



THE OPTIMIZATION OF POCANGAN TOURISM VILLAGE AS A TOURIST ATTRACTION IN SUKOWONO SUB-DISTRICT, JEMBER REGENCY TO BECOME A TOURISM DESTINATION

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ABSTRACT

To become a tourism attraction, a place must have the aspects of "what to see", "what to do", "what to buy", "what to say", and "what to arrive". These requirements were problems faced by Pocangan Village POKDARWIS in the development process to become a tourism village. The phenomenon encouraged the researchers to conduct a community service activity with the aim of providing understanding and supports to Tunas Desa Pokdarwis and Pocangan Village people about how to identify and develop available tourism potentials to improve people welfare. The methods carried out by the service team were survey, presentation, training, and assistance in 5 times visit. The first visit covered the provision of materials about the basic principles of tourism village development. The second visit was realized by the identification of Pocangan Village tourism potentials, and found the potentials of agro tourism, adventures tourism, culinary tourism and Batik craft. The third visit included the provision of homestay. The fourth visit resulted procurement of signboards and directions to tourist attractions. The fifth visit covered promotional activities. Those 5 visits were expected to optimize Pocangan Village as a tourism village

Untuk menjadi sebuah daya tarik wisata harus memiliki "what to see", "what to do", "what to buy", "what to stay", dan "what to arrived". Permasalahan inilah yang dihadapi oleh POKDARWIS Desa Pocangan dalam proses pengembangannya sebagai desa wisata, hal ini kemudian mendasari dilakukan kegiatan pengabdian yang bertujuan untuk memberikan pemahaman dan dorongan kepada Pokdarwis Tunas Desa dan segenap masyarakat Desa Pocangan bagaimana menemukan dan mengembangkan potensi wisata yang ada untuk meningkatkan kesejahteraan masyarakat. Metode pelaksanaan yang digunakan adalah survei, presentasi, pelatihan, dan pendampingan yang dilakukan dalam 5 kali kunjungan. Kunjungan pertama diisi dengan penyampaian materi mengenai dasar-dasar pengembangan desa wisata. Kunjungan kedua diisi dengan mengidentifikasi potensi wisata Desa Pocangan, sehingga ditemukan wisata agro, wisata petualangan, wisata kuliner dan kerajinan batik. Kunjungan ketiga diisi dengan pengadaan homestay. Kunjungan keempat diisi dengan pengadaan papan nama dan penunjuk arah ke tempat wisata. kunjungan kelima diisi dengan melakukan kegiatan promosi. Dalam 5 kali kunjungan tersebut diharapkan dapat mengoptimalkan Desa Pocangan sebagai desa wisata.

INTRODUCTION

Regional Tourism Destination (DTW) is a geographical region in an area in which has tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. There are at least 3 conditions to fulfill in order to become a tourism destination, namely:

1. The region must have "What to See" aspects, meaning that the place must have different tourism destinations from what is owned by other regions.
2. The region must have "What to Do" aspects, meaning that the place can provide many things to see, and should provide recreation areas which can make tourists stay longer.
3. The region must have "What to Buy" aspects, namely the region should have shopping facilities, particularly souvenirs, and folk handicrafts as gifts to be brought back home (Yoeti), 1996).

In addition to the three conditions mentioned above, "What to Stay" and "What to Arrived" are also important aspects for a tourism destination to develop and be known by many people. As one of the newly developed tourist destinations, Pocangan Village must be able to manage and develop its tourism optimally, including tourism potentials, infrastructures, facilities, tourism objects or recreational rides, and other things related to tourism in order to increase tourist visits.

Tourism development is not only the responsibility of the government, but also all elements or related stakeholder. According I Gde Pitana and Putu G. Gayatri (2005), cooperation among stakeholders is needed to encourage tourism. These stakeholders are tourism ambassadors in various sectors

Tourism development must be done properly so that it can provide advantages for tourists and host communities. Tourism can improve the standard of living of the people who host it through economic benefits brought to the region. In addition, community has a significant role in the tourism development of a region. However, it requires various efforts to build the spirit, such as by giving encouragement, motivation and raising awareness of the existing potentials and trying to develop it (Surya Sakti, 2012).

Wealth of natures and cultures owned by Pocangan Village is potential do develop into a tourist attractions. An example of the potential owned by this village is the natural wealth in form of scenery, and vast agricultural land. The harmony and beauty owned by Pocangan Village can be a distinguished attraction for tourists around and outside Jember region. For more, there is also batik craft as one of Pocangan village potential. The batik produced by this village has drumstick tree motif. Moreover, Pocangan Village geographical condition in the form of hilly areas support outbound tourism activities, trail motorbikes, field trips and tubing.

