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The Contribution Nonformal Education in Tourism Development Through Empowerment and Training of Street Vendors

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Abstract

Jember Regency has a Malikan White Sand Beach tourist attraction known as "PAPUMA" which is a destination for both local and foreign tourists. Tourists, one of which is a street vendor around tourist attractions has a very important role in the effort to develop tourist attractions so that they become the "icon" of a famous area. The existence of street vendors around the coast of the coast needs to be empowered and fostered so that tourism development business becomes the joint responsibility of coastal communities, tourism actors and tourists. This study aims to determine the contribution of Nonformal Education as an alternative education in empowering and fostering street vendors in coastal communities "PAPUMA" in Jember Regency. This study uses a qualitative approach. Data collection uses in-depth interview techniques, observation and documentation. The results of the study show that Nonformal Education contributes through its excellent programs such as Information (through community awareness movements, social motivation). The outreach agenda that has been given is the launch of awareness of local potential, hygiene and health counseling, counseling about the importance of preserving nature so that nature can protect humans. Institution through training provided to street vendors to provide new skills to them, such as business management skills, business presentations so that their business increases.

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INTRODUCTION

People like to learn (*learning society*) can be achieved by giving a free way in terms of learning, learning about what is needed but there is a limit that is not to conflict with Pancasila as a guideline and philosophy of the Indonesian nation. In accordance with the principle of lifelong/ lifelong education, that is to provide the widest possible freedom, the widest opportunity for anyone, anytime, anywhere in obtaining education both on track and at any level and at any time according to the needs of the needs being fulfilled.

The success of the world of education is influenced by many factors and indicators of its success depending on all aspects contained therein, namely aspects *cognitive*, *affective* and *psychomotor*. The path of education refers to Law Number 20 of 2003, there are 3 paths namely the formal education pathway, nonformal education and informal/ family education.

Formal education until now still has an orientation that educational success is still seen in only one aspect, namely the development of knowledge of *Intelligence Quotient*, which is proven so far that the learning curriculum in formal education is still oriented towards the final test results, for example in implementing national examinations as a condition for graduating students in formal education, how hard the students work hard to pursue high scores with each other or at least have to exceed the target *passing grade passing grade* required. Whatever the method is done even by cheating ways such as cheating and so on is done in order to obtain an average grade in order to graduate, as well as the anxiety of educational institutions/ schools that maintain the *image of* the school performance. so that the name of the educational institution/ school becomes famous even though the methods are also done to help students pass the national final exam, either by providing superior classes with additional courses before/ after school so that the superior class that is prepared can become the school's good name jargon and so.

The formal education system has not been able to equip the public to master skills that are adaptive to changing times and technology. Education for a human being does not only arrive at school but will continue continuously according to its development because individuals need to equip themselves with education (Komar, 2006: 259). Nonformal education is present as an alternative education that has functions as *supplement*, *complement* and *substitution* in formal education. As a *supplement*, everything that cannot be provided in a school environment will be added through this community education/ nonformal education. Because the formal environment conditions with the same hours so that not all are only enough schools that provide collaboration with other environments, both family (informal) and community (nonformal) as well as less subjects will be added through subject courses that can support and add to both knowledge, understanding of a topic of learning so that students are more solid and the limitations of the formal environment are resolved and overrun by the existence of programs in community education namely Institute courses for UAS adoption, language courses, other courses that can provide additional not given at school/ formal.

As a function of complement (complement) as well as anything incomplete given in the formal environment will be equipped through a community education environment (nonformal), for example, we are familiar with extracurricular activities, scouting activities, and so on. Because the implementation of these activities is not in the formal education environment, it is included in the study of non-formal education. Whereas as a substitute (substitute), the community education program has an equality program, namely package A is equivalent to elementary school (SD), package B is equivalent to Middle School, and Package C is equivalent to senior high school (SMA). Here it is understood that for anyone who does not have the opportunity to participate in school education either because of economic factors must work to meet

their needs, because of the age factor that has an excess of school age (due to homogeneous school age) Nonformal education answers the community's education needs to participate equality education.

The development process requires active community participation in realizing community welfare. Various regional potentials need to be developed in order to be able to compete in a global era that relies on local aspects. Indonesia is an archipelago country, has the potential of beach tourism destinations that are truly beautiful. Many tourists both from abroad/ foreign and local/ domestic tourists enjoy the beauty of coastal tourism so that it will have an impact on the country's foreign exchange earnings if managed properly.

