



The Role of Pokdarwis (Tourism Aware Organization) in Community-Based Tourism Development in Tista Tour Village, Tabanan District, Bali

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ABSTRACT

Tourism Awareness Group is a condition that describes the participation and support of all components of society in encouraging the creation of a conducive climate for the growth and development of tourism in a destination or region. This research was conducted based on the condition of tourism development in Tista Tourism Village, which aims to determine the role of the Tourism Awareness Group organization as an informal institution that has an important role in the development and development of tourist villages. This study uses a qualitative approach, the primary data source is obtained by direct observation and interviews as well as secondary data. The sampling technique used is purposive sampling. The results of this study found that the Tista Tourism Village Pokdarwis carried out four roles in the development of the Tista Tourism Village, namely as follows: a. Pokdarwis plays a role in accelerating the development of the Tista Tourism Village; b. Pokdarwis acts as an intermediary or connects the community with institutions to provide services in the development of the Tista Tourism Village; c. Pokdarwis plays a role in efforts to provide insight and knowledge to the public about tourism by bringing in competent institutions; d. Pokdarwis has the role of collecting data on the problems faced by Tista Tourism Village to find alternative solutions.

Keywords: *Tourism Awareness Group, Role, Tista Tourism Village*

1. Introduction

Tourism is a complex activity that can be viewed as a large system that has various components such as ecology, economy, politics, social, culture, and so on. Tourism is now one of the government's priority development programs listed in Law no. 25 of 2000 concerning the national development program which has the aim of developing existing strategic areas and potential new economic growth centers, tourism is a sector of economic development that is now being intensively built and developed in every country. This is due to the many contributions of tourism to domestic income, such as contributing to foreign exchange and creating new jobs. In Indonesia, tourism is one of the factors supporting the economy which is quite large. In addition, the tourism sector is a sector that can improve the people's economy, especially in Indonesia, there are many tourism potentials that have their own charm (murianto: 2020).

One of the programs initiated by the President of the Republic of Indonesia, Ir. Joko Widodo in 2016, namely through the tourism village program which was subsequently followed up by the Minister of Tourism Arief Yahya, said that the Tourism Village program was a local community-based tourism development program (beritasatu.com). A tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with the prevailing procedures and traditions. In managing the tourism potential of the Tourism Village which has been declared to be managed by an institution originating from the village community itself, namely the Tourism Awareness Group (Pokdarwis). According to Demartoto (2009) local community-oriented tourism development efforts are still minimal. This is because the community does not have the financial ability and quality expertise to manage it or is directly involved in tourism activities based on nature and culture, so that the active participation of the community is to be a good host, provide something according to ability, support the SaptaPesona program, instill awareness community in developing village potential.

Tista Village is a village located in Kerambitan District, Tabanan Regency, Bali, this village is one of the villages that was officially designated as a tourist village on October 26 2016 by the Regent of Tabanan with Decree Number: 180/319/03/HK & HAM/ 2016. Tista Village has the potential for natural tourism, man-made tourism and cultural or special interest tourism. Tista Village is one of the tourist villages in Bali which is frequently visited by

both domestic and foreign tourists, where the main market in Tista Village is that for domestic there are tourists from Bali and Lombok, while for foreign tourists there are tourists coming from France, Germany, England, Taiwan. and China.

Community-based tourism (CBT) is tourism that is aware of cultural, social and environmental sustainability (Prabawati 2013). Community-based tourism as a concept of developing tourist destinations through empowering local communities, the community participates in planning, managing, and voting in the form of decisions and development. In the Minister of Tourism Regulation PM.04/UM.001/MKP/2008 Article 1 it is explained that a Tourism Awareness Group is a condition that describes the participation and support of all components of society in encouraging the creation of a conducive climate for the growth and development of tourism in a destination or region. This tourism awareness activity emerged with the hope that national development could be optimal with the role and participation of the community in managing tourism.