Pocangan Village has Tunas Desa Tourism Awareness Group (Pokdarwis). It is an institution from a community which concerns about developing and es-

tablishing tourism in Pocangan Village. Its position in the community makes this institution strategic. It has resources coming from the surrounding environment in form of cultures, natural wealth, Meanwhile, as a host, this pokdarwis plays a role as actors in tourism development according to their abilities. However, in fact, Tunas Desa Pokdarwis is not fully supported by the community. It is because the villages has no idea about the positive aspects resulted by the existence of tourism activities in their village. Moreover, most of Tunas Desa Pokdarwis members are only equipped by sober knowledge and non-tourism educational backgrounds, so these make Pokdarwis not able to optimally develop and manage tourism villages. This phenomenon raises several obstacles and problems in its current development. Constraints or problems that arise in the time being are such as the absence of independent business in the field of tourism by Pokdarwis members so that they still cannot increase the income of the local community.

The tourism objects owned by Pocangan Village have not been managed optimally, such as tubing and trail motorbike attractions. In addition, access and directions to the tourist attraction of Pocangan Village are still not optimal, so many do not yet know about the existence of Pocangan Village. The majority of the people of Pocangan Village do not yet have insight into tourism, causing a lack of public awareness about tourism. One of them is the lack of public awareness about the actualization of the value of beauty contained in the Sapta Enchantment. In addition, the community also still feels awkward with tourists visiting Pocangan Village. Another obstacle faced in the development of Pocangan Village is the limited available funds, thus hampering the infrastructure development of Pocangan Village. In addition, other problems faced by Desa Pocangan are not yet effective and optimal marketing or promotion of Pocangan Village both from the government and the community.

The potential of natural resources and cultural resources found in Pocangan Village is plenty, such as rice fields, hills, clean rivers, and also ancient sites. These resources make this village very potential to be developed into a tourism village. Mr. Syarif Hidayatullah and Mrs. Anis are two people from the Pocangan Village who have the idea to make Pocangan Village a tourist village. It is hoped that when Pocangan Village turns into a tourism village, it can increase the community welfare. Mr. Syarif Hidayatullah and Mrs. Anis feel that the village has plenty potentials, and it would be useless then the potentials are not developed into a beneficial thing for the community. Additionally, they want to encourage the community to manage the existing natural and cultural resources to become a tourist destinations for surrounding communities. These facts encouraged Mr. Syarif Hidayatullah and Mrs. Abnis to establish Tunas Desa POKDARWIS in order to invite the community to pioneer the Pocangan Tourism Village which later will be named DEWI PORA (Pocangan Outbound and River Adventure Village).

According to the aforementioned problems, there is a need for strategies to develop Pocangan Village to

become Regional Tourism Destination (DTW). Therefore, this community service was intended to provide understanding and encouragement to Tunas Desa Pokdarwis members and all Pocangan Village people to identify and develop any existing tourism potentials to improve the community welfare.

By referring to the background, the aims of this community service were as follows:

1. To know any potentials to develop in order to support what to see, what to do and what to buy components in Pocangan Village, Sukowono Sub-istrict, Jember Regency.
2. To find out what aspects needed in developing what to stay and what to arrive in Pocangan Village, Sukowono Sub-istrict, Jember Regency.
3. To identify strategies in developing tourism villages in Pocangan Village, Sukowono Sub-district, Jember Regency.

PROBLEMS

Based on the situation analyses and evaluation done by the team in association with Tunas Desa Pokdarwis, Pocangan Village, Sukowono Sub-district, Jember Regency, the formulation problems were as follows:

1. What to see, namely the lack of optimization in the identification of tourism potentials done by Tunas Desa POKDARWIS caused a few potentials showed up and introduced to tourists. This caused the tourists could not maximally enjoy the beauty of Pocangan tourism village.
2. What to do, namely the limited activities that can be done by the visitors in Pocangan Village.
3. What to buy, namely the absence of souvenir center or any food stalls selling foods, gifts as the souvenirs when visiting of Pocongan Village.
4. What to stay, namely there was no reliable homestay in Pocangan Village for tourists.
5. What to arrive, namely the the limited signposts for visitors who will visit this tourism village.
6. Not optimal promotion of Pocangan Village. Promotion is an important strategy in marketing a tourism destination. Information about the existence of Pocangan Village is currently limited to the surrounding villages. Further, there are still many people who have never heard of and are aware of a new destination, namely Pocangan Village.

