

THE ROLE OF THE TOURISM AWARE GROUP IN THE ECONOMIC DEVELOPMENT OF THE COMMUNITY OF BURAI TOURISM VILLAGE

by Azizah Husin

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THE ROLE OF THE TOURISM AWARE GROUP IN THE ECONOMIC DEVELOPMENT OF THE COMMUNITY OF BURAI TOURISM VILLAGE

Azizah Husin, Meli Permata Sari

Sriwijaya University, Indonesia

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Corresponding
author:
azizahhusin@fkip.unsri.ac.id

Abstract

This study aims to determine the role of tourism awareness groups in the economic development of the Burai Tourism Village community, Ogan Ilir Regency. This type of research is descriptive qualitative with interview, observation, and documentation methods. The results of the study show that the tourism awareness group in Burai Village has become a partner of the government in tourism development, from the development of tourism that has been carried out the tourism awareness group has been able to provide business opportunities and also employment opportunities for the community. Tourism awareness groups as beneficiaries try to provide positive benefits for the community from the development of tourism, the benefits felt in the form of economic development through the Micro, Small and Medium Enterprises (MSME) sector are marked by the increasing number of requests for goods. The tourism awareness group in creating a conducive environment and atmosphere seeks to provide understanding to the community to be good hosts, in creating a conducive atmosphere the value of Sapta Pesona becomes an inseparable element. The creation of a conducive atmosphere in tourist attractions is able to attract tourists who want to visit so that later it will have a positive influence in the form of increasing the number of requests for goods produced by Micro, Small and Medium Enterprises (MSMEs), creating job opportunities and the community is able to read business opportunities.

INTRODUCTION

The development of tourism in an area has been able to have a considerable impact marked by an increase in the community's economy. The development of tourism has been able to attract tourists who want to visit tourist areas, with an increase in the number of tourists in an area will also be able to increase other potentials in the area such as the number of requests for goods produced by the community increasing. The development of tourism in an area can provide the potential to become business opportunities for the community such as the establishment of lodging services (homestays), and restaurants and being able to create jobs for people around tourism. This means that if tourism in an area has increased, the positive benefits in the form of economic development will also be greater for the surrounding community.

Tourism development in an area certainly cannot be separated from the role of various parties such as the government, the private sector, communities in society, and others. One that is most related to the development of tourism in an area is the

existence of a Tourism Awareness Group (Pokdarwis). Pokdarwis is an organization or institution at the community level whose members consist of tourism actors and have concerns and responsibilities that act as a driving force in developing tourism and are expected to increase regional development through tourism for communities around tourist objects.

Based on the results of a preliminary study using interviews and observations, it was found that this village used to be a remote village because it was quite far from the main causeway and the government center of Ogan Ilir Regency. Bursi Village is one of the 21 villages in Tanjung Batu District. The majority of the people of Burai Village before it was made a tourist village worked as farmers, fishermen on the Kelekar River, songket weaving craftsmen, and selling kemplang from Kelekar River fish. According to the head of the tourism awareness group, Burai Village used to be just a slum, many residents did not have toilets, so bathing and latrine activities were carried out in the Kelekar River. This is the background to the less developed economy of the people of Burai Village because the village community only relies on income from agricultural products,

fishermen's products, and the sales of songket and kemplang which are sold to neighboring villages. The cultural potential of the local community is still maintained today, starting from the Burai Traditional House or Bari House which is more than 100 years old, the Burai Village's signature dance, the Bumme Dance, which is performed when tourists come to visit Burai Village. Apart from that, Burai Village also has natural potential in the form of the Kelekar River which is located on the outskirts of the village. The local government and the people of Burai village realize that there is a lot of potentials, so there is a need for efforts to develop tourism. Along with that, there is a need for a group that is aware of tourism in the village. Government regulations if a village or location has tourism potential, it is recommended to form a Tourism Awareness Group (Pokdarwis). Pokdarwis DesaWisata Burai carries out their duties and functions so that they are in Burai village. This group carries out the function of developing tourism potential. Currently, Burai Tourism Village is progressing and its people's welfare is increasing. This rapid progress can be seen from the concepts developed such as the colorful village concept which has become the icon of Burai Village. In addition, agricultural and fishery activities are used as processed materials for regional culinary specialties such as processed fish from the Kelekar River, and crafts (songket and purun) are used as souvenirs for Burai Village.

