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Empowerment of Tourism Awareness Groups in Realizing Timpik Tourism Village

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Abstract

The development of tourism areas is an option that is expected to strengthen both economic potential and conservation efforts. The development of tourism areas is carried out through an integrated transformation of various natural and biological opportunities and assets. All of this requires the ability of the human resources in it. Therefore, this community service program is very much needed to optimize the Timpik Village Pokdarwis in increasing its potential as a tourist village area. Timpik Village is the largest village in Susukan District with beautiful natural panoramas of rice fields and hills with fertile soil types. In addition to potential natural resources, there are also human resources who have a high spirit to advance their village. The various cultures and arts that already exist add their own local wisdom value with the formation of the Tourism Awareness Group (Pokdarwis). However, behind all that, Pokdarwis has not been able to develop the existing tourism potential. Therefore, various mentoring actions are needed in creating a profile of the arts and culture owned by Timpik Village as local wisdom, optimizing the management of village social media, optimizing the use of tourist attractions, and developing the results and marketing of Timpik Village UMKM products.

Keywords: pokdarwis, tourism village, community empowerment

INTRODUCTION

The development of tourist areas is related to the natural wealth of tourist destinations and the results of their interesting planning, so that people want to come and know the planned place. The development of tourist areas is an option that is expected to strengthen both economic potential and conservation efforts. The development of tourist areas is carried out through an integrated transformation of various natural and biological opportunities and assets. All of this requires optimal human resource capabilities. A tourist village is a rural area that has several special characteristics to become a tourist destination [1,2,3,4]. Several studies related to tourist villages have been carried out. Fikri & Septiawan [5] conducted tourism development activities in West Kurau Village. Raharja, Marbun, & Chan [6] created a rural tourism development strategy in Lebak Muncang, Bandung. Saepudin, Budiono, & Halimah [7] developed an educational tourist village in Cibodas Village, West Bandung Regency. Sumarto & Dwiantara [8] involved the community in tourism governance in the Dewo Bronto Yogyakarta Tourism Village. Purwanto [9] empowered the community in developing a superior-based tourist village. Putra & Sutaguna [10] investigated the community's perception of the development of Penatahan Village as a tourist village. Based on various existing research results, the Tourism Awareness Group (Pokdarwis) has a very important position in capturing and developing all tourism potential of Timpik Village which is based on culture and local wisdom.

Timpik Village is one of the villages located in Susukan District, Semarang Regency, which has an area of 7,244,634,500 M2. The position of Timpik Village reaches 620 M above sea level. The north of the village borders Ketapang Village, the east borders Tawang Village, the south borders Rogomulyo Village, and the west borders Ngampon Village. The average rainfall per year reaches 175-250 MM with

an average temperature of 19-32 degrees Celsius. Most of the land use in Timpik Village is dominated by rice fields and settlements. The source of clean water use, most of the people of Timpik Village use pump wells. The topographic conditions in Timpik Village are mostly plains, which is 81% and the rest are hills and are divided into 13 hamlets.

The population of Timpik Village is known to be 5,334 people, consisting of 2,681 male people and 2,653 female people, based on the results of the 2020 Semarang Regency Central Statistics Agency census. The number of village residents based on age, Timpik Village has approximately 600 people who are of productive age. Meanwhile, the number of village residents based on religion, most of the 6,203 people of Timpik Village are Muslim, the rest are Christian and Catholic. Likewise with cultural potential, Timpik Village already has arts in the form of reog/jaranan art, karawitan and even has an art studio, bamboo music, angguk, rebana, traditional dance and types of annual activities in the form of village metri, sadranan, parades and cultural performances and taaruf parades. Even more uniquely, the results of observations found that every night the rice field area in Timpik Village is visited by Owls. However, this condition has not been able to be utilized by the village as a specialty that can be used as an attraction/tourist spot. There is also a large fish pond that is only oriented towards cultivation and sales, it has not been maximized as a fish therapy tourism object for example. Various potentials have been owned by Timpik Village, but the existence of Pokdarwis has not been able to maximize the potential to make Timpik Village a tourist area village.

