

Community Participation through Tourism Awareness Groups in the Development of Tourism Village Potential in Sendang Village, Wonogiri District, Wonogiri Regency

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ABSTRACT

Before the tourism development program managed by Pokdarwis, the potential in Sendang Village had not yet developed. The existence of tourist attractions in the village is not widely known to the public, the awareness of the surrounding community about the benefits of tourism management is still low. The purpose of the study is to (1) describe community participation through the role of Pokdarwis in the development of tourism village potential in Sendang Village, (2) describe the implementation of Pokdarwis in Sendang Village, (3) describe pokdarwis obstacles in developing the potential of tourism villages in Sendang Village. The method in this study is a qualitative approach. Data collection techniques are used interview, documentation and observation techniques through social media such as Facebook, Instagram and YouTube owned by Sendang Village due to the Covid-19 pandemic. The validity of the data uses triangulation of sources and methods. The findings of community participation through the role of Pokdarwis in the development of tourism village potential, namely: (1) community participation in the development of tourism village potential through the role of Pokdarwis as a motivator, communicator, and facilitator are shown through direct mentoring and forming discussion forums with community members. (2) the implementation of Pokdarwis by holding regular meetings every three months with community members for decision making to evaluation aimed at the progress of the program. (3) the internal obstacle of Pokdarwis is the difficulty of time sharing carried out by Pokdarwis. The external obstacles are inconsistency in the income of funds and the development of tourism village potential is not optimal, not all people in Sendang Village have the same awareness to participate and lack of information sources for tourism villages.

Keywords: Tourism Village, Community Participation, Village Potential Development, Role of Pokdarwis.

INTRODUCTION

The tourism industry provides services in increasing the country's foreign exchange that the Indonesian nation relies on. Central Java has 29 districts, one of which is Wonogiri Regency. The Central Statistics Agency of Wonogiri Regency in 2019 stated that Wonogiri Regency has an area of 182,236.02 Ha and has great potential that can be developed, especially in the field of tourism, both spiritual tourism, adventure, and beach tourism. Wonogiri Regency consists of 25 sub-districts, 43 sub-districts and 251 villages and is a mountainous area, in the western part of Wonogiri City bounded by hills.

The abundance of resources is not automatically the level of welfare of the people is high. Efforts to convert potential resources into actual ones in the form of utilization and use are made in order to enable the possibility of improving well-being to be effective and real. Community empowerment is an effort to prosper the community. Community empowerment efforts are considered successful if community groups can become agents of development or as subjects. The subject is defined as a mover, not just as a beneficiary or object (Suhaimi, 2016).

The development of tourism potential can run well if there is cooperation from the Village Government and the community. The development of this potential is carried out on the tourism potential that already exists in Sendang Village. Information obtained regarding the Sendang Village Profile listed in a brief report on the implementation of all activities in Sendang Village (2019) Sendang Village is one of the villages located in Wonogiri District. The distance of Sendang Village is about 7 km from the center of Wonogiri City and is divided into 7 RW and 27 RT spread across 12 hamlets. Most of the residents of Sendang Village work as farmers and private employees.

Pokdarwis is a collection of several individuals who form a group, have concern for the development of tourism potential by inviting other communities to get involved and work together to manage village tourism programs. Pokdarwis which is formed plays a role in the implementation of tourism potential development by making the community aware of the development of tourism villages, providing information related to tourism village development programs and Pokdarwis becoming a driving agent with an approach to the community and providing direction in developing tourism villages in Sendang Village.

The existence of Pokdarwis is needed in encouraging the community to participate. The Tourism Awareness Group (Pokdarwis) actually plays a role in inviting the community in the development of tourism. The role of Pokdarwis according to (Suryawan, 2016) is to help preserve tourism and utilize it, play a role in tourism management, develop community knowledge and skills and form cooperation with other organizations. The real role of Pokdarwis includes designing, implementing plans and managing tourism with the community, as well as cooperating with the government. The existence of Tourism Villages will be strengthened by the role of Pokdarwis (Putra, 2013).

Before the tourism development program managed by Pokdarwis, the potential in Sendang Village had not yet developed. The existence of tourist attractions in the village is not widely known to the public, the awareness of the surrounding community about the benefits of tourism management is still low. Agricultural products in the form of rice sold to the market have also not been able to maximize the economy in Sendang Village. After a program was formed that focuses on developing the potential of tourism villages, the people of Sendang Village can improve the level of the economy by participating in tourism village activities. In addition to the economy, tourism potential in Sendang Village can increase. This can be seen in the Joglo Peak Tour, there is a paragliding take-off foundation and photo spots which are the result of new innovations. The take-off foundation facility can attract local and foreign tourists in order to introduce the beautiful tourist destinations in Wonogiri. The role of Pokdarwis in Sendang Village should be able to run optimally according to their duties, but there are still many obstacles that cause the role of Pokdarwis to not be optimal in its implementation. The role in awakening the community to be involved in the development of tourism villages has not shown maximum success.

