



THE ROLE OF TOURISM AWARENESS GROUPS (POKDARWIS) IN REALIZING TOURISM AWARENESS AND CHARM SAPTA IN THE TOURIST DESTINATION ENVIRONMENT (Study on Pokdarwis Taman Berkas Kelurahan Berkas Teluk Segara District)

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A B S T R A C T

Tourism is currently one of the sectors of concern for the government. There are 3 important components involved in the implementation of tourism development, namely Government, Private and Community. Pokdarwis (Tourism Awareness Group) is one of the forums consisting of local communities formed to develop and manage the potential natural and cultural wealth owned by the region to become a tourist destination. This study aims to describe the role of Taman Berkas Pokdarwis in realizing tourism awareness and charm sapta in the Taman Berkas tourist attraction area and to find out what factors are driving and inhibiting the implementation of these roles both from internal and external Pokdarwis. This study used descriptive qualitative research methods, using data collection techniques through observation, interviews, documentation and questionnaires. The results showed that the role of Taman Berkas Pokdarwis has been going well in realizing tourism awareness and charm sapta at the location of Taman Berkas tourist attraction, this can be seen from the awareness of the local community and tourists who come to participate in maintaining the preservation and beauty of Taman Berkas tourist attraction. In addition, Pokdarwis is able to mobilize the community to become tourism actors in their area by participating in various tourism activities in their area. However, there are several obstacles felt by Pokdarwis in carrying out its role, namely in coordinating business actors in the Taman Berkas Area and inadequate public infrastructure, one of which is parking facilities.

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INTRODUCTION

Indonesia is a country that has beautiful natural potential, Indonesia is also a country that has many historical and cultural heritage sites, these are all potential resources if they can be managed properly and appropriately. Tourism is one form of good utilization and management of natural resources because with tourism the government can manage the natural resources of an area to become a tourist spot that provides economic value for both the government and the local community. The legal basis for tourism development is Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, namely tourism development is carried out by taking into account the diversity, uniqueness and distinctiveness of culture and nature as well as human needs for tourism (Articles 2 and 6).

Each region certainly has its own natural wealth and attractions that can be developed potential in terms of tourism. Bengkulu as one of the provinces on the island of Sumatra is one of the provinces that has unique resources in terms of natural wealth, history and culture.

Table 1.1
Data on Attractions in Bengkulu City

No.	Types of Tourism	Tourist Attraction
1.	Marine Tourism	Long Beach, Berkas Beach, Tapak Paderi, Zakat Beach, Pasar Bengkulu Beach, Baai Island Port.
2.	Historical Tourism	Fort Marlborough, Kampung Cina, Tuo City Tour, Karno House, Fatmawati House, British Cemetery, Tomb of Sentot Alibasyah, Bengkulu State Museum, Parr and Hamilton Monuments.
3.	Religious Tourism	At Taqwa Mosque, Jamik Mosque, Baitul Izzah Grand Mosque

4.	Culinary Tour	Anggut Atas Souvenirs and Souvenirs Area.
5.	Nature Tourism	Dendam Lake, Mangrove Forest, Kumayan Island, Red Lantern, Green Lantern, Pulau Tikus Marine Park.
6.	Cultural Tourism	Tabot Traditional Ceremony, Tomb of Imam Senggolo (tabot figure),
7.	Artificial Tourism	Outbond JAC, View Tower, Youth Park Zoo, Berkas Park, Fishing Pond.

Source; Bengkulu City Tourism Office in 2021

The variety of destinations / tourist attractions in Bengkulu City certainly affects the level of tourist visits in the city of Bengkulu. Regarding the number of tourists, hereby conveyed data related to the number of tourists coming to Bengkulu City in 2018-2020 based on sources from the Bengkulu City Tourism Office.

Table 1.2
Tourist Visit Data in Bengkulu City

No .	Types of Tourists	2018	2019	2020	2021
1.	Archipela go Tourists	600.429	690.493	225.553	379.721
2.	Foreign Tourists	952	1.066	320	30

The decrease in the number of tourists in 2020 and 2021 was caused by the Covid 19 outbreak so that Bengkulu Province limited the number of arrivals from outside Bengkulu Province.