The results of the study entitled "Tourism Area Design for Optimizing the Potential of Timpik Village, Semarang Regency" funded by DIPA LPPM UNNES in 2023 concluded that the Timpik tourism village pilot project was oriented towards arts which are both social capital and a tourism vehicle. The design of the village program is also directed as a tourism village based on local cultural wisdom. Timpik Village with its beautiful natural panorama and fertile soil types, makes various plants and natural products very abundant and very easy to plant. In addition, Timpik Village is thick with culture. Various arts, especially dances, go hand in hand with life in Timpik Village. Various dances and other cultures are still often found in community activities and other traditional activities in the Timpik Village community. Therefore, a tourism village area should be designed which is expected to provide lessons to the community about the importance of local potential and the environment they have so that they are not lost, as well as the development of a sustainable tourism area as an identity based on local wisdom [11,12,13].

METHOD

The solution to the problems that exist in partners basically uses a training approach, classical learning, mentoring that is carried out comprehensively and sustainably. It is hoped that with this approach, the target audience will feel intensive mentoring from academics in solving existing problems. Furthermore, the methods that will be taken in this community service activity include:

1. FGD (Focus Group Discussion)

It is expected that with the FGD involving various parties in the village, namely village officials, elders, figures, bumdes administrators as the beginning of the alignment of perceptions to form Timpik Tourism Village together with the principles of family and cooperation. As this FGD activity is the beginning of determining togetherness as well as the initial mapping of the pioneering tourism village. The results are various opinions in determining the aspects and types of tourism to be pioneered.

2. Training in compiling cultural arts profiles for tourist villages and village branding videos

This method is organized by inviting social mapping expert speakers, as input for the Timpik Village community in determining the focus of tourism to be developed. This activity will produce a picture of what potential can be developed by Timpik Village as a tourist village. At least the use of SWOT analysis is presented in determining the focus of the aspect of determining the type of tourism.

3. Mentoring

Mentoring activities are carried out to provide guidance to bumdes administrators, as well as the formation of Pokdarwis. In addition, the main tasks are compiled along with the preparation of tourism designs and work programs from Pokdarwis. Mentoring activities are also carried out in the operational implementation of the management of the Timpik tourist village.

4. Monitoring and evaluation

This activity is part of measuring and assessing the level of success of the community service program that is implemented. The results obtained then become a joint follow-up between the community service team and Timpik Village. The results obtained are used to improve the implementation of the next activity, as well as the development of the implementation of the Timpik tourism village.

RESULTS AND DISCUSSION

Most of the residents of Timpik Village work as farmers. Mutual cooperation and family ties are very high in social activities and village development. The tolerance of the residents is very well maintained, especially with the presence of Muslims and Christians. The village, which consists of 18 RW and 49 RT, is rich in culture and art that has been embedded in the community that has formed into associations. The types of culture that exist are Reog, Jaranan Art, Karawitan, bamboo music, angguk, rebana, various traditional dances and heirloom collections. The types of annual activities included as annual cultures held by Timpik Village are Metri Desa, Sadranan, Parades and cultural performances, and Taaruf Parades. Various types of cultural arts are a distinctive character for Timpik Village as well as local wisdom. However, these various arts and cultures have been inactive for a long time. Likewise, there has been a pioneering Pokdarwis since 2018 and the latest one until it was decreed by the village head in 2022 has not been seen.

Community service with the title Empowerment of Tourism Awareness Groups in Realizing Timpik Tourism Village, Susukan District, Semarang Regency began on February 15, 2024, which began with initial coordination with the Village Head and the Head of the Tourism Awareness Group (Pokdarwis) of Timpik Village. A decree was obtained for the Pokdarwis Management consisting of 21 people. This decree has been valid since March 1, 2022. The following is evidence of the decree for the formation of Pokdarwis in Timpik Village, Susukan District, Semarang Regency.