Some people still don't care about the development program of tourism villages. So it takes efforts to attract the community to be involved in the tourism village development program. This condition is strengthened by the findings (Musriadi, 2019) showing that the role of Pokdarwis Taman Arum in tourism management, skill development and community knowledge development is hampered because the involvement and awareness of the community in tourism programs is still lacking. (Sofianto, 2013) added

that Pokdarwis in Karangrejo Village has not played an optimal role in maximizing resources in improving community welfare, organizations and tasks have not been clearly structured, tourist objects and products are not organized, and cooperation from various competent parties is still lacking.

One of the things that causes the suboptimal role of Pokdarwis is due to the lack of community participation, meaning that tourism development requires participation from the community because information will be obtained about attitudes towards development. The function of participation is as a model in bringing local knowledge closer. Local cultural wisdom is very important in village development as an effort to minimize cultural gaps (Budiyanto, 2011). Participation is related to the involvement and participation of the community in social interaction and identifying potential around the community. This involvement occurs in decision making, problem handling, implementation, review and evaluation of changes and utilization of results (Mustanir, 2017).

Community participation must show concern towards the ultimate goal of the program, community participation will foster experience and a sense of belonging that starts from knowledge of the existence of potential. The people of Sendang Village participate in developing tourism potential, divided into several fields, namely the field of administrative services, the field of tourism assigned to the withdrawal of tourism levies, the field of independent business of the community which is in the joglo peak and watu cekik tourism, as well as the field of vehicle safety of visitors who come from the karangtaruna group. In connection with this description, the researcher wants to further research related to Community Participation through Tourism Awareness Groups in the Development of Tourism Village Potential in Sendang Village, Wonogiri District, Wonogiri Regency.

METHOD

This research uses a qualitative approach by describing in detail and obtaining in-depth data on community participation through the role of Pokdarwis and the obstacles that occur in the role of Pokdarwis in the development of tourism village potential. This research is presented in the form of a description, description and description of community participation through the role of Pokdarwis in developing the potential of tourism villages. The data collection method uses interview, documentation and observation techniques through social media Facebook, Instagram and YouTube owned by Sendang Village due to the Covid-19 pandemic. The subjects of the interview were conducted with the Chairman and Members of Pokdarwis, the community as participants, the Head of Hamlet and the Chairman of Rw as informants.

The validity of the data in this study was carried out by triangulating sources and methods. Source triangulation is by comparing research results from research sources obtained from interviews and documents related to community participation activities in the development of tourism village potential and there is a role of Pokdarwis in Sendang Village. This study used triangulation of data collection sources and methods as a data checker. Comparing and re-checking the degree of trust of information obtained through different times and tools. The data analysis used in the study was the Miles and Huberman model which was carried out through data collection steps, data reduction, data presentation and drawing conclusions.

RESULTS AND DISCUSSION

Community Participation Through the Role of Pokdarwis

Participation in the form of thoughts is carried out during decision making and evaluation of the tourism village potential development program in Sendang Village. This is in line with the statement made (Khasanah, 2019) that participation can take the form of thoughts by participating in the community in providing suggestions and ideas for tourism activities. Meanwhile, the form of energy is given by the community by being involved in the implementation of tourism activities. So that in this case community participation is carried out at the time of planning to make joint decisions to take benefits and evaluate the potential development program of the tourism village. These results are in line with the statement submitted (Sawitri & Bagus, 2014) that the stages of participation include participation in planning, implementing, utilizing and evaluating.

The role of motivators in Sendang Village Pokdarwis to the community is carried out by counseling to form a discussion forum combined with regular community meetings to increase community awareness and a direct approach in introducing the potential of villages in Sendang Village. This potential is the potential of tourist villages. This agrees with the statement (Febrianto, 2019) that counseling given to the community can provide community attraction to be more concerned with the development of tourist villages, departing from community concern, the number of tourist visits will increase due to a good impression by tourists.