METHOD

The implementation of this service program was carried out by several methods as follows:

1. Survey

Survey method carried out in this service was aimed at a reference for conducting observation and identification regarding tourism potentials to develop into tourism destination in Pocangan Village. In this survey, in-depth interview with the Chief of Pocangan Village and the chief of Tunas Bangsa POKDARWIS.

2. Presentation or Lecture

The presentation was carried out in front of community representatives, village chief, village officials, Pokdarwis members and members of Griya Batik. The presentation or lecture was intended to deliver materials on tourism, the basics of tourism and the steps to develop a tourism village. This aimed to make the community better understand how the concept of tourism village looks like so that in the future, the community has the same perception about tourism development to conduct in their village. In this session, the programs of the service activity for two months were also delivered. After the lecture session ended, it was followed by question and answer session to invite the community have a discussion together.

3. Training

Training method was done to provide direct examples of the materials delivered earlier. The training covered the training of the development of tourism village, and tourism village promotion. In the training of tourism village development, the community was invited to do observation and identification of any tourism potentials exist in their village based on the theories and concepts of tourism village delivered during the presentation. Meanwhile, for the tourism village promotion, the community was given ways to introduce the information of tourism village potentials via media socials. Further, in this training, the community was taught how to create accounts for facebook, Instagram, and website. They were also taught to take photos in a good way, and write interesting captions to attract tourists to visit Pocangan Village. By this training, it was expected that the community can directly contribute in the process of tourism village development.

4. Accompaniment

After the training, the next step was the implementation of mentoring program to support the development of tourism village in Pocangan. This assistance was carried out by evaluating the process of implementing tourism village development. In addition, the assistance was also carried out by contributing to the process of developing tourism villages.

DISCUSSION

The community service activity in Pocangan Village, Sukowono Sub-district, Jember Regency was divided into 5 (five) times visit. The details of these visits are as follows:

1. The first Visit: the Implementation of Tourism Village Development Training on 10th of November 2018. During the first visit, the team conducted a tourism development training with the members of POKDARWIS, the members of Griya Batik Pocangan, and the village officials. In this training, there was a provision of materials about the basic principles for the development of a tourism village, the criteria of a tourism village, identifying village potentials to become a tourism village, and kinds of tourism village attractions. Once the material delivery was done, the team conducted question and answer session with the participants. In this session, it was known that the participants were enthusiastic about

Pocangan Village development. Further, the materials delivered on the first visit could be a reference for conducting observation schedule on the second visit. In addition, on the first visit the community of Pocangan Village jointly made an agreement that they supported the development programs for Pocangan Village to become a tourism village. This agreement was signed by the Pocangan Village Chief, community leaders, the chief of neighborhood, the chief of hamlet, and community representatives.



Figure 1. The First Visit Made by the Service Team to Pocangan Village



Figure 2. The Agreement Signing for Pocangan Village to Become a Tourism Village by the Village Officials and the Community

2. The Second Visit: the Implementation of Observation and Identification of Tourism Village Potentials to Improve What to See, What to Do, and What to Buy Conditions on 20th of November 2018.

During the second visit, the team with the participant did an observation and an identification of tourism potentials that could be developed to add Pocangan Village attractions. The identification was carried out around Pocangan Village. The results showed that Pocangan Village owned the following tourism potentials:

a. Agro Tourism

In Indonesia, agro tourism is defined as a form of tourism activity by utilizing agribusiness as the tourism objects with the aim of expanding knowledge, experiences, recreations, and business relations in agriculture. Moreover, agro tourism is a part of tourism objects which utilizes agricultural business as its objects. The aims are to expand knowledge, experiences, recreations, and business relations in agriculture. Also, the development of agro tourism can highlight the local cultures in Pocangan Village in land utilization. It was also expected that this agro tourism could increase farmers' income while preserving land resources, and maintaining both local cultures and technology (indigenous knowledge) which are generally matched with the condition of the natural environment of Pocangan Village.

Pocangan village has many agricultural products, such as rice, tomato, beans, eggplants, bananas, and others. Seeing this plenty agricultural pro-

ducts, it is possible to develop a concept of agro tourism which contains education for visitors. For more, the community of Pocangan Village who owns agricultural land, and work as farmers play important roles as the providers of facilities, and places to sell agricultural products, handicrafts and souvenirs for visitors so as to introduce Pocangan Village agricultural products as well as to increase their income.