The government through the Ministry of Tourism made a policy called the Tour de Indonesia. This policy is one form of promotion carried out by the government to advance tourist destinations, especially beaches in Indonesia so that tourists are interested in visiting tourist attractions. This provides an opportunity as well as a challenge for the Regional Head to be able to maximize the opportunities for God's grace that has been given to this beloved country of Indonesia by having various tourist attractions that can be extracted and utilized as tourist destinations. The central government will give awards to regions that can explore the tourism potentials in their region.

Regional tourism destinations are now an icon that can contribute to the well-known area. Jember Regency has the tourism potential of "PAPUMA" Beach (Pasir Putih Malikan) which is the best tourism icon belonging to Jember Regency. In the process of development, it cannot be separated from the world of education for tourists. The strategy to create a conducive climate for the development of the tourism sector is to include tourism sector actors in various activities, both in training in hard skills and soft skills as well as coaching and mentoring. (Muarifuddin, 2016: 57). Likewise in one of the tourism actors

namely coastal residents who are street vendors either in the form of food stalls or craft stalls. In general, these traders come from migrants and economically weak groups with levels of formal education relatively low and lack of skills they have. So that this trade is a suitable job to fight for and sustain life because it is not a fisherman.

The street vendors located on the coast have a very important role in determining the success of a regional tourism destination development, because tourist visitors are the target of being consumers of tourist attractions, both from within the country known as local tourism, and originating from abroad known as foreign tourists. Customer or tourist satisfaction is the first and foremost priority, because tourism promotion can also be a measure of satisfaction of the tourists who visit. More and more visitors will be known and famous to visit, so that various sectors will be affected such as the economic and social sectors of the culture.

Street vendors are one of the tourist actors that need to be a concern, because tourist satisfaction also depends on tourism actors. Efforts to make people aware, empower and mentor tourism are considered very necessary. Nonformal Education comes by providing various kinds of educational programs for the community, especially for people who do not have access to formal education or those whose formal education is less relevant to the situation and conditions of their life development.

Nonformal education services are considered very adaptive to the needs of the community, especially coastal areas in developing tourism potential and providing an understanding of environmental ethics in preserving natural potential. Thus the effort to empower, sensitize and mentor tourism actors is considered very necessary, from this background the researchers want to examine the contribution or contribution of nonformal education in empowering and fostering street vendors on the coast of "PAPUMA" Coast in Jember Regency.

METHODS

Researchers try describe a symptom, event or event that occurs now, and try to photograph the events and events that occur to be the focus of attention and then described as it is so that the research approach used is qualitative research with the type of research case study. *Qualitative research is a method to explore and understand the meaning of individuals or groups of people ascribed to social or humanitarian problems* (Creswell, 2017).

The type of research used is a case study because researchers want to explore what information can eventually be learned or drawn from a case, both singular and plural cases. Stake (in Denzin and Lincoln, 1994: 236) calls it "*what can be learned from a single case?*" In order for a case to be extracted, the researcher must be clever in sorting out and choosing what kinds of cases deserve to be appointed as research themes. Case studies according to Yin (2014: 18) are an inquiry that investigates phenomena in the context of real life, when the boundaries between phenomena and contexts do not appear clearly and where multiple sources of evidence can be utilized. As an inquiry, case studies do not have to be done for a long time, nor should they depend on ethnographic data or participant observations, they can do valid and quality case studies without leaving the literature, depending on the topic to be investigated. *The use of the qualitative approach is very appropriate because it is able to contribute to non-formal education in tourism development through the empowerment and guidance of street vendors in the coastal communities of Papuma.*

Activities research carried out in three stages, namely the stage of preparation/ preliminary study, data mining and writing research reports. Preliminary studies were conducted in April until May 2018. Data mining was carried out for 2 months, June-July 2018 and writing reports August 2018. The research sites were in the coastal area of Malikan White Sand Beach "PAPUMA" in the southern area of Jember Regency. The research

subjects were determined based on the variables that the research would like to hold. The subject/ target of the research subject, namely the perpetrators of tourism in this case are the street vendors who have a place to sell in the coastal tourism area "PAPUMA" Jember Regency.