Based on Law Number 10 of 2009 concerning Tourism states that "Tourism is a tourism activity supported by various facilities and services that have been prepared both by the community, entrepreneurs, government and local government". Here it can be seen that there are 3 important components involved in the implementation of tourism, namely Government, Private and Community. These three components have their respective roles



but are interrelated and there needs to be cooperation in order to bring optimal results.

The community is one of the important components in tourism development because tourism resources are in the community such as customs, traditions and culture and the community is the local population of a tourist destination. Tourism development must pay attention to the potential and role of the community, because the community is not only one of the tourism actors but the community is also a beneficiary of the implementation of tourism itself. For this reason, it is necessary to understand and instill awareness of the importance of tourism development so that a tourism-aware society can be created, namely people who participate in encouraging the creation of a conducive climate for the growth and development of regional tourism. Pokdarwis (Tourism Awareness Group) is one of the forums consisting of local communities formed to develop and manage the potential natural and cultural wealth owned by the region to become a tourist destination.

The function of Pokdarwis in tourism activities is not only as a driver of tourism awareness and charm in the environment of tourist destination areas, but also as a partner of the government and local governments in an effort to realize and develop tourism awareness in the region. But currently this function has not been fully implemented, this can be seen from the unseen real contribution of tourism awareness groups in mobilizing the local community in realizing *sapta pesona* which is the purpose of forming pokdarwis. In addition, there is no synergy between tourism awareness groups and local governments in realizing a tourism-aware society.

Pokdarwis Taman Berkas is one of the Pokdarwis that has been formed for quite a long time, namely in 2018. The establishment of this pokdarwis aims to implement *Sapta*

Enchantment, which is to carry out tourism awareness activities, with the support and participation of the community as the host of a destination, in order to create a safe, orderly, clean, cool, beautiful, friendly and memorable environment and atmosphere, so as to encourage the growth and development of the tourism industry.

Based on these problems, researchers want to know the extent of the role of the Tourism Awareness Group (Pokdarwis) in realizing tourism awareness and charm in the environment of tourist destinations, especially Pokdarwis Taman Berkas. The focus of this study is to examine the role of Pokdarwis Taman Berkas in realizing tourism awareness and charm *sapta* and to find out what factors are driving and inhibiting the implementation of this role both from internal and external Pokdarwis Taman Berkas.

MATERIALS AND METHODE

In this study, the author uses descriptive qualitative research methods, namely research that seeks to provide explanations and descriptions of various kinds of data that have been collected from the object of research, namely the Tourism Awareness Group (Pokdarwis) Taman Berkas. Collection techniques are carried out through 1) observation, which is an activity to obtain information in answering research problems using our five senses such as sight, smell, and hearing, 2) Interview is the process of communication or interaction to collect information by means of questions and answers between researchers and informants or research subjects, 3) Documentation is documents or data in the form of letters, notes, photo archives, meeting results, activity journals and so on. Data in the form of this document can be used in extracting information that occurred in the past, and 4) Questionnaire (questionnaire) is data collection carried out



by providing a set of questions or written statements to respondents to be answered (Sugiyono, 2017:142). The technique in analyzing the data carried out in this study is to use qualitative data analysis from the data obtained. Data obtained from interviews, field observations, documentation and questionnaires, then compiled systematically and determined which ones will be studied first and make conclusions so that they can be understood by all parties.

To obtain appropriate data, the techniques carried out after data collection are (in Sugiyono, 2007: 90): 1) Data reduction. Data obtained from the field need to be recorded in detail and thoroughly. 2) Presentation of data. After being reduced, the next step is to present the data. 3) Verification. The last step is to draw conclusions from the research conducted. Through this analysis technique, it is expected to be able to explain problems clearly and regularly and systematically using concepts, theories and views from experts as sources of analysis.

RESULTS AND DISCUSSION

Taman Berkas is one of the tourist attractions in Bengkulu City. Located in the Pantai Panjang area, Kelurahan File, Teluk Segara District, is 1.9 Km from the center of Bengkulu City and covers an area of approximately 0.6 Ha. Taman Berkas was inaugurated by the Mayor of Bengkulu, H.Helmi Hasan, S.E. on December 12, 2017. Built to meet the needs of the community for children's and family playground facilities and green open spaces, therefore at the location of Taman Berkas is also provided an area for sports such as jogging tracks, children's playgrounds, culinary areas, as well as public toilet facilities and prayer rooms. (Source; Bengkulu City Tourism Office).

