

Tourism Village Development Strategy Through The Role Of Tourism Awareness Community Empowerment Groups (Pokdarwis) (Case Study Of The Sanan Tempe Chips Industry Center Association In Purwantoro Village, Blimbing District, Malang City)

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INDEXING	ABSTRACT
<p>Keywords: Keyword 1; Development Strategy Keyword 2; Pokdarwis Keyword 3; Tourism Awareness Keyword 4; Qualitative Descriptive Keyword 5; Community Development</p>	<p>This study was conducted with the aim of finding out what strategies are carried out by the association in developing the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City , to find out how the role of the tourism-aware community empowerment group is in developing the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City , to find out how Public Awareness is towards developing the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City. The research design in this study uses a qualitative approach method. Research with this qualitative method is research that intends to describe and understand the phenomenon of what is experienced by the research subject, for example regarding the strategy for developing a tourist village through the role of the tourism-aware community empowerment group (pokdarwis). development strategy of Tempe Sanan Tourism Village is Pokdarwis tourism education, which includes teaching about tempe production, preparation, and processing. Pokdarwis Tempe Sanan Tourism Village, must collaborate with the city government and the community to understand the existing market and take advantage of all potential opportunities. However, opening up the knowledge of village communities by socializing about safety in the tourist environment, maintaining cleanliness, preserving tourism assets, and being a friendly host for visitors</p>

Article History

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INTRODUCTION

Tourism Awareness Group (POKDARWIS) is one component in society that has an important role and contribution in developing tourism in its area (Mafella & Ratna, 2024). Pokdarwis functions as a bridge between the community and visitors, as well as a manager of sustainable tourism activities. Through training, providing information, and increasing capacity, this group can help the community understand the importance of sustainable tourism and its impact on the local economy. In addition, Pokdarwis also plays a role in maintaining local wisdom and the environment, so that the development of tourist villages does not only focus on economic benefits, but also on social and cultural sustainability. Tourism awareness groups (pokdarwis), one alternative for tourism development related to tourism awareness campaigns. The development of domestic tourism carried out by tourism awareness groups (pokdarwis) through various activities including community development through self-help groups and community

initiatives that function as drivers of tourism development. Pokdarwis is one of the stakeholder elements originating from the community who of course optimizes the management of the potential natural and cultural wealth owned by an area to become a tourist destination.

The focus of this study is to analyze the strategies used by Pokdarwis in developing tourism awareness groups, as well as the factors that influence the success of developing tourism awareness community empowerment groups in the Sanan tempeh chips industry center. In addition, this study will also discuss the social, economic, and environmental impacts of the development of these groups on the Kampung Sanan tourist village.

Based on the results of the problem formulation that has been described, the following research objectives can be determined:

1. To find out what strategies are implemented by the association in developing the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City.
2. To find out the role of tourism-aware community empowerment groups in the development of the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City.
3. To find out how public awareness is towards the development of the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City.

The paradigm of this research is qualitative with the social phenomenon of society, namely the development of tourist villages (Ghasemi & Hamzah, 2014). Tourist villages are very important because they improve the welfare of the community. The tourist village can develop and progress with the existence of a strategy for developing tourist villages and the role of tourism awareness groups. Therefore, this study provides a solution in the form of a strategy for developing tourist villages.

LITERATURE REVIEW

Development Strategy Theory

Development is a strategy carried out to improve, repair, and advance tourist attractions so that the number of tourists increases so that the community and government can feel the positive impact (Santhyasa, 2020). According to Yoeti (1996), tourism development is an effort made to improve and develop a product or add to the types of tourism products.