The technique of determining the subject of research using *snowball* (snowball) increasingly rolls thicker so that the information obtained will be deeper. While data collection techniques according to Yin (2011; 103) collection of data for case studies in the form of documents, archive footage, interviews, observation and physical devices to the data collection procedures to be used in this research is menggunakan depth interview / *deep interview* kepada subject the research is that the tourists consist of street vendors in the tourist area. Observations carried out were descriptive observations, namely to obtain a general description of the activities of non-formal education programs that had been carried out in tourism development efforts through entrepreneurship training activities and assistance in empowering street vendors and documentation.

The data analysis used in this study is the technique developed by Bogdan and Biklen in Moleong (2014: 190).

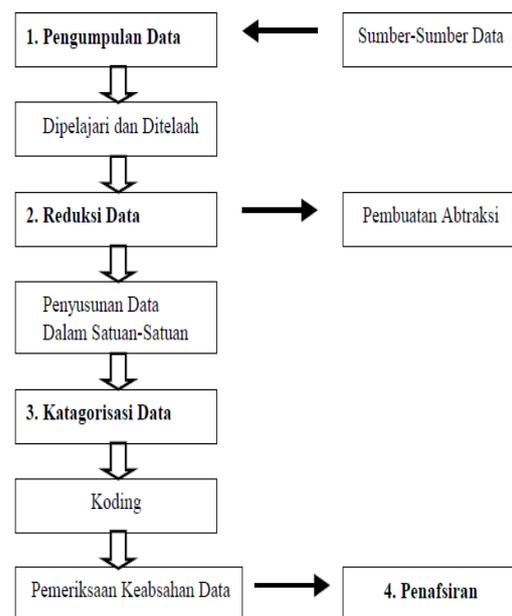


Figure 1. Data Analliss Prosedure

Data collection is a very difficult job, it requires carefulness, thoroughness, caution and purity of the data. After the data collected from various sources, the researcher will study and examine the data, then the next step is to compile the data that has been obtained in the field from all events. Data Reduction, is the process of researching, selecting and sorting data according to the theme. Data reduction is done by making abstractions. Abstraction is an attempt to make a core summary, processes and statements that need to be maintained so that they remain in it. So that data reduction is a form of analysis that sharpens, classifies directing, discarding unnecessary. Data reduction takes place continuously during how to choose which parts are not used, which data is summarized and which data is suitable to be arranged into units.

Data category at this stage researchers edit data by selecting which part of the data is encoded (coding), which data is not used, which data is summarized and which data is included in a category, until the data validity is obtained. The interpretation of data in processing interim results becomes atheory substantive. The process of interpreting data is an important part of research activities. The process of interpreting data is intended to analyze, find meaning (meaning) from existing data so that themes, relationship patterns, rules of propositions (abstractions of reality) can be found.

The accuracy and depth of the research results will depend on the analytical techniques used and the analytic ability of a researcher. Data analysis as illustrated takes place simultaneously which is carried out simultaneously with the data collection process, therefore, data analysis in this study will be conducted when the research process takes place (on going process) and repeatedly (cyclical) to answer research questions and obtain findings research until the end of the research activities so that the report will then be compiled. To obtain the validity of the data, an examination technique is needed based on

several criteria, validation in this study, namely through the extension of participation, triangulation, audit trait and expert opinion.

RESULTS AND DISCUSSION

Malikan White Sand Beach or better known by its short name "PAPUMA" is one of the tourist objects that become the newest icon/ mainstay in Jember Regency, East Java. The charm of a beach that is very exotic and still maintained its naturalness and uniqueness, the characteristic of towering rocks is the main attraction of "PAPUMA" which makes it a location of natural tourism that is visited by many tourists, both local and foreign.

The white sand along the beach which is very clean with its adventurous terrain area is quite shady through the beautiful mountains accompanied by various monkey animals on the long road that welcome and offer a very wide view of the Indonesian ocean from the top of the mountain. Besides that, all the infrastructure available starting from the photography area is truly extraordinary, and the visitors can also enjoy the atmosphere of the inn directly from the shoreline, area outbound and provided a place for backpackers who want to make tents for the night. Visitors have also been spoiled with a dining area with a typical South Coast coastal menu ranging from Javanese grilled fish, to foreign food such as sazimi from Japan and so on.