KABUPATEN SEMARANG
KEPUTUSAN KEPALA DESA TIMPIK
NOMOR 414/09/2022
TENTANG
PEMBETUKAN PENGURUS KELOMPOK SADAR WISATA DESA TIMPIK
KEPALA DESA TIMPIK

Menimbang : a. bahwa desa wisata merupakan salah satu penggerak perekonomian masyarakat desa dan sektor unggulan yang diharapkan mampu berperan serta dalam meningkatkan kesejahteraan masyarakat desa;

b. bahwa dalam rangka mendukung pengembangan desa wisata guna membuka lapangan pekerjaan, mengoptimalkan potensi ekonomi dan karakteristik desa, serta melindungi nilai-nilai budaya, agama, adat istiadat, dan menjaga kelestarian alam perlunya di tetapkan pengurus kelompok sadar wisata desa timpik;

c. bahwa berdasarkan pertimbangan sebagaimana dimaksud pada

Lampiran Keputusan Kepala Desa Timpik
No : 414/09/2022
Tanggal : 1 Maret 2022

No	Nama	Jabatan Dalam Pengurus	Keterangan
1.	Sutrisno	Ketua	
2.	Joko Siswanto	Sekretaris	
3.	Nur Pihirina	Bendahara	
4.	Pajar Tri Kurniawan	Humas & SDM	
5.	Hartanto	Humas & SDM	
6.	Muhammad Fauzy	Promosi & Dokumentasi	
7.	Dita	Promosi & Dokumentasi	
8.	Olly Pajar Sasongko	Promosi & Dokumentasi	
9.	Septiana	Promosi & Dokumentasi	
10.	Quesoni	Daya tarik Wisata & Kenangan	
11.	Lestyo Wijayanto	Daya Tarik Wisata & Kenangan	
12.	Waristo	Daya Tarik Wisata & Kenangan	
13.	Sarono	Kebersihan Keindahan Keamanatan	
14.	Purwanto	Kebersihan, Keamanatan, Keindahan	
15.	Andar walayani	Home Stay & Kuliner	
16.	Riyanti	Home Stay & Kuliner	
17.	Slamet Widodo	Home Stay & Kuliner	
18.	Sutiono	Sekai Pengembangan	
19.	Eko Prasetyawan	Sekai Seni Budaya	
20.	Yono	Sekai Seni Budaya	
21.			

Figure 1. Decree of Pokdarwis Timpik Village, Susukan District, Semarang Regency



Figure 2. Initial Coordination Photo

After coordination is done, then determine the time for the activity. The activities that have been held are as follows.

FGD with village officials and Pokdarwis

This FGD activity was carried out at the Timpik Village Hall involving village officials, namely the hamlet heads and some of the Pokdarwis administrators. The purpose of this activity was to discuss the potential in Timpik Village to be used as a tourism development area. The results obtained were focused on the arts culture that already exists in Timpik Village, including Reog, Jaranan Art, Karawitan, bamboo music, angguk, rebana, and various traditional dances. This will then be raised and become social capital for Timpik Village. So far, the wealth of arts culture owned by Timpik Village has not been widely explored by the wider community. Thus, the strategy is to create village social media. The creation of village YouTube, Instagram or Facebook aims to be a media for village promotion. In addition, it can be mapped from each Hamlet to see the potential it has.

However, what is unfortunate about this activity is that in reality, Pokdarwis has not been active and has never done any activities. In fact, Pokdarwis has never held discussions related to determining the organizational structure or even programs. The Pokdarwis administrators who attended were around 6 people and all of them had never done any activities related to Pokdarwis. They even said that there had never been any meetings for Pokdarwis, but every time there was an activity from the office to represent them, there were still those who attended. However, from the results of what had been trained by the Office, the results had not been shared/delivered to the Pokdarwis administrators.

The conditions that occurred in Pokdarwis, were finally agreed upon by the participants present to form a new Pokdarwis management. This was submitted to the Head of Pokdarwis, Mr. Sutrisno. The Community Service Team while coordinating with the Head of Pokdarwis in forming a new Pokdarwis management. The result was that the community service team was included in the Pokdarwis Group Whatsapp group called Pokdarwis Muda Desa Timpik. However, until now, the structure or Village Head Decree for the new Pokdarwis has not been formed.



Figure 3. FGD with village officials and Pokdarwis and UNNES Giat 9 students

Village branding video making training involving the display of various village arts via village Instagram

This activity is carried out together with Pokdarwis in making a video and leaflet. This is used as basic capital for promotional needs. The results of this activity are the Timpik Village Youtube which contains videos that can be used as promotional materials for tourism potential. The Instagram account has been created but has no content yet. Until now, training has been given to Pokdarwis with a small number and efforts are being made to attract new Pokdarwis administrators who have the desire to join. The Timpik village youtube can be visited at <https://www.youtube.com/@desatimpiksusukansemarang>, while the village instagram is called Desa Timpik.