In addition, the location of Taman Berkas is administratively included in the File Village area which is one of the kelurahan that has strong historical and cultural values, because in addition to having beach attractions, this village is also known as the origin of tabot, because in this village there are elders and places of tabot rituals. Therefore, this village is one of the villages that has good potential and resources in tourism development.

In general, the functions of Pokdarwis in tourism activities are:

1. As a driver of Tourism Awareness and Sapta Pesona in the environment of tourist destination areas.
2. As a partner of the government and local government (regency / city) in efforts to realize and develop Tourism Awareness in the regions.

According to Rahim (2012), Tourism Awareness is a condition that describes the participation and support of all components of society in encouraging the realization of a conducive climate for the growth and development of tourism in a destination or region.

Tourism Awareness in the Tourism Awareness Group Guidebook issued by the Director General of Tourism Destination Development of the Ministry of Tourism and Creative Economy, is described as a form of public awareness to play an active role in 2 (two) things, namely;

1. The community realizes its role and responsibility as a good host for guests or tourists who visit to create a conducive environment and atmosphere as stated in the slogan Sapta Pesona.
2. People realize their rights and needs to become tourists or tourists to travel to a tourist destination, as a form of basic needs for recreation, especially in knowing and loving the country.

Tourism Awareness Group (Pokdarwis) is a non-governmental group that has



concern for tourism development in its area, which has an important role and position in tourism development including:

1. As a subject or actor of development; i.e. looking at the role of Pokdarwis in terms of :
 - a. Decision; Pokdarwis participates directly in the decision-making process on tourism development programs in its region.
 - b. Implementation; Pokdarwis are involved in the development process both physically and non-physically.
 - c. Supervision; Pokdarwis participates in monitoring and evaluating development programs and activities implemented.
2. As a beneficiary, in this case Pokdarwis acts as a source of information for the community to participate in utilizing the results of development. This means that the community is expected to obtain meaningful economic benefits from the development of tourism activities to improve the quality of life and social welfare of the community concerned, so that with the existence of tourism conscious groups, it is hoped that people's welfare can increase through improving their economy.
3. As a driving force in creating a conducive environment and atmosphere. The role of the Tourism Awareness Group as a tourism driving institution has the responsibility to increase the knowledge and insight of Pokdarwis members in the field of tourism. Here Pokdarwis is expected to play a role in terms of:
 - a. Enabling ; Pokdarwis is able to create an atmosphere and climate that allows the potential of the community to develop.
 - b. Empowering ; Pokdarwis is able to provide input and opportunities to

strengthen the potential and power of the community.

- c. Protect ; Pokdarwis acts as a protector of the community from the effects of the development program provided.
4. Realizing Sapta Pesona in Society, Sapta Pesona is an important element that must be realized in order to create a conducive and ideal environment for the development of tourism activities in a place so as to foster tourist interest in visiting. Sapta Pesona is the seven elements contained in every tourism product and is used as a benchmark for improving the quality of tourism products. Sapta Pesona is a description of the concept of Tourism Awareness related to the support and role of the community as a host in an effort to create a conducive environment and atmosphere that is able to encourage the growth and development of the tourism industry, through the realization of elements of Safe, Orderly, Clean, Cool, Beautiful, Friendly and Memories.

The realization of the seven elements of Sapta Pesona in the development of tourism in the region will lead to:

- 1) Increasing interest in tourist visits to these attractions.
- 2) The growth of a prospective tourism business climate.
- 3) Increased employment and income opportunities, as well as the multi-fold economic impact of tourism on the community.

CONCLUSION

The results showed that the role of Taman Berkas Pokdarwis has been going well in realizing tourism awareness and charm sapta at the location of Taman Berkas tourist attraction, this can be seen from the awareness of the local community and



tourists who come to participate in maintaining the preservation and beauty of Taman Berkas tourist attraction. In addition, Pokdarwis is able to mobilize the community to become tourism actors in their area by participating in various tourism activities in their area. However, there are several obstacles felt by Pokdarwis in carrying out its role both internal and external, including coordinating business actors in the Taman Berkas Area and inadequate public infrastructure, one of which is parking facilities. The efforts made to overcome these obstacles include; 1) by involving business actors around Taman Berkas in every tourism activity carried out at Taman Berkas, 2) Pokdarwis always involves business actors around Taman Berkas in preparing activity program plans for the development of Taman Berkas attractions.

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