The development of the tourist village of Burai is quite good, causing researchers to want to know how the role of Pokdarwis in this village plays an important role in tourism development, being able to have a positive impact on the community in the form of developing livelihoods so as to prosper people's lives. Therefore, researchers feel interested in studying more deeply how "The Role of Tourism Awareness Groups in the Economic Development of the Community of Burai Tourism Village, Ogan Ilir Regency".

The Role of Tourism Awareness Groups According to (Purnawati, 2021) there are four important roles that tourism awareness groups have in an effort to develop tourism whose output is able to improve people's welfare including:

1. The subject or agent of development

As agents and actors of development (Rogers & Roger, 1983), Tourism Awareness Groups (Pokdarwis) try to become

government partners who are actively involved in the process of planning and developing tourism in the region. The local government is making efforts to provide accommodation and infrastructure. Meanwhile, Pokdarwis carries out promotions as an effort in tourism marketing and establishes cooperation with related parties. One of the goals of development is the development of the people's economy. The initial strategy for pioneering the Sidoluhur tourism village used an economic approach. The economic strategy is implemented with the aim that the group can independently finance all of its operational activities from the results of the business carried out by the group (Daher, 2019). Research (Rudina, Moh. Taufik, 2022) as a subject of tourism development, Pokdarwis of Pela Village have not played a role in community involvement. As proof, there is still a lack of interest in craftsmen to contribute their handicrafts to be marketed in tourist attractions, so they need to be educated.

Building awareness of community literacy through the integration of programs from organizations in the community. Tourism awareness groups, Karangtaruna organizations, and the Community Reading Center mutually reinforce collaborations. Besides that, carrying out community movements in the form of writings that encourage the values of beauty, cleanliness, friendliness, and ethics (Suharta et al., 2021). For this reason, the collaboration of tourism awareness groups with development programs supported by community reading gardens that meet the learning needs of the community is related to the movement to support tourism villages

2. Beneficiaries

Tourism awareness groups as beneficiaries mean being able to provide value to the community through the development of tourism. The development aims to prosper the community, especially in improving the community's economy (Fadjar & KP, 2020). A prosperous society will be able to improve the quality of life and live a decent life in all aspects of life social and economic aspects such as education and health and other aspects. (Martoyo, 2019) argues that development whose output can have an impact on welfare through increasing the community's economy starting from opportunities to open businesses or create jobs.

3. Motivator in creating a conducive

environment and atmosphere

Development is often formulated as a planned change (Martoyo, 2019). The existence of Pokdarwis is a planned effort to develop tourism potential. Empowered development beneficiary communities.

(Sibuea et al., 2022) The role of Pokdarwis Onan Runggu 1 in developing a sustainable Onan Runggu 1 Tourism Village. At the planning stage it is classified as still requiring guidance from related parties besides being a new Tourism Village, it turns out that the Onan Runggu 1 Pokdarwis management does not yet have the courage to invite the community to participate so that awareness and caring attitudes for the community do not fly. The role of Pokdarwis Onan Runggu 1 is being able to act as an activator for the community where the community has provided support and a role as a host in an effort to create a conducive environment and atmosphere that is able to encourage growth and the realization of sapta charms even though in memory it has not been fulfilled properly.

One of the fundamental aspects in the success of tourism development in an area is that tourism awareness groups and the community are able to create a conducive atmosphere by carrying out the roles and responsibilities of the community as good hosts for tourists so that tourists are expected to feel comfortable when visiting tourist attractions.

4. Realizing the seven charms

Sapta Pesona is the most important element in creating a conducive environment and atmosphere for the development of tourism in an area. Sapta Pesona will not be realized without efforts to implement it consistently from both tourism-conscious groups and the community. The creation of sapta charms will have a positive impact on the community from the increasing number of tourists which will indirectly be able to encourage the growth and development of economic activities. The sapta charm elements consist of safe, orderly, cool, clean, friendly, beautiful, and memorable.

Tourism Economic Development

According to (Ramadhan & Nasikh, 2021), economic development is a joint and planned effort to improve the community's quality of life in the economic field by utilizing the life skills possessed by the community. One of the efforts to increase economic development in an area is to try to develop tourism by exploring its potential so that the development of tourism can improve

people's welfare marked by an increase in the number of requests for goods, opportunities to open businesses, and job creation.

Tourism economic development. The development of the tourism economy (tourism economic development) is an effort that emphasizes the field of community empowerment to better understand the values and assets they have, such as customs, culture, culinary, and lifestyle (Desman, 2021). Through the concept of tourism development, each individual and organization is directed to become a chain in improving the economy, individuals are given knowledge and skills in creating goods or services. The theory used in this study is the theory of the role of conscious tourism groups. Tourism awareness groups in carrying out their position have four important roles in helping the development of tourism which will be able to provide positive value benefits in the form of increasing community welfare (Purnawati, 2021).

