

## The Role of Pokdarwis (Tourism Awareness Groups) in Tourism Development

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### ABSTRAK

The Tourism Awareness Group (Pokdarwis) is an informal organization that plays a role in managing and developing tourism within its local community. In the development of tourism villages, the Pokdarwis community institution has an important role, which is to direct, plan, and carry out activities to achieve the group's common goals, based on the group's values, norms, and rules.

**Keywords:** (Pokdarwis (the tourism awareness group, development, empowerment, social, and community).

Tourism is one of the sectors that contribute significantly to foreign exchange earnings or regional revenue (PAD) and becomes a source of employment for the surrounding community. According to the Indonesian Law on Tourism Number 10 of 2009, tourism is an activity whose facilities and services are supported and provided by the government in collaboration with the local community. There are various types of tourism, including cultural tourism, maritime tourism, nature reserve tourism, agricultural tourism, hunting tourism, and religious tourism. Each region has its unique tourism characteristics that attract tourists to visit. The richness of natural resources and artificial tourism can make an area a popular tourist destination. This can improve the local economy and ensure community welfare. The local community can utilize their natural wealth to develop attractive tourist destinations with the help of technology, information, and human resources. Tourism has become an essential aspect in the modern era due to its ability to generate significant profits. It also encourages investment development and opens job opportunities to reduce unemployment. According to the Central Statistics Agency (BPS), foreign exchange earnings from tourism increase annually. This increase parallels the growing number of domestic and international tourists. For example, in December 2017, there was a 3.03 percent increase compared to the previous year. The hotel occupancy rate (TPK) reached 59.53 percent in December 2017, compared to 56.50 percent in the previous year. There are three key players in developing the tourism sector: the community, the private sector, and the government. The government acts as a facilitator and regulator, the private sector as investors developing and implementing tourism, and the community as the owners of natural and other tourism potentials. According to the Indonesian Law Number 10 of 2009, the goals of tourism are as follows:

1. To introduce, enhance, utilize, and preserve tourist attractions.
2. To foster a sense of patriotism and strengthen friendships between nations.
3. To expand employment opportunities.
4. To increase national income.

5. To encourage national production.

One informal institution in the tourism sector is Pokdarwis (Tourism Awareness Groups). Pokdarwis emerges from the community's empathy to build and develop tourism in their area to make it competitive and attractive. This concern for tourism leads the community to form an institution or community known as Pokdarwis. The community can participate by creating Pokdarwis, which actively involves in tourism development and management. According to the Minister of Culture and Tourism Regulation Number PM.04/UM.001/MKP/2008 Article 1, Pokdarwis describes community participation and support in creating a conducive atmosphere for tourism growth in a specific area. The role of Pokdarwis should align with community participation forms. According to Aprilia (2015), there are three forms of community participation:

1. \*Planning (Idea Planning Stage)\*: Pokdarwis actively contributes to planning.
2. \*Implementation (Implementation Stage)\*: Pokdarwis provides ideas, labor, and materials in the implementation phase.
3. \*Utilization (Utilization Stage)\*: Pokdarwis manages and maintains tourist attractions.

The following is a table outlining the formation scheme of Pokdarwis in the tourism sector:

No.	Formation Steps	Description
1.	Socialization	Informing the community about the importance of Pokdarwis
2.	Formation of Initiation Team	Forming a small team tasked with preparing the establishment of Pokdarwis
3.	Structuring	Organizing the structure of Pokdarwis
4.	Establishment of Pokdarwis	Officially forming Pokdarwis through a community meeting
5.	Work Program Development	Developing the work plan of Pokdarwis according to the needs and potential of the area
6.	Activity Implementation	Implementing the work programs that have been developed
7.	Evaluation and Monitoring	Conducting evaluations and monitoring of the work program implementation

An example is the Pokdarwis in Bendo Village, Kapas District, Bojonegoro Regency, which manages the Grobogan Reservoir. In the planning stage, Pokdarwis contributes ideas, materials, and active participation in developing attractions to achieve the seven charms (Sapta Pesona) of the Grobogan Reservoir. However, the parking area is inadequate, causing vehicles to park on the roadside. In the implementation phase, Pokdarwis manages tourism well and empowers local youths to be economically productive. Another example is the Pokdarwis in Tembi Tourism Village, Sewon District, Bantul Regency, which initiates new attractions showcasing traditional dances, children's games, handicrafts, and culinary diversity. Pokdarwis trains the community to enhance skills and knowledge for tourism attractions. They also improve the quality of infrastructure, such as roads, lighting, attraction spaces, and trading areas.



Figure 1. Pokdarwis Empowerment Activities

In Munduk Village, Banjar District, Buleleng Regency, Pokdarwis Bhuana Lestari collaborates with the Buleleng Tourism Office to provide tourism training for Pokdarwis members and the community to enhance tourism knowledge. They also educate the community about tourism's economic benefits, motivating them to participate in developing and managing tourism in Munduk Village. Pokdarwis Bhuana Lestari encourages the community to maintain cleanliness and comfort, making the area appealing to visitors. In Giyanti Tourism Village, Wonosobo, Pokdarwis Gerbang Dewa involves the community in planning and implementing tourism activities. They provide training in arts, crafts, and homestay management, helping the community to become economically productive. They also manage themselves and their organization by structuring, reorganizing, monitoring, and evaluating. Pokdarwis Gerbang Dewa collaborates with government agencies to secure funds for developing Giyanti Tourism Village. In Pakuan Village, Narmada District, West Lombok Regency, Pokdarwis introduces local tourism such as Al-Ridwan Mosque (Chinese Mosque), Batu Santek Waterfall, and Nuraksa Grand Forest Park. They provide knowledge and skills to the community, manage tourism facilities like public toilets, footpaths, and infrastructure, and promote tourism awareness and the seven charms in the local tourism environment. For example, in Kersik Village,

Marangkayu District, Kutai Kartanegara Regency, Pokdarwis develops the Blue Kersik Beach tourism. They cooperate with the Kutai Kartanegara Tourism Office to provide homestay training, seven charms training, village tourism management training, shell crafts training, and waste recycling training. These efforts improve the community's economic conditions and attract tourists to Blue Kersik Beach.



Figure 2. Mentoring and Training of Pokdarwis

From the examples of Pokdarwis roles in various regions in Indonesia, it can be concluded that the primary role of Pokdarwis is to develop and manage local tourism to attract tourists, generate regional income, and improve the community's living standards. By providing skills to the community, Pokdarwis makes the community productive and actively involved in maintaining and managing tourism. Initiatives and a sense of care for the surrounding area are needed to foster a sense of ownership of local tourism.

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