Assistance in compiling cultural arts profiles and tourism packages

The activity was carried out by collecting photos, videos of cultural arts owned by Timpik Village. This is still limited and cannot be packaged in a tour package, because the Timpik Village artists have not been involved as the desired goal in this mentoring activity. So that data has not been obtained such as how much each art event costs from each art in Timpik Village.

Involving Pokdarwis Timpik Village in UNNES Dies Expo

The UNNES Dies Expo activity was held on April 18, 2024. Timpik Village as a partner village of Pusbang KKN had the opportunity to participate in the expo exhibition by presenting superior village products and the results of UNNES KKN student activities in Timpik Village. The Timpik Village stand won second place as the best stand at the 59th UNNES Dies expo which was held around the UNNES Rectorate field. The Community Service Team accompanied Pokdarwis in preparing what materials were brought from the village to be exhibited at the stand. What attracted visitors to the Timpik Village stand was the free corn rice and herbal medicine. Various superior products were presented at the stand, including 100 bottles of traditional herbal medicine sold out, 150 packs of boiled tempeh also sold out, cucumbers, krecek, banana chips, gendar crackers and various kitchen utensils made of bamboo from handicrafts.



Figure 4. Photo of Timpik Village Stand in UNNES 59th Anniversary in 2024



Figure 5. Certificate for 2nd Place for Best Stand obtained by Pokdarwis Timpik

Kite Festival Activities

The kite festival was initiated by members of the Timpik Village Pokdarwis. This event has been prepared since August, which was held on September 29, 2024 in the rice field area next to the village head's office. This festival was attended by residents of Timpik Village and residents from outside the village. The categories of kites are regular, two-dimensional and three-dimensional. It is hoped that by holding an event like this, Pokdawis members will get used to organizing activities, as well as promoting the village.



Figure 6. Stage for the Kite Festival event



Figure 7. Two-dimensional kite



Figure 8. Three-dimensional kite

Ongoing Mentoring

This ongoing mentoring activity is carried out for the entire Pokdarwis management team. This is done by having a service team that is included in the Timpik Village Pokdarwis management group.

Open communication is established in the group, for example, data collection on village potential requested by the Provincial Tourism Office has been carried out. So we who are in the group interact with each other to collect the data. The service team also participated in discussions and searched for data that had been obtained. For example, Pokdarwis Timpik was once involved in participating in the 2024 UNNES Dies Natalis expo, winning 2nd place in the Best Stand category. The service team submitted documentation of photos, videos and even certificates obtained to the Pokdarwis management in the WA group.

Until the end of August, the Pokdarwis management was involved in the Kite Festival committee which will be held in Timpik Village in October 2024. The community service team also participated in the discussion of the preparation for the event. In the future, it is planned that the community service team will assist in making leaflets/brochures and discussing the preparation of the kite festival event. This could possibly become a tourist attraction in Timpik Village, and can even be used to invite children who can be trained in making kites and flying them. It can be said to be an educational game tour.

Various community service activities have been carried out, which initially stated that the Timpik Village Pokdarwis was inactive because its members were elderly, after holding an FGD with village officials and Pokdarwis members, it was stated that Pokdarwis members from a younger age would be added to cover the older members. Thus, the existing Pokdarwis Decree is planned to have additional members from a young age and they are active in various village activities. As evidenced by the various activities that have been held, the young Pokdarwis are very active in participating in village activities until the kite festival was held on September 29, 2024. Hopefully, the enthusiasm of the young Pokdarwis will be the driving force for the sustainable development of Timpik Village tourism.

CONCLUSION

Community service activities Empowering Tourism Awareness Groups in Realizing Timpik Tourism Village, Susukan District, Semarang Regency, have provided good human resource development for the capabilities of the Timpik Village Pokdarwis. This is the basic capital for Pokdarwis in developing tourism potential in Timpik Village. Various activities that are held enable Pokdarwis to design, determine work programs, and organize activities as the development of Timpik Village into a tourist village. The Pokdarwis work program can be formulated based on existing potential, especially related to the arts. The further motto of the village name "TIMPIK" can be formulated as an abbreviation for "Place of Inspiration to Achieve Knowledge and Cultural Science". Therefore, it is necessary to envision that Timpik Village is a Cultural Village.

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