The role of Pokdarwis as a communicator by providing information to the community regarding new innovations that need to be carried out for the development of tourism villages and information about training provided to the community to improve community resources in Sendang Village which is delivered through regular meetings with a focus on discussions that are held once a month. This agrees with (Indrianti, 2019) that Focus Group Discussion (FGD) is a form of community monitoring in conveying aspirations related to criticism, suggestions and evaluations.

The role of Pokdarwis as a facilitator in the tourism village potential development program is to provide direction to community members as participants with direct assistance or through regular meetings to form a discussion forum between the community and Pokdarwis, in the forum the community is always given the opportunity to convey suggestions, ideas to Pokdarwis for the plan of activities to be carried out. This is in line with (Rahmawati & Bagus, 2017) that companions have a role as facilitators, educators, representatives or representatives of the community and technical.

Implementation of Pokdarwis

The results showed that the implementation of potential development in Sendang Village includes regular meetings every three months between Pokdarwis and community members in decision making to evaluation for the progress of the program. The implementation of the program applies democratic principles that prioritize common interests as seen from the community who are always involved in every decision making to evaluation. This is in line with the statement made (Rindi, 2017) that in the development of tourism potential activities all structures make decisions used democratic means. The accountability report is involved by all Pokdarwis administrators and the community. The implementation of the development of tourism village potential involves the community voluntarily such as working together to clean up the village around the tourist site. Cooperation was formed between Pokdawis and the community as participants. An independent village is a village capable of meeting the needs and if it gets additional capital from a third party, the additional capital is just a stimulus. Building an independent village consists of planning development activities that are participatory, transparent, and comprehensive (Nursetiawan, 2018)

Funding for the tourism village potential development program is managed by Pokdarwis in Sendang Village together with the community as participants. Based on the results of the research, Pokdarwis' input funds came from non-governmental organizations and financial assistance from the Youth, Sports and Tourism Office of Wonogiri Regency. Fund management is carried out transparently and distributed with the Residual Business Results (SHU) system. The role of Pokdarwis and the community in managing funding for the development of tourism village potential will affect the remaining business results (SHU) obtained. In line with the opinion expressed (Giri, 2017), the remaining business results are partially or simultaneously influenced by the effectiveness of human resources, working capital, and operational cost management. The distribution of the remaining business proceeds is at most 40% for the addition of tourism business capital in the future, 25% each for village funds and management services and 5% each for social and educational activities. This is in line with the explanation given (Rizqi, 2019) that the nature of the tourism village potential development business is centered on open, honest, participatory, and fair profits because the tourism village potential development program functions as a tool to drive the village economy and institutions that can increase Village Original Income (PADes).

Internal and External Barriers of Pokdarwis

According to the data from the study, there are obstacles that affect the implementation of the role of Pokdarwis in the development of tourism village potential. Internal obstacles that occur in the role of Pokdarwis in increasing participation include, (1) the difficulty of time division from Pokdarwis in carrying out the task of developing the potential of tourism villages so that Pokdarwis in Sendang Village cannot always

provide direction to the community in implementing the program; (2) the directives given by Pokdarwis are still unilateral. This means that the directive has not yet become a Pokdarwis agreement for the advancement of the program. So that the community as participants has difficulty in receiving directions that will be used as a reference.

External obstacles that occur in the role of Pokdarwis in increasing community participation are, (1) inconsistent income of funds so that the implementation of tourism village development has not been maximized; (2) not all communities in Sendang Village can be involved in the tourism village potential development program because of the uneven role of Pokdarwis so that people in hamlets that are located far away from tourist locations still feel left behind and do not have the awareness to be involved in the tourism village potential development program; (3) Tourism village potential development program services are still experiencing obstacles due to lack of awareness from the community and visitors of the established regulations due to the lack of complete tourism village information sources.

CONCLUSION

The community participates in the implementation of the development of tourism village potential in the form of energy and thoughts in decision making, implementation, utilization of results to evaluation in which there is the role of Pokdarwis as a motivator, communicator and facilitator which is shown by direct assistance and forming a discussion forum with community members.

The implementation of potential development is carried out by holding regular meetings every three months in decision making to evaluation to advance the program. The distribution of budget funds for the tourism village potential development program is carried out using the Residual Business Results (SHU) system.

The internal obstacles of Pokdarwis in Sendang Village are: (1) the difficulty of Pokdarwis time division; (2) the directives for the community are still unilateral. Meanwhile, the external obstacles of Pokdarwis in Sendang Village are: (1) inconsistent income of tourism village potential development funds so that the tourism potential development program is not optimal; (2) not all communities in Sendang Village can be involved in the tourism village potential development program; (3) the source of information on tourism villages is not complete.

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