Improving Members' Abilities and Skills Pokdarwis in Tourism Sector Management

Increasing the capacity and capabilities of Tourism Awareness Group (Pokdarwis) members in managing the tourism sector is a crucial factor in advancing tourism potential in a region. According to research conducted by Triony & Martayadi (2022), improving the quality of Pokdarwis members is vital so that they can carry out their functions and roles optimally in tourism management. Quality members are those who have adequate knowledge and skills in tourism management, so that they can provide the best service to tourists. With increased skills, they can be more efficient in designing attractive tourism programs, as well as creating positive experiences for tourists. This is in line with the goal of increasing the number of tourist visits and strengthening the local economy. Skills improvement also includes socialization to the community to encourage them to become good hosts for tourists. This involves

education about the values of Sapta Pesona, which are the basic principles in creating a pleasant and memorable tourism experience . By increasing the skills of Pokdarwis members, it is hoped that there will be improvements in the quality of services and tourism products offered. This has a positive impact on local economic conditions, because it can attract more tourists and increase local income .

The Role of Tourism Awareness Groups (Pokdarwis)

The strategy of developing tourism villages through the role of Pokdarwis is very effective in increasing promotion, active community participation, and improving the local economy (Putri & Adinia, 2018). With multi-stakeholder synergy and proper implementation, tourism villages can become popular and sustainable destinations. With this framework, we can understand that the strategy of developing tourism villages through the role of Pokdarwis does not only focus on promotion but also on active community participation, unique product development, multi-stakeholder synergy, and supporting infrastructure. All of these elements are interrelated and contribute greatly to making tourism villages a popular tourist destination. Researchers want to understand more deeply the impact of community awareness and the development strategy and role of Pokdarwis.

RESEARCH METHODS

This study uses a descriptive qualitative approach to describe and understand the phenomena experienced by the research subjects, namely the strategy of developing tourist villages through the role of Pokdarwis. The main focus of the study is to identify tourism potential in Purwantoro Village, analyze the role of Pokdarwis in developing tourist villages, and develop strategies for developing tourist villages that involve the community. The type of research used is qualitative descriptive analysis. Data analysis is carried out through three main steps: data reduction, data display, and drawing conclusions and verification (Mezmir, 2020). Data reduction involves selecting data that is relevant to the research objectives, data display presents data in a form that is easy to understand, and drawing conclusions and verification aims to ensure the validity of the data. The research location was determined purposively at the Sanan Tempe Chips Industry Center Association in Purwantoro Village, Blimbing District, Malang City, with consideration of strategic geographical potential, large tempe chips industry center, wide product varieties, local community commitment, dynamic local economy, significant money turnover, and relevance to the research objectives. Data collection methods used include interviews, observations, and documentation. Interviews were conducted with Pokdarwis members and craftsmen to obtain in-depth information. Observations were conducted to directly observe the activities of Pokdarwis and the community. Documentation was used to collect secondary data in the form of related documents and archives. Data analysis techniques are carried out in an integrated manner, starting from data collection to categorization and drawing conclusions. The analysis steps include data reduction, data presentation, and drawing conclusions and verification. The data sources used in this study are primary data and secondary data. Primary data were obtained through interviews, observations, and documentation from Pokdarwis members and craftsmen. Secondary data were obtained from official documents such as reports and related archives. To ensure the validity of the data, triangulation techniques are used, namely source triangulation, method triangulation, and time triangulation. Source triangulation compares information from various sources, method triangulation uses various data collection methods, and time triangulation collects data at different times. With this

approach, it is hoped that the research can provide a deep understanding of the role of Pokdarwis in developing tourist villages and its contribution to community empowerment.

RESULTS AND DISCUSSION

Characteristics of Research Subjects/Objects/Samples/Respondents

Research Subject

The subject of this research is the Tourism Awareness Group (Pokdarwis) in Sanan Village, which plays a role in developing tourist villages through community empowerment.

Research Object

The object of the research is the tourism village development strategy carried out by Pokdarwis, especially in the context of the tempeh chips industry in Sanan Village.

Samples and Respondents

This study involved UMKM actors of tempeh chips craftsmen in Sanan, Malang City. The number of respondents was 50 people, selected using purposive sampling technique. The criteria for selecting respondents were business actors who were active in the production and marketing of tempeh chips and involved in Pokdarwis activities.