There are many tourism activities containing education that can be done by tourists while having agro tourism in Pocangan Village. The activities are such as enjoying sceneries, photography, strolling, jogging, cycling, playing with family, picking fruits and vegetables, enjoying the beauty of a flower garden and planting seeds, learning how to choose good agricultural seeds, and learning techniques for planting crops using traditional farming until the harvest process. These activities will directly involve farmers in Pocangan Village so that they will earn economic benefits from the existence of these tourism activities.



Figure 3. One of Potential Agro Tourisms in Pocangan Village

b. Adventure Tourism

Adventure tourism is a tour that has adventure activities to get a challenging experiences. There is a river stream in Pocangan Village that is able to be used for river adventure such as tubing, and river trekking using boat. Besides, Pocangan Village natural condition is also potential for hiking and trail tours or exploring while enjoying the still beautiful rural nature of Pocangan Village.



Figure 4. Trail Tours and Tubing are Some Adventure Tourism Attractions Possible to Develop in pocangan Village

c. Pocangan Typical Culinary

One of typical foods or culinary dishes of Pocangan Village is jenang grendul. Jenang grendul is a Javanese food. It is named grendul because

its mush is made of brown sugar, while its little balls are made of sticky rice flour. This culinary is suitable to be served for tourists when enjoying sceneries and doing an activities in Pocangan Village.



Figure 5. Jenang Grendul as one of typical culinary dishes of Pocangan Village

d. Typical Handwritten Batik of Pocangan Village
Handwritten batik with drumstick tree motif is the typical handwritten batik from Pocangan Village. This batik can be purchased by visitors coming to Pocangan Village at Pocangan Batik Center. Alternatively, for those who want to try canting can also go to this place. However, the problem was there were only a few female members of the village who are capable in using canting, so this chance is only for particular Pocangan people only. The handwritten batik of Pocangan Village can also be a gift or souvenir to be brought home.

3. Third Visit: the Provision of Homestay to Support What to Stay Condition on November 26, 2018. During this visit, the service team did the provision of homestay. This was done by utilizing villagers' house which were appropriate. To do so, the team did an observation to search for the villager's house to be used as a pilot for homestay. For more, the contributions form the team were the provision of five fan, and five towels to improve the homestay service to tourists. As a pilot for homestay, the team chose the villager's house who is also the member of Pokdarwis, namely Mrs. Anis. The reason was because Mrs. Anis house is located in the strategic place, namely near the potential locations of tourism village, and the house is also clean and tidy.

4. Fourth Visit: the Provision of Signboards and Neon Boxes to Improve What to Arrive Condition on



Figure 6. The direction board to support What to Arrive condition in Pocangan Village
December 1, 2018. During the fourth visit, the activities carried out were giving contributions in form of the provision of a signboard, four direction boards, and one

neon box placed in strategic locations. It was aimed at facilitating tourists who want to go to Pocangan Village. These provisions were helped by the members of tourism awareness group. These contributions were expected to provide a change in the number of tourist arrivals in Pocangan Village

5. The fifth visit: The Implementation of Promotion Training to Tourism Awareness Groups on December 8, 2018. During the fifth visit, the team conducted a promotion training to introduce the products of Pocangan Village. This training was done by providing materials regarding strategies in promoting tourism village, and followed by giving ways to do promotion via social media. After that, the participants covering pokdarwis, and Griya Batik Pocangan members tried to promote the tourism products using social media. One of the result was the Instagram account which is used to sell Pocangan batik in online, and Pocangan Village website. In addition, the team also provided a training on how to display tourism products to attract tourists' attention.



Figure 7. Exhibition training for Pocangan Village Tourism Products

CONCLUSION

Pocangan Village has a lot of potentials to fulfill the requirements of a tourist destination. These requirements can be fulfilled when all stakeholder in Pocangan Village are willing to cooperate to develop and establish the tourism village to be better. Therefore, the impacts of this tourism can be felt by all levels of society in Pocangan Village. For the future development, the village institutions and pokdarwis should add more tourism activities in Pocangan Village. Besides, there is a need for in-depth identification on natural and cultural resources potentials to be showed up and developed to add attractions and tourism activities which have been running. Also, an active participation of the community is needed for this tourism activities. Meanwhile, regarding promotions to outside communities, it is suggested that the promotions are done using digital technologies such as by utilizing social media of facebook, Instagram, or website.

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