi & Utami, 2020)



Figure 1. Counseling Activities



Figure 2. Counseling Delivery

The activity was carried out through several stages, namely: counseling regarding the role of MSME layout in supporting the smooth flow of area activities; participatory discussions to explore location arrangement issues based on partners' field experiences; non-technical initial assistance aimed at aligning perceptions and enhancing community readiness; and partner satisfaction evaluation through structured questionnaires (Lestari et al., 2023; Yuliana & Prasetyo, 2020). This phased approach aligns with community service practices that emphasize the importance of social and institutional readiness before technical interventions are implemented (Firmansyah & Laksana, 2022; Hendayani et al., 2024).

Results and discussions

The community service activity in the form of counseling and initial mentoring for the Lengkong Culinary Night (LCN) community was carried out to address the real problems faced by the partners, namely severe traffic congestion during peak hours due to the disorganized arrangement of UMKM (micro, small, and medium enterprises) tenants. According to information from the LCN community, this issue is influenced by the relatively large number of tenants, limited road space, and the lack of mutual understanding regarding the arrangement of vendor positions.

1. Activity Results and Initial Output Indicators

In this phase, the activities focused on capacity building and aligning perceptions, so the outputs produced were non-physical and process-based, with the following achievements:

- a. The implementation of counseling on the importance of good location management.
- b. Partners gained an understanding of the role of location layout in reducing congestion, improving visitor comfort, and supporting the sustainability of UMKM businesses. This counseling helped partners view the issue of congestion more structurally, rather than as an uncontrollable external impact.
- c. The identification of location layout issues through participatory processes.
- d. Through open discussions, the LCN community and the service team succeeded in identifying areas prone to congestion, tenant stacking patterns, and the conditions that most frequently trigger severe traffic during specific hours.
- e. Building a shared understanding of the existing conditions.
- f. The administrators and UMKM actors had a common understanding of the current field conditions, which became a critical foundation for improvements in the next phase.

2. Outcome Indicators: Changes in Knowledge and Attitudes of Partners

Pada level outcome, kegiatan ini mulai menunjukkan perubahan yang signifikan, antara lain:

At the outcome level, this activity began to show significant changes, including:

- a. Increased collective awareness of the importance of location management.
- b. Partners began to understand that the arrangement of vending spots is part of the collective solution, not just the manager's policy.
- c. A shift in mindset from individual to collective thinking.
- d. UMKM actors showed a more open attitude towards joint regulation for the benefit of the LCN community as a whole.
- e. Increased readiness of partners for further mentoring.
- f. The LCN community expressed their readiness to move forward to more technical stages, including simulations and re-arrangement of locations.

3. Early Impact Indicators (Short-Term Impact)

- a. Although the layout design has not yet been created, this activity has had relevant initial impacts, including:
- b. The establishment of mutual understanding between administrators and UMKM actors as social capital in managing the culinary area.
- c. Strengthening the role of community administrators in coordinating partners, especially during periods of high visitor density.
- d. Increased optimism among partners that the congestion issue can be managed gradually through location arrangement.

4. Next Phase

The design of the layout has not yet been carried out in this phase of the activity intentionally and systematically. Based on field conditions, location arrangement issues at LCN are not only technical but also involve habits, social dynamics, and community management patterns. Creating a design without prior consensus could lead to resistance and hinder sustainable implementation.

Therefore, this activity is positioned as the initial (baseline) phase, focusing on aligning perceptions, building partners' capacity, and fostering a collective commitment. The results of this phase show that the LCN community is adequately prepared to proceed to the next phase.

The next phase of the community service program is planned to focus on technical mentoring for layout design based on field data, simulation of layout arrangements during peak hours, and evaluation of its impact on traffic flow and visitor comfort. With this phased approach, the community service program is expected to not only produce a layout design but also ensure partner acceptance and the sustainability of implementation within the Lengkong Culinary Night environment.

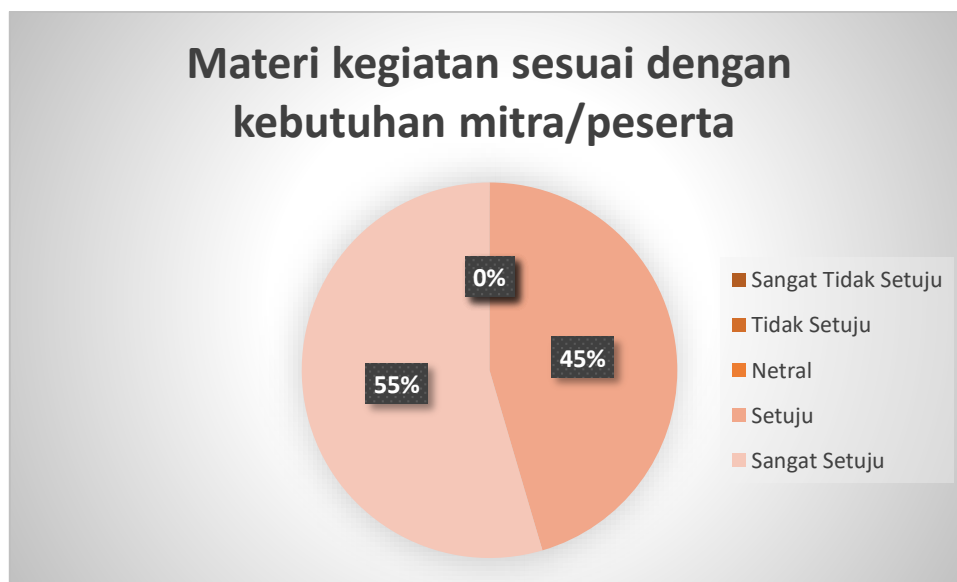


Figure 3. Percentage of responses from UMKM actors

Based on the feedback from partners shown in the figure, the majority of participants assessed that the activity materials were in line with the needs of the partners/participants. This is reflected in the 55% of respondents who strongly agreed, and 45% who agreed. No respondents were neutral, disagreed, or strongly disagreed (0%).