RESEARCH METHODS

This research uses a descriptive method with a qualitative approach (Moleong, 2017). The research location was carried out in Burai Tourism Village, Ogan Ilir Regency. Data collection techniques using interview techniques, observation, and documentation. Research subjects are determined using criteria with a specific purpose. The informants in this study consisted of the head of the tourism awareness group, 4 members of the tourism awareness group who had joined for 2 years, and 3 Micro, Small, and Medium Enterprises (UMKM) actors who had joined for at least 1 year. The data analysis technique of this research uses an interactive analysis model through four stages, namely data collection, data reduction, data presentation, and drawing conclusions. This study used a data credibility test with source triangulation techniques.

RESULTS AND DISCUSSION

Overview of Research Locations

Burai Village is one of the villages located in Tanjung Batu District, Ogan Ilir Regency. Burai Village has an area of around 11,000 ha consisting of 1100 ha of swamp area, 3000 ha of plantation land area, 30 ha of residential area, 3 ha of village land area, and 20 ha of village office area and public facilities. Administratively, Burai Village is bordered by Tanjung Serajo Village, Indralaya District on the east, is bordered by Sentul Village,

Tanjung Batu District on the west, is bordered by Tanjung Batu Village, Tanjung Batu District on the south, and is bordered by Tanjung Batu Village, Tanjung Batu District on the south. North.

The establishment of the Burai Tourism Village is because Burai Village has a lot of potential such as the potential for water tourism, religious tourism, and educational tourism and Burai Village has a lot of cultural potentials which is still maintained today. The development of Burai Village has provided a lot of economic benefits in the form of increasing people's income, opportunities to open businesses, and job creation felt by the community from the increasing number of tourists. The majority of the community before Burai Village was made into a tourist village, the community's livelihoods were farmers, fishermen on the Kelekar River, and songket weaving craftsmen.

The Role of Tourism Awareness Groups

a. Development Subjects or Actors

Tourism awareness groups in realizing their role as government partners in development are trying to develop tourism (Rosmaladewi, 2018) (Sulistiyani, 2017), and carry out promotions to attract tourists through Facebook, YouTube, Instagram, TV, and newspapers. Tourism awareness groups also collaborate to assist tourism development such as PT Pertamina EP Prabumulih, and the Youth Sports and Tourism Office. Tourism awareness groups are also looking for partners to help community empowerment, especially in the field of Micro, Small, and Medium Enterprises (MSMEs), such as collaboration with Indo Global Mandiri University in helping tourism awareness groups register Micro, Small, and Medium Enterprises (MSMEs) to obtain trade numbers so that later they can be used for selling songket online, then PT Pertamina EP Prabumulih also cooperated by providing training to each Micro, Small and Medium Enterprises (MSMEs). The development of tourism that has been carried out by this tourism-aware group has been able to provide opportunities for the community with a sign that the community is able to read business opportunities by establishing restaurants, and lodging services as supporting accommodation for tourist areas.

The tourism awareness group has become a partner of the Ogan Ilir Regency government, especially the Ogan Ilir Regency

Youth Sports and Tourism Office in developing tourism in the Burai Tourism Village. The development of tourism has been able to provide opportunities for people to open businesses such as opening lodging services and also opening restaurants so that they can have an impact in the form of increasing people's welfare. This is in line with the statement (Azizah Husin, Dian Sri Andriani, 2022), that the development of tourism in an area is able to provide positive value, namely increasing the welfare of people's lives marked by an increase in the income of local communities around tourist objects. The development of tourism that has been carried out by tourism awareness groups is able to create job opportunities and can alleviate existing poverty development of tourism. The development of Burai Village tourism has been able to realize the vision of the Burai Village tourism awareness group, namely to create conditions for tourism that have a welfare impact on the people of Burai Tourism Village, providing opportunities for the community to open businesses by establishing restaurants, lodging services and empowering Micro, Small and Medium Enterprises (MSMEs). In Burai Village. (Sutiani, 2021). Tourism development in Taro Village is carried out by the Taro Tourism Village Tourism Awareness Group which was formed by the Ministry of Tourism and Creative Economy and gave birth to this Tourism Awareness Group. Pokdarwis is a community-based volunteer organization with the hope of realizing Sapta Pesona in increasing tourism development in villages. The tourism awareness group in carrying out its role has made full effort in tourism development as an effort to attract tourists to visit Burai Village which will later have a positive impact in the form of increasing community welfare. (Yatmaja, 2019) suggests the level of community empowerment in the economic aspect. The effectiveness of community empowerment in the development of sustainable tourism that has been carried out by Podarwis Pokdarwis is quite good.