The results of interviews conducted with one tourist said that the success of developing tourism areas depends on behavior and professionalism. like the tourist actors as a host who is ready and with heart to invite his guests to visit and feel comfortable staying at home and even staying in our house, of course we must be friendly to them, polite, maintain cleanliness and many things that must be presented by the host. This means the same as in the development of the tourist area tour players as the host must be able to serve their guests in this touristvisitors, people need mespoil them with treats natural beauty was incredible, the hospitality, courtesy, politeness and so forth. This is a point important that

needs to be emphasized in addition to natural resources that are already the Almighty Gods gift, it is necessary to prepare human resources (HR) who in this case are tourism actors to be nurtured, trained and empowered through the education process.

According to the research informant said that he had participated in several training activities such as training basic business administration which was given skills in terms of recording all business results / profits per day, recording his capital, expenses, and recipients so that he was accustomed and could feel something extraordinary and more tangible results / "We really feel the benefits of this training".

In addition, according to another research informant, he said that he had attended business management training and entrepreneurship training, training carried out by students and their accompanying lecturers. From this training obtained a science that is very extraordinary and can provide motivation and enthusiasm for him in entrepreneurship, never despair because it has become a trade law according to him that crowded or lonely visitors is a challenge, if crowded will further enhance service and if not quite easy to despair. Because it works if the business itself is very satisfying, it can be independent, it does not depend on the leader, so the business itself is the essence of independence according to him. Besides that, through this business management training, it can also understand the elements in business management starting from the business plan to evaluation if it is crowded or even quiet, it is easy and fast to find the root of the problem and the problem is resolved. In accordance with what was delivered by Sudjana (2004: 76) management is the key to all doors to success in entrepreneurship, if management is good then it is ensured that the business being carried out will definitely succeed, because management is the heart of an entrepreneurial body.

According to Zein (2010: 75) one of the programs implemented in the non-formal path that is needed by the community with a very

short and very limited time that is very suitable is short training. So, in this case the training was also given to the tour operators/ street vendors around the coastal area organized by the PEKALIWASIR community in collaboration with the local government, namely so far there were various types of training namely entrepreneurship training, management of production and processing of marine products. According to Sukayat, (2000: 92), through the activities of the coastal and coastal community empowerment program / P2MPP the Government of Jember Regency has made efforts to empower through the program which consists of various activities such as business management training, and other training.

According to Suhartini and Khambali (2005: 57) the purpose of training as a model of community empowerment must provide and increase knowledge and skills. Therefore, this is very suitable for the coastal traders to be better in managing their business and business progress. After participating in the training program, the tourism actors (street vendors) were given business capital assistance to develop their business and assist them so they could use this opportunity to develop their business for the better. Because if it has been empowered indirectly it will have an impact on the success of the development of the tourism sector, especially in this case is the Coastal Tourism of White Sand Malikan Beach "PAPUMA" which is an Icon in Jember Regency. If friendliness is friendly and the price according to standard does not catapult the price above normal, it will indirectly give satisfaction to the tourists who will come back to visit and promote to other tourists to recommend visiting.

In the process of awareness, training and assistance to tourism actors, it is certainly different from what is done by formal education because what is faced here is all adults, the approach taken by non-formal education is using *andragogy*, namely science and art in guiding adults (*adult learning*) In accordance with what was conveyed by Jarvis

(2007: 122) *Adult Teaching*, which begins by noting the increasing division of functions and roles to be found under that umbrella term 'teaching'. Conditions of learning, teaching methods and styles, specific teaching techniques, individual learning methods and teaching aids. So not carelessly in educating adults who already have a lot of experience and tend not to be patronized, then we must know the characteristics if they will teach and awaken them.

Non-formal education through a variety of superior programs namely counseling, training and empowerment that is able to provide social motivation to tourism actors in realizing their role in tourism development business, or known as the tourism sector development. Extension to tourism actors in this case is the street vendors (culinary traders) around the tourist area of Malikan White Sand Beach (PAPUMA) in Jember Regency aiming to provide awareness to the tourism actors that in tourism development/ tourism sector development the importance of success or failure depends on them (tourist actors).