Data analysis

This study uses a quantitative approach with an explanatory research method to explain the causal relationship between the variables studied. The data collected were analyzed using the Statistical Package for the Social Sciences (SPSS) software. Data analysis includes instrument validity and reliability tests, as well as hypothesis testing using multiple linear regression analysis.

Hypothesis Testing Instruments

The instrument used in this study was a questionnaire compiled based on a Likert scale to measure variables such as innovation, market orientation, customer orientation, entrepreneurial orientation, and marketing performance. Before being used, the questionnaire was tested for validity and reliability to ensure the reliability of the data collected. Hypothesis testing was carried out using multiple linear regression analysis to determine the effect of each independent variable on the dependent variable.

Research Results Data Presentation

In a qualitative study that focuses on the Strategy for Developing Tourism Villages Through the Role of Community Empowerment Groups Aware of Tourism (POKDARWIS) (Case Study on the Association of Sanan Tempe Chips Industry Centers in Purwantoro Village, Blimbing District, Malang City). The researcher conducted a study on the Association of Sanan Tempe Chips Industry Centers in Purwantoro Village, Blimbing District, Malang City and the researcher conducted direct observations at the location of the research object of the Association of Sanan Tempe Chips Industry Centers in Purwantoro Village, Blimbing District, Malang City, in order to find out the phenomena in the field, the researcher conducted a study by observation, interviews and documentation to parties from the Association of Sanan Tempe Chips Industry Centers in Purwantoro Village, Blimbing District, Malang City, including the Chairperson of the Tourism Awareness Group (POKDARWIS) Mrs. Dra. Trinil Sri Wahyuni, Head of Neighborhood Association (RT) 5, Mrs. Rini Nurhayati, Member POKDARWIS at a time pe n graji tempeh Mother A n jar Wati, Member POKDARWIS at a time production chips Tempe On ice Mrs. Juaidah, and equipped with documentation, and direct interviews. The following are the results of research conducted at the Sanan Tempe

Chips Industry Center Association in Purwantoro Village, Blimbing District, Malang City.

Tourism Village Development Strategy at the Sanan Tempe Chips Industry Center Association in Purwantoro Village, Blimbing District, Malang City.

Attractions / Tourist Attractions

Based on the observations and results of the interview above with the Head of the Tourism Awareness Group (POKDARWIS), the Tempe Sanan Tourism Village has tourist attractions consisting of natural tourism such as Tempe Culinary Tourism, Educational Tourism and Souvenir Shops, which attract the interest of local and foreign tourists. country by offering unique culinary and educational experiences for visitors. In addition, Tempe Sanan Tourism Village also has cultural tourism attractions, such as the oglek tempe dance, bantengan, and pencak silat.

Tourism Support Facilities

Basic facilities for tourists, such as comfortable homestays equipped with adequate facilities, restaurants that are easily accessible at tourist attractions and can be repaired if there is damage, a varied food menu including traditional and modern food, souvenir shops. This includes training services for making tempeh and tempeh chips, a tour package guard post, as well as a sub-district office or the house of the head of the Tourism Awareness Group at the Tempe Sanan Tourism Village object which functions as a village tourism information center.

Strategy Development of Tempe Sanan Tourism Village in Purwantoro Village, Blimbing District, Malang City

The results of the study stated that the development strategy for the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City , namely Marketing/Promotion , Accessibility , Tourism Areas , Types of Tourist Objects , Tourism Products , Human Resources , National Tourism Awareness Campaign .

The Role of the Tourism Awareness Community Empowerment Group in the Tempe Sanan Tourism Village in Purwantoro Village, Blimbing District, Malang City

The results of the study stated that the role of the community empowerment group aware of tourism in the development of the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City , namely: Driving the Tourism Sector , Increasing Insight and Knowledge , Increasing Ability and Skills , Motivating and Encouraging the Community , Collecting and Processing Information Services and Providing Input to Government Officials.