Tourism awareness groups are faced with various tourism potentials owned by villages that need to be developed and managed optimally, besides that Pokdarwis are also faced with driving and inhibiting factors in developing community-based tourism in Tista Village. Pokdarwis is one element of stakeholders from the community who certainly has a strategic role in developing and managing the potential of natural and cultural assets owned by an area to become a tourist destination. The role of Pokdarwis is as a driver of tourism awareness and *SaptaPesona* in tourist areas, to increase understanding of tourism, increase the role and participation of the community in tourism development, and make tourism development successful. Therefore, having a Pokdarwis in an area can certainly encourage development, development and promotion of tourism and can benefit the welfare of the people of that area. So based on this, it is important to study the role of Pokdarwis in a tourist village to find out how far the role played by Pokdarwis is in developing a tourist village.

2. Methodology

The previous research that became a comparison in this study was the first research conducted by Reza Agus Fanzuri "The Role of Tourism Awareness Groups (Pokdarwis) in the Development of Tourism Objects as an Effort to Improve the Community's Economy". This study has similarities in its research focus, namely focusing on the role of tourism awareness groups in the development of tourist villages, while the difference lies in the research location, the current research location is in Tista Tourism Village, Kerambitan, Tabanan Regency. Yolla Monica Ayu Anggeraeny "The Role of Sonokeling Tourism Awareness Groups (Pokdarwis) in the Development of Mount Tanggamus Basecamp Tourism". This study has similarities in its research focus, namely focusing on the role of tourism awareness groups in the development of tourist villages, while the difference lies in the research location, the current research location is in Tista Tourism Village, Kerambitan, Tabanan Regency.

This study uses several concepts, namely the concept of Zastrow's role cited by Abu Huraerah (2008; 149-151), tourism potential (Yoeti, 1983), driving factors (Sunaryo, 2013), inhibiting factors (SUNARYO, 2013), community-based tourism (Adikampana, 2017:5), and tourist villages (Nuryanti, Wiendu, 1993). In this study, it is also necessary to review previous research, because it aims to find out comparisons between previous studies that have been carried out and current research, so that there are no duplicate studies.

The scope of this research is the potential for natural, artificial and cultural tourism, then the driving and inhibiting factors that come from outside (external) and from within (internal) and the role of Pokdarwis as an enabler, intermediary (broker), educator (educator).), experts (experts), social planners (social planners), advocates, activists. The location of this research is in Tista Tourism Village, Kerambitan District, Tabanan Regency, Bali. The research was conducted for approximately 1 month.

The type of data used in this research is qualitative data (Sugiyono, 2003). With primary data sources (Siregar, 2013:16) and secondary data sources (Sugiyono, 2005:62). In this study, primary data was collected from the results of interviews, observations and documentation conducted offline with the village head and managers in Tista Tourism Village. While secondary data comes from journals, articles, theses and books on the topics raised in this study.

Then for data collection techniques carried out through sensory observation (Bungin, 2007), interviews (Bungin, 2007) conducted with Tista Village workers and Tista Tourism Village managers, documentation and literature studies (Praing and friends, 2019: 29). The informant determination technique used in this study is a purposive sampling technique (Sugiyono, 2010: 300). And data analysis techniques are carried out through four stages (Sugiyono, 2007: 204), namely data collection, data reduction, data presentation and the last step is drawing conclusions.

3. Results

Geographical Conditions

From a geographical perspective, Tista Village is located in a slightly undulating lowland area, especially in the south and west of the village. As befits the villages in Tabanan District, Tista Village is an agricultural area with rice farmers as the majority. The height above sea level is approximately 3 m, with temperatures ranging from 27 degrees Celsius to 40 degrees Celsius. In addition, this area also produces other garden crops such as coconut, cocoa.