According to Darsoprajitno (2006: 89) explain that directly will be in contact with consumers/ tourists visitors to tourist attractions. By giving a satisfaction to the consumers in this case, with various kinds of culinary presented in addition to the taste that is prioritized it also needs to be considered also their awareness of prices. The purpose of awareness of the tourists is that they are not allowed to soar prices set based on the agreement of the coastal area street vendor community (PEKALIWASIR), because it will have a negative impact indirectly on consumers/ tourists not to return to tourist attractions. Besides that, if there are traders who violate, they will be given sanctions to revoke their trading licenses in the area.

Based on the results of the research that has been done, it can be seen that Non-formal Education has a contribution in the empowerment and guidance of Street Vendors in the Malikan White Sand Beach (PAPUMA) residents who are tourism icons of Jember Regency. Non-formal education provides

different colors in providing empowerment services and guidance for tourism actors. Through the education approach, tourism actors not only increase knowledge, attitude, and skills regarding business in the field of tourism. But the ability to read opportunities is very important in the context of developing tourism villages. (Edy, 2015: 52).

Moedzakir (2010: 206) explains that the empowerment of communities or community empowerment is a new term of development of society, so too there is the term social capacity building which is an effort to develop human potential in the context of his life as a community. According to Marzuki (2009: 64) that in this case cognitive, psychomotor and affective development. But in developing the potential it is not only pleasing to the psychological aspects but also the sociological, cultural, economic, and natural aspects. But in determining which potential needs to be developed, it depends on the problem at hand, which problem is prioritized handling, and what learning needs exist in the community and need to be fulfilled immediately to overcome the problem.

Boyle in Moedzakir (2010: 25) there are three types of Out-of-school education programs, namely Informational, Institutional and Developmental. programs Informational are programs that aims to impart or disseminate new information to develop insight, knowledge or awareness. The type of program informational that is carried out for tourism actors is to make them aware that indirectly the success of the construction of tourist attractions depends on the role of tourism actors in this case one of which is the role of street vendors around the Malikan White Sand coast (PAPUMA). Awareness to participate in owning, preserving and developing it can make their livelihoods and businesses, such as maintaining cleanliness and beauty, not tourists deter from visiting again because food prices are above fairness and others.

programs Institutional are those that are held regularly, systematically addressed to

master a skill, ability and specific competencies. In this study, the training program provided to tourism actors/ street vendors in PAPUMA coastal areas was intended to provide them with new knowledge and skills, namely skills in managing business and management of business financial management and skills in how to present especially culinary traders, it also indirectly gives satisfaction to visitors/ tourists so that they participate in promoting tourist attractions because they are satisfied with the service and friendliness of the tourists.

The Program is Developmental a development or empowerment program aimed at empowering potential in overcoming the problems of shared life they are facing. In this study, tourism actors/ street vendors are better than before, most of them have gotten better income before, visitors/ tourists are increasingly crowded so that the development of tourist attractions brings them in better conditions. The more visitors, the more significant their merchandise will be sold, especially the culinary traders who are attached to the characteristics of the tourist attractions.

CONCLUSION

Nonformal education contributes to empowering and fostering street vendors in "PAPUMA" coastal communities in Jember Regency through programs *informational, institutional and developmental*. The program is *Informational* carried out in the form of counseling to increase the awareness of street

vendors on the coast as one of the tourism actors. Awareness is made to them to be able to maintain cleanliness, friendliness and not catapult selling prices that make visitors not want to come back. The outreach agenda that has been given is the launching of awareness of local potential, hygiene and health counseling, counseling on the importance of preserving nature so that nature can protect humans.

Programs *Institutional* through training provided to street vendors to provide new skills to them, such as business management skills, business presentation so that their business is increasing and tourist attractions are increasingly crowded. The training provided was business bookkeeping training, entrepreneurship training, risk management training, product packaging training, business service training.

The program *Developmental* provides business capital assistance and assistance to the street vendors of coastal communities intensively so that they can develop their businesses and make conditions better, both in terms of economy and their awareness of the surrounding natural environment. Suggestions to policy makers, in tourism development, need to pay attention to human resource development in addition to the construction of tourist facilities and infrastructure facilities, because tourism actors have a contribution in contributing to the success of development, indirectly promoting especially the tourism sector.

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