This finding indicates that the counseling and initial mentoring materials provided were truly relevant to the real issues faced by the Lengkong Culinary Night (LCN) community, especially related to traffic congestion, disorganized tenant layout, and the need for better location management. The high level of agreement also suggests that the approach used—based on the existing conditions and direct experience of the partners—effectively addressed the participants' needs.

This result aligns with the achievements in the initial phase, where the focus of the community service was on enhancing understanding, aligning perceptions, and building collective awareness, rather than directly developing technical designs. The positive feedback from all respondents strengthens the conclusion that this strategy was accepted by the partners and is considered crucial as a foundation before proceeding to more technical stages of mentoring.

According to the survey results, 61% of respondents strongly agreed, and 39% agreed that the timing of the activities was relatively suitable and sufficient. No respondents were neutral or disagreed.

This result indicates that the scheduling of the activities was aligned with the conditions and availability of the partners, especially the UMKM actors who have limited operational hours. The suitability of the timing contributed to the effectiveness of the activities, as participants could attend counseling and mentoring without disrupting their main business operations. This strengthens the achievement of the initial phase, which emphasized active participation and optimal involvement of the partners.

In terms of material clarity, 64% of respondents strongly agreed, and 36% agreed that the material and activities presented were clear and easy to understand. No negative or neutral feedback was received. This finding indicates that the counseling materials were delivered with a contextual approach and suited the partners' backgrounds, making it easy for UMKM actors with varying levels of education and experience to comprehend. The clarity of the materials aligns with the goal of the initial phase, which was to build a shared understanding and collective awareness before moving to the technical stages of layout arrangements.

The survey results also showed very high satisfaction levels regarding service quality, with 79% of respondents strongly agreeing and 21% agreeing that the committee provided excellent service during the activities. This achievement reflects that the activities were carried out in an orderly, communicative, and responsive manner to participants' needs. Good service also created a conducive atmosphere, encouraging open discussions and strengthening partners' trust in the service team.

Regarding sustainability, 76% of respondents strongly agreed, and 24% agreed that the community accepted the activity and hoped similar activities could continue in the future. No respondents were neutral or opposed. This result serves as a strong indicator that the community service activity was considered beneficial and relevant by the partners and has a high chance of sustainability. The partners' hopes for the continuation of the program reinforce the position of this activity as a strategic baseline for further service, especially in the technical mentoring and layout arrangement of UMKM.

Overall, the evaluation results indicate very high satisfaction levels from the partners across all aspects assessed, including the appropriateness of timing, clarity of materials, service quality, and expectations for program sustainability. These findings support the previous activity results, where the phased approach—starting with counseling and initial mentoring—was targeted and well-received by the Lengkong Culinary Night community.

This evaluation also strengthens the basis that the community service activities have met process indicators, initial outcomes, and readiness for sustainability, even though the technical output in the form of layout designs has not yet been reached.

The results of the activity show a positive change in the partners' perspective on UMKM layout issues. Partners now understand that layout arrangements cannot be done individually but require mutual agreement and joint management to reduce congestion and improve the comfort of the area (Putri et al., 2022; Zulkarnain & Haryono, 2021).

The partner satisfaction evaluation shows that all respondents provided positive assessments of the activity materials' suitability. This indicates that the substance of the counseling was aligned with the partners' needs and field conditions (Ariyanto et al., 2021; Astuti & Saputra, 2022).

The assessment of the activity timing also yielded positive results, where the majority of partners stated that the schedule was adjusted to their business activities. The timing suitability contributed to high participation levels during the activities (Maulana et al., 2022; Kurniawati & Dewi, 2023).

Additionally, the clarity of material presentation and the quality of the committee's service received high appreciation from participants. This shows that communication and mentoring aspects play a crucial role in building trust and creating a conducive environment for the activities (Sulastri & Hardianto, 2021; Nurhayati & Wahyudi, 2023).

The majority of partners also expressed hope that the community service activities would continue in the next phase. This hope serves as an early indicator that the activity has been well received and has a high chance of sustainability if developed into the next stage of technical mentoring (Hendayani et al., 2024; Nurhayati & Wahyudi, 2023).

Conclusion

Overall, the evaluation results show very high satisfaction levels from the partners across all aspects assessed, including the appropriateness of timing, clarity of materials, service quality, and expectations for program sustainability. These findings support the previous activity results that the phased approach applied—starting with counseling and initial mentoring—has been targeted and well-received by the Lengkong Culinary Night community. This evaluation also reinforces the foundation that the community service activities have met the process indicators, initial outcomes, and readiness for sustainability, even though the technical output in the form of layout designs has not yet been achieved. This community service activity has successfully strengthened the understanding, awareness, and readiness of the Lengkong Culinary Night community in addressing the layout arrangement issues for UMKM. The counseling and initial mentoring approach has proven effective as a foundation before more complex technical interventions are carried out. The high level of satisfaction and support from the partners indicates that this activity is relevant to field needs and should be further developed in the next phase of the community service program (Hendayani et al., 2022; Nurhayati & Wahyudi, 2023).

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