Administratively the boundaries of Tista Village include:

1. North side: SubakBuluh
2. East: Yeh Lating River
3. South: Yeh Lating River
4. West side: Yeh Ho River

Tourism Awareness Organization Profile

Tourism Awareness Group is one of the components in society that has an important role and contribution in the development of tourism in the region. The Tourism Awareness Group in Tista Tourism Village was officially formed on September 19, 2016 with No SK stipulation by the Regent of Tabanan:

180/274/03/HK&HAM/2016. The number of Pokdarwis members of the Tista Tourism Village is 34 including the chairman, chairman I Parahyangan, Chair II Palawan, Chair III Pawongan, secretary, treasurer, field of attraction, field of service/cooperation, field of promotion, field of facilities and infrastructure, field of supervision, field of security, the field of order, the field of cleanliness, the field of coolness, the field of hospitality, the field of memories.

Tourism Potential of Tista Village

Tourism potential according to Mariotti in (Yoeti, 1983), is defined as everything that is contained in a tourist destination area, and is an attraction so that people want to come and visit the place. Tista Tourism Village is a tourist village that has natural, cultural and artificial tourism potential, where in its tourism activities it upholds the Tri Hita Karana concept, the tourism potential in Tista Tourism Village is as follows:

1. Natural Tourism Potential

- a. Trekking path
- b. Rice Field Landscape
- c. River
- d. Panorama
- e. Sunrises and Sunsets

2. Artificial Tourism Potential

- a. Local Culinary
- b. Divine Flute Yoga

3. Potential for Cultural Tourism

- a. Legong Andir dance and Calonarang drama dance
- b. JogedBumbung
- c. Local Art Crafts
- d. Celaga Temple
- e. Beji Temple
- f. Sekha Santi
- g. Big Stone

Driving and Inhibiting Factors for the Development of the Tista Tourism Village

In the development of the Tista Tourism Village, Pokdarwis is also faced with factors that become drivers and obstacles in carrying out its role. In addition, there are also factors that encourage and inhibit the development of Tista Village to become a tourist village. Factors driving the implementation of the role and development of the Tista Tourism Village are as follows:

1. Tourism potential. Tista Tourism Village has a community that is still thick with traditions and customs, which after exploring the potential of Tista Tourism Village, there are natural, cultural and artificial potentials. This potential is a driving factor for Pokdarwis in developing Tista Tourism Village because with the tourism potential Pokdarwis can prepare many tourist attractions that can be sold to tourists.
2. Potential of facilities and infrastructure to support tourism activities. The Tista tourist village is also equipped with facilities and infrastructure to support tourism activities so that it is more helpful in building a tourist village. Following are some of the existing facilities and infrastructure in the Tista Tourism Village, Sports Bicycles, Parking Areas, Multi-Purpose Halls (Wantilan), Mandalas for event venues with views of rice fields, Government centers that synergize with Bumdes, Poskesdes, LPD, Tourism Village Offices which are located side by side so that makes it easier to carry out activities, several toilets, places for yoga and meditation, local stalls, trash cans.
3. Public Facilities. As for several public facilities that are driving factors for tourism activities in Tista Tourism Village, including close to mini markets and traditional markets, close to the Health Center, and available public transportation such as motorcycle taxis.
4. Community MSME potential. The Tista Tourism Village community apart from farming they also carry out UMKM (Micro, Small and Medium Enterprises) activities, for example there are processed fish products, namely fish dumplings, fish pepes, fish ladrang, fish steak from the fish processing group, vegetarian dumplings (which are usually provided at the time of yoga).
5. Support from Outside Village Institutions. Through support from non-village institutions in the development of tourist villages, it is very helpful in efforts for Pokdarwis to maximize its role in developing tourist villages. In this case the support obtained by the Tourism Village is the support from academics who participate in helping the development of tourism villages in developing creativity in villages such as foreign language training, food and beverage training, hospitality and other training regarding tourism and creativity development. This form of training is carried out for Pokdarwis, and communities who have a role in tourism activities.