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b. Benefit recipients

The success of tourism development that has been carried out by the tourism-conscious group does not only influence the development of tourism in the tourist area of Burai. However, the development of this tourism has provided great value benefits for the people of Burai Village, namely the increase in the quality of life of the community, marked by the community no longer doing bathing, washing, and toilet activities in the Kelekar River. In addition, the economy of the people of Burai Village has started to improve. This can be proven by the increasing people's income from the increasing number of tourists coming to Burai Village. Pokdarwis' position apart from acting as an agent of change also sometimes does not always have and play a more optimal role. (Karim et al., 2017). Revealing the obstacle is that the level of community participation, and tourism awareness groups in the city of Balikpapan are at a moderate level with a score of 52.59. At this level, it falls into the category of tokenism. That is, Pokdarwis have the opportunity to express opinions, but they do not have the authority and power to regulate the overall activity program even though it has been formulated at the Pokdarwis level. (Putrawan & Ardana, 2019). The results showed that the role of Pokdarwis in tourism development in Munduk Village has been running as expected through the evidence of increasing the knowledge and insight of Pokdarwis members in the field of tourism, increasing the abilities and skills of members in managing the tourism business and other related businesses, encouraging and

motivating the community to be a good host in supporting tourism activities in their area, encouraging and motivating the community to improve the quality of the environment and local tourism attractiveness through efforts to realize Sapta Pesona.

Collect, process, and provide tourism information services to tourists and the local community. (Polonia & Ravi, 2021). One of these activities is in the form of Pokdarwis human resource development activities. One of the human resource development activities carried out is the strengthening of CHSE (Clean, Health, Safety, and Environmental Sustainability) materials. CHSE is a new program socialized by the Ministry of Tourism and Creative Economy to encourage healthy and safe tourism activities in all tourism destinations (Antariksa, 2018). In addition, with the CHSE and proper and adequate health protocols, it is one of the attractions for tourists to visit tourist villages. (Listyorini et al., 2022), stated that Pokdarwis in tourist villages are still have the inability to manage. Another problem is the absence of a harmonious relationship and overlapping duties and functions between Village-Owned Enterprises (Bumdes) and Pokdarwis in the management of tourism village pilots. Pokdarwis needs assistance on how the organizational structure can work, their respective duties and functions, what problems exist in destination development, and how to get support from the community. The purpose of this community service activity is to strengthen cooperation between Bumdes and Pokdarwis in piloting a tourist village.

The results of the study (Husin, 2019) show that the development of the tourism sector is able to provide benefits to various parties, for example, the community has job opportunities in various available businesses in tourist destinations. The Burai Village tourism awareness group has been successful in developing tourism so that from the development of tourism it is able to provide benefits to the community in the form of creating jobs related to the tourism sector and the community has been able to read business opportunities, namely the community opening lodging and restaurant services.

c. Movers in creating a conducive environment and atmosphere

Creating a conducive atmosphere in a tourist spot is one of the fundamental aspects of the success of a tour. Creating a conducive atmosphere is able to encourage the growth

and development of tourism activities in a place. The creation of this conducive environment and atmosphere will later be able to have a positive impact on society, namely increasing the number of requests for production goods so that they can have a big influence on the people's economy.

The results of the study (Muntaka et al., 2020) stated that the safety and comfort aspects of tourists are absolutely necessary to pay attention to in making agro-tourism attractions because they involve negative impacts that may occur and cause losses if ignored. Aside from being a preventive action, paying attention to aspects of the safety and comfort of tourists also indirectly has a positive impact on livestock and livestock themselves. (Amilia, 2020). The results of hypothesis testing partially access/affordability and safety/comfort have a significant effect on visitor satisfaction of Langsa City mangrove forest objects. The test results for the coefficient of determination (R Square) are 0.479 or the variables of access/affordability and security/comfort affect visitor satisfaction of Langsa City mangrove forest objects. The tourism awareness group collaborates with the people of Burai Village in creating a comfortable atmosphere for tourists who come to visit. The tourism awareness group invites the public to be good hosts for tourists. Giving the impression of comfort for tourists will be able to have an impact in the form of increasing the number of tourists who come to visit. The increasing number of tourists has had a positive impact, especially for songket, keeping, and purun MSME actors, marked by an increase in the number of requests for goods, from the increasing number of requests for production goods by Micro, Small and Medium Enterprises (UMKM) actors, it means that the total income of Micro, Small and Medium Enterprises (MSMEs)) increase. This is in line with the statement (Haryanto, 2017) which states that tourism awareness is an effort to support and participate in the community in creating a conducive environmental atmosphere for the development of tourism in an area. The development of tourism in an area can improve people's welfare, increase economic development and overcome income gaps in a tourist area.