Public Awareness at the Tempe Sanan Tourism Village in Purwantoro Village , Blimbing District, Malang City

The results of the study stated that the role of the tourism-aware community empowerment group in the development of the Tempe Sanan tourist village in Purwantoro Village, Blimbing District, Malang City , namely: Community Participation , Education and Training , Promotion of Local Products , Cultural and Environmental Preservation and Economic Impact .

Based on the research results, it states that Through various initiatives undertaken, Tempe Sanan Tourism Village has Economic impact refers to the influence caused by an activity or policy on economic conditions, either directly or indirectly. In KBBI, impact is defined as an influence that can arise due to a result, either positive or negative. Economically, impact means the influence of the

implementation of an activity on economic conditions in a region or country (Baboshkina et al., 2018).

From the various definitions, it can be concluded that economic impact reflects changes that occur in the economy due to human activities or certain policies. This impact can be positive or negative and involves various aspects such as income, employment opportunities, and the economic structure of society, not only maintaining its cultural heritage but also supporting economic and environmental sustainability for future generations.

CONCLUSION

From the results of the research that has been conducted, it can be concluded that:

- 1) development strategy of Tempe Sanan Tourism Village is Pokdarwis tourism education, which includes teaching about tempe production, preparation, and processing. Tempe Sanan Tourism Village also offers various tempe-related products such as brownies, cookies, pizza, macarons, and silky pudding to improve the quality of tempe offerings in Tempe Sanan Tourism Village. Tempe Sanan Tourism Village also offers various daily activities and unique attractions, such as the Tempe Festival, Tempe Art Festival, and Culinary Tempe Tourism. These activities serve local residents and visitors by offering unique products such as Tempe Processing, local food festivals, and Tempe Festivals and Tempe Chips. Tempe Sanan Tourism Village also provides various cultural activities, such as oglek tempe dance, bantengan, pecnacak silat, restaurants, and cafes. Pokdarwis Tempe Sanan Tourism Village is trained to interact with local residents and visitors, as well as foreign countries to promote local culture and utilize all available tourism.
- 2) The Role of Tourism Awareness Groups (POKDARWIS), To improve the daily activities of Tempe Sanan Tourism Village, several steps can be taken. First, Pokdarwis Tempe Sanan Tourism Village, must collaborate with the city government and the community to understand the existing market and take advantage of all potential opportunities. Second, Pokdarwis Tempe Sanan Tourism Village, must be trained to use the resources of Tempe Sanan Tourism Village effectively, such as training on how to use Pokdarwis Tempe Sanan Tourism Village facilities, promoting sustainable practices, and providing a conducive environment for Pokdarwis Tempe Sanan Tourism Village activities, and the development strategy of Pokdarwis Tempe Sanan Tourism Village, aims to promote the diversity and innovation of Pokdarwis Tempe Sanan Tourism Village, while fostering a sense of togetherness and community involvement.
- 3) Development and Security , opening up the knowledge of village communities by socializing about safety in the tourist environment, maintaining cleanliness, preserving tourism assets, and being a friendly host for visitors. They can invite the community to open small businesses around the tourist area, empower the results of education, services and training to encourage local cultural events regularly every year, and educate the community about the importance of individual, community, and environmental health.

Based on the conclusions above, the following are recommended:

- 1) For the Department of Cooperatives, Industry and Trade (DISKOPINDAG) of Malang City, and the Department of Youth, Sports and Tourism (DISPORAPAR) of Malang City, they must improve training on the use of tools and machines so that the level of knowledge of craftsmen or the community regarding the use of tools and machines will be better in the future.
- 2) For the Tourism Awareness Group from the Tourism Village which must be expanded to only 1 area so that it can truly be utilized as an educational visit for 1 other area, and Pokdarwis must work together and assist the surrounding city government in the process of building and developing the tempeh and tempeh chips industry in Purwantoro Village as the Sanan Tempeh Tourism Village.
- 3) For further researchers, it is expected to study tourist villages from other scientific perspectives, for example in the fields of hospitality, industrial engineering, informatics, etc. So that the findings of the research results are more comprehensive.

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