The inhibiting factors for implementing the role and development of the Tista Tourism Village are as follows:

1. Low public understanding of tourism and foreign languages. The local community of Tista Tourism Village, most of the people are farmers, only a few are tourism workers or graduates. This is what causes people to still be laymen or do not understand well what tourism is like, especially regarding tourist villages. And also people who understand foreign languages are still minimal, only a few people who work in the tourism sector understand foreign languages, especially English.
2. Differences in the background of Pokdarwis members. Differences in the educational and occupational backgrounds of Pokdarwis members are one of the inhibiting factors because this causes the members to not be optimal and the role of the members to be less than optimal in carrying out their duties. The Tista Tourism Village Pokdarwishave diverse educational and occupational backgrounds ranging from tourism workers, farmers, MSME entrepreneurs, midwives and others.
3. Inadequate Financial Resources. So far the development of the Tista Tourism Village still relies on funds from the village alone which has resulted in the development of the tourist village not being carried out optimally. So that the need for budgetary assistance from outside for the development of tourist

villages so that it can be carried out optimally. So far, only grants have been received from the central ministry to assist the development of the Tista Tourism Village.

4. The minimum number of homestays. In the Tista Tourism Village itself, the existence of homestays is still minimal, there are only two homestays, and at this time only one homestay can be used provided by the PIC of Tista Tourism Village, namely Mrs. Citra. This is because the people do not want their homes to be made into homestays or places to stay for tourists, and the people do not understand about their homes that can be developed into homestays. This will be a future challenge for managers and Pokdarwis in increasing public understanding in creating homestays for tourists.

The Role of Pokdarwis in the Development of the Tista Tourism Village

The roles carried out by Pokdarwis in the development of community-based tourism in the Tista Tourism Village are carried out as an effort to maximize the development of the factors driving the development of a tourist village and to try to solve problems with the factors inhibiting the development of a tourist village through the programs implemented. The role of Pokdarwis in the development of the Tista Tourism Village is as follows.

a. Role as an enabler, in which Pokdarwis plays a role in accelerating the development and development process of the Tista Tourism Village which is carried out by working together to clean the village regularly, utilizing tourism potential, building facilities such as gazebos, then convincing the community of the importance of change by increasing and developing creativity and innovation through the utilization and provision of community MSME products, utilizing tourism supporting facilities and infrastructure, creating and utilizing social media. Pokdarwis also actively participates in village tourism competitions and exhibitions as an effort to introduce Tista Village as a tourist village that offers a variety of tourist attractions. In addition, Pokdarwis is also trying to make the most of social media as an effort to promote tourism villages.

b. The role as an intermediary (broker), in this case Pokdarwis seeks to connect the community with individuals or institutions to provide services in the development of tourist villages. This intermediary role was carried out by the Tista Tourism Village Pokdarwis through meetings held by the community with several institutions in assisting the development and development of tourist villages such as the Tourism Office, Fisheries Service, academics namely students who do community service, the government, and BumDes. Efforts were made to increase community participation in developing and building the Tista Tourism Village which is one of the inhibiting factors for the development of a tourist village.

c. The role as an educator (educator), Pokdarwis seeks to provide insight and knowledge to the public about tourism which is carried out by bringing in institutions that are competent/experts in their field. This is done to train Pokdarwis with other communities to improve foreign language skills, hospitality, food and beverage and increase creativity public. This role is carried out as an effort to increase public understanding of foreign languages, hospitality and food and beverage. This is one of the challenges/obstacles in tourism development.

d. The role as a social planner, in this case Pokdarwis plays a role by collecting data on problems faced by Tista Tourism Village which are obstacles in developing a tourist village and then looking for alternative solutions.

4. Conclusion

Pokdarwis is an informal organization that has an important role in the development of tourist villages. The existence of Pokdarwis indicates that tourism is developed based on the community. In this case the Pokdarwis of the Tista Tourism Village are faced with various tourism potentials that need to be developed optimally, but as for the factors that encourage and hinder the development of the Tista Tourism Village, so that the Pokdarwis are expected to carry out their role as well as possible in order to create sustainable tourism development that is beneficial economically, socially, culturally and environmentally. The Pokdarwis of the Tista Tourism Village in carrying out their role are faced with various tourism potentials as well as the driving and inhibiting factors in the development of the Tista Tourism Village, so that the Pokdarwis is trying to carry out its role to maximize the factors that encourage the development of a tourist village and minimize the factors that become obstacles in the development of a tourist village.

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