d. Creating Sapta Pesona

Sapta Pesona is a concept of tourism awareness that supports the creation of a

conducive atmosphere in a tourist spot. The role of tourism awareness groups in realizing the Sapta Pesona values can be seen from the implementation of the Sapta Pesona values.

Tourism awareness groups as well as the community have made full efforts to implement the Sapta Pesona element. The creation of the sapta charm element in Burai Village has been able to provide value to the community, namely the increasing number of tourists has made the people of Burai Village obtain jobs in the form of becoming tour guides, creating business opportunities, such as establishing restaurants and lodging services (homestays). The results of the research (Nasution et al., 2020) imply that the application of the Sapta Pesona Program to the T-Garden tourist attraction can influence the desire to visit tourists and increase the length of stay and increase the level of visits to tourist objects. With the existence of tourist attraction facilities that are attractive and in accordance with the wishes that are currently in demand, it will be an attraction for tourists to visit and enjoy the facilities of the T-Garden Tourism Object so that the needs of visitors are met to visit the Tourism Object. Sapta Pesona is an important point in creating a conducive environment and atmosphere in a tourist spot. The creation of the sapta charm element also has a positive impact on Micro, Small, and Medium Enterprises (MSMEs) actors, namely the increasing number of requests for goods produced by Micro, Small, and Medium Enterprises (MSMEs), which means that the increasing number of tourists is able to have an impact in the form of increasing total income. This is in line with the statement (Ramadhan & Nasikh, 2021) which states that the application of sapta charm in creating a tourism-aware society as an effort to improve people's welfare has gone well. This is evidenced by community participation in assisting tourism development which of course Sapta Pesona is a reference for tourism awareness groups in the tourism development process. The development of tourism has provided opportunities for people to open businesses and from the creation of new tourism, they are able to provide jobs so as to reduce unemployment in the area.

Podarwis in an effort to carry out his duties and functions needs to be provided with training so that the objectives of the tour plan can be achieved. (Hakim et al., 2019), applies the Pokdarwis mentoring method using Appreciative Inquiry which includes the Discover, Dream, Design, and Destiny stages.

The Tourism Awareness Group was given training, socialization, assistance, and empowerment regarding ecotourism management. In addition, Pokdarwis played a role in running government programs when a pandemic occurred. (Utami et al., 2021) stated that members of the tourism awareness group can participate actively in preventing the spread of Covid-19 by implementing health protocols. (Putrawan & Ardana, 2019). Pokdarwis' obstacles in tourism development, namely coordinating the community or tourism actors and the lack of parking facilities and facilities for traditional event areas. Efforts to develop tourism by socializing and coordinating with traditional villages.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research, it can be concluded that conscious groups as subjects or actors of development seek to become partners with the government in developing tourism, such as developing water tourism, religious tourism, and educational tourism. The development of tourism has provided opportunities for people to open businesses, such as lodging services, restaurants and the creation of jobs. The successful development of tourism that has been carried out by the tourism awareness group in Burai Tourism Village has benefited the community in the form of economic development through the MSME sector marked by an increase in the number of requests for goods produced by MSME actors and an increase in people's income. Tourism awareness groups in creating a conducive environment and atmosphere try to socialize to the community to be good hosts so as to attract tourists to visit and will increase people's income. The tourism awareness group is the driving force in realizing the seven elements of Sapta Pesona in society. The Sapta Pesona element is very influential in creating a conducive environment in a tour, if Sapta Pesona has been realized, it means that the community has been able to create a conducive environment. The creation of a conducive environment will have a positive impact in the form of increasing the number of requests for goods produced by Micro, Small and Medium Enterprises (MSMEs). The results of this study are expected to improve tourist spots which are starting to get neglected, especially in repairing the icon of Burai Village, namely the colorful village.

Tourism awareness groups are expected to continue to assist in the marketing of MSME products in order to increase the income of MSME actors.

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