

## **Pokdarwis (Tourism Awareness Group) Strategies in the Development of Sanjai Tourism Village, Bukittinggi City: An Analysis of Bourdieu's Habitus and Capital**

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### **ABSTRACT**

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This research explores how the Tourism Awareness Group (Pokdarwis) implementing Community-Based Tourism (CBT) in Sanjai Tourism Village, Bukittinggi, West Sumatera. By describing the strategies they have developed to promote tourism. As tourism serves as a vital economic driver, requires community involvement for sustainability. Employing a qualitative approach, this research gathers data through in-depth interviews, observations, and document analysis to assess Pokdarwis' strategies in fostering tourism growth within the village. The analysis is framed using Bourdieu's theoretical concepts of habitus, capital, and field. Key findings show Pokdarwis: (1) developing tourism plans; (2) promoting the destination; (3) utilizing social capital; (4) empowering pokdarwis members. Bourdieu's concepts of habitus and capital (cultural, social, economic) highlight how shared norms and networks empower Pokdarwis to lead CBT sustainably. By blending local culture, strategic action, and community participation, Pokdarwis strengthens economic benefits while preserving cultural identity. This approach offers a model for policymakers and practitioners to enhance CBT through grassroots collaboration and socio-cultural alignment.



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## INTRODUCTION

Tourism has become one of the mainstay industries in generating foreign exchange in various countries such as Thailand, Singapore, the Philippines, Fiji, and Indonesia (Hitchcock, King, and Parnwell 2010). With the importance of the role of tourism in the economic development of various countries, tourism is often referred to as a passport to development, a new kind of sugar, a tool for regional development, an invisible export, a non-polluting industry, and so on (Pitana 2002). This means that tourism is considered an entry point or ticket for a country or region to develop, especially in terms of economy, infrastructure, culture, and community welfare. It is called an invisible export because, in tourism, money from abroad enters without the need to export physical goods. Tourists spend their money on hotels, food, transportation, and souvenirs, so foreign currency flows into the country.

The stimulus from tourism drives many other sectors such as accommodation, transportation, food and beverage provision, and the craft industry (Mussadad et al. 2019). The positive impact of tourism on regional growth has also prompted Indonesia to focus on improving and developing tourism. This is being done to enhance the quality of tourism in each region to promote sustainable tourism. The government has begun to initiate tourism development with a focus on sustainability to ensure that income from the tourism sector directly benefits local communities, not just large corporations. This approach supports economic growth while also helping regions preserve their tourism assets for future generations to enjoy.

To achieve sustainable tourism, the concept of Community-Based Tourism (CBT) has emerged. Community-Based Tourism (CBT) is a form of tourism managed by local communities in specific areas (Asmoro, Yusrizal, and Saputra 2021). CBT is an alternative tourism development model designed to counterbalance the negative impacts of conventional or mass tourism (Giampiccoli and Saayman 2018). The negative impacts of tourism referred to here are the minimal benefits obtained by local communities if they do not play a role as managers. Tosun and

Timothy emphasize that CBT exists to promote the sustainability of tourism (Adikampana 2017).

In Indonesia, the emergence of the CBT concept has led to the formation of community groups operating tourism at the destination level. These groups are known as Pokdarwis (Tourism Awareness Groups), whose establishment is mentioned in Law No. 10 of 2009 on Tourism. Furthermore, Ministerial Regulation No. 9 of 2021 on Tourism and Creative Economy states that tourism development involves the community through Pokdarwis. This means that the implementation of community-based tourism in Indonesia is realized through Pokdarwis.

Following government regulations, almost all cities in Indonesia have formed Pokdarwis in areas with tourism potential. This includes the city of Bukittinggi, known as the Tourism City of West Sumatra. Bukittinggi is renowned as a tourist destination due to its natural beauty, cultural heritage, and iconic landmarks such as the Jam Gadang clock tower and Pasar Atas market. The Bukittinggi City Government has also facilitated the establishment of Pokdarwis in areas with tourism potential, and this is regulated under the Bukittinggi City Regional Regulation.

According to data from the Bukittinggi City Tourism Office, there are 15 Pokdarwis spread across various sub-districts in Bukittinggi. Of the 15 Pokdarwis in Bukittinggi City, there is one Pokdarwis that excels in carrying out its role and duties in developing tourism. Pokdarwis Sanjai has won first place for two consecutive years in the Pokdarwis competition across Bukittinggi City. Additionally, in 2021, Pokdarwis Sanjai also achieved a spot in the top 100 of the ADWI (Indonesian Tourism Village Award) and became the only Pokdarwis to bring the name of a tourism village in Bukittinggi City into the top 100 in Indonesia. The evaluation criteria for the award encompass five aspects: the appeal of the tourism village, amenities, digital infrastructure, institutional framework and human resources, as well as resilience or sustainable management of the tourism village that considers environmental issues.

Given the achievements and accomplishments of Pokdarwis Sanjai, researchers are interested in examining how Pokdarwis Sanjai carries out their role in implementing CBT in the Sanjai Tourism Village. How do they carry out their tourism development efforts and the strategies they have devised to become the top player in community-based tourism in Bukittinggi City. This study employs Pierre Bourdieu's sociological theory on social practices to analyze how the Pokdarwis Sanjai fulfills its role by examining the influence of habitus and the capital they deploy within the tourism arena.

Numerous studies have been conducted on the role and participation of communities in community-based tourism development. Among the relevant ones is a study conducted by (Muslimah, Indraddin, and Azwar, 2022) on the synergy between Village-Owned Enterprises (BUMDes) and Karang Taruna (youth organization) in developing the Hutan Buluh Perindu tourist attraction in Jambi Province. Then, there is research by (Asmoro et al., 2021) regarding the implementation of Community-Based Tourism (CBT) in tourism development in Sekapuk Village. Another study was also conducted by Sari and Pinasti (2023) on the strategy of the Tourism Awareness Group (Pokdarwis) for community development through Village Tourism.

Although much research has been conducted on Pokdarwis and CBT, there is still a lack of studies specifically discussing the role of Pokdarwis in Sanjai Tourism Village, Bukittinggi City, which is known as a tourism city in West Sumatera. Another difference is the theory used in the analysis; this research will be conducted using the sociological theory analysis by *Pierre Felix Bordieu* regarding habitus, field, and capital. Previous research has not deeply explored the community's role and strategies in developing tourism, especially in the sociological context.

Bourdieu's theory of habitus, capital, and field helps researchers understand what enables Pokdarwis to carry out its role in CBT. This is a new approach because Bourdieu's theory is not commonly used to explain matters related to tourism. Particularly in terms of strategy, with this theory, researchers see habitus and capital being used to develop constructive strategies.

Therefore, the urgency of this research is to see what Pokdarwis does to carry out its role in implementing Community-Based Tourism (CBT) in Sanjai Tourism Village, Bukittinggi City. This research aims to identify and analyze the role and strategies of Pokdarwis in developing tourism. By understanding this, it is hoped that this research can benefit actors in community-based tourism development, to know the factors that can support the implementation of the ongoing CBT. It can also be useful for formulating policies and programs to empower the community.

## METHOD

This research was conducted in Sanjai Tourism Village, Bukittinggi City. The approach used in this research is a qualitative approach. The purpose of using the qualitative method is to describe systematically, factually, and accurately the facts of Pokdarwis Sanjai in carrying out its role in developing tourism in Sanjai Tourism Village. The type of research used in this study is a case study, which studies an individual or group considered to be experiencing a particular case intensively. The researcher intensively studied the role of the Tourism Awareness Group (Pokdarwis) of Sanjai Village in implementing Community-Based Tourism (CBT) in Sanjai Tourism Village.

The data collection techniques carried out in this study were in-depth interviews and observation. In-depth interviews were conducted directly with the administrators and members of Pokdarwis Sanjai as informants who experienced it directly and as the primary source of information in this study. The researcher conducted observations directly to see and experience how Pokdarwis Sanjai carries out its role in developing community-based tourism. The researcher observed the interactions that occurred between Pokdarwis members and the Sanjai community.

The number of informants interviewed in this study was 13 people who were members of the Sanjai Pokdarwis management. The interviews were conducted by making appointments in advance and were done face-to-face. The interview locations were agreed upon together and were conducted at homes, *kedai*, or the Balairung in the Sanjai Tourism Village. The duration of the interviews varied,

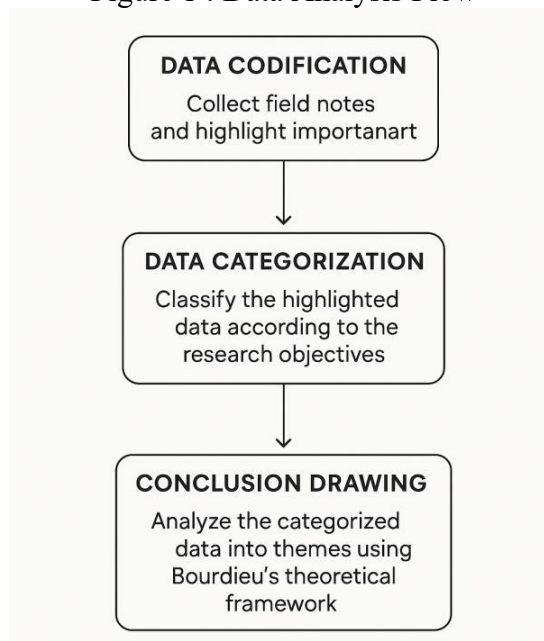
averaging 2-4 hours per informant. The researcher conducted follow-up interviews when the data obtained was deemed insufficient.

The data sources in this study are divided into two, namely primary data and secondary data. Primary data is data collected directly through interviews with Pokdarwis members, while secondary data comes from books, previous research, and documents from Pokdarwis Sanjai needed for this research.

The method used to determine informants is Purposive Sampling, where informants are sought based on specific criteria set by the researcher and their existence is known to the researcher. According to (Sugiyono, 2016), Purposive Sampling is a technique for taking samples of data sources with certain considerations. The reason for using the Purposive Sampling technique is that not all samples have criteria that match the phenomenon being studied, which is why the researcher sets appropriate criteria so that the data sought can be fulfilled. The criteria for the informant actors determined by the researcher are the management apparatus or organizing elements of the Pokdarwis (Tourism Awareness Group) of Manggis Ganting Sub-district who manage the Sanjai tourism village.

Data analysis was conducted using the Miles and Huberman method, which includes data reduction where researchers grouped interview data according to topics relevant to the research and marked important parts. Then proceed with organizing the data into categories relevant to the research objectives. Finally, conclusions and verification of the data that has been reduced and categorized. The data analysis flow can be seen in the following figure :

Figure 1 : Data Analysis Flow



*Source : Researcher Documentation, 2024*

## RESULT AND DISCUSSION

The achievements of Pokdarwis Sanjai as the number one Pokdarwis in Bukittinggi City reflect that Pokdarwis Sanjai is considered to have performed well in its role in realizing tourism development in the region. Based on the results of research related to the role of Pokdarwis Sanjai in the implementation of Community-Based Tourism (CBT) in Sanjai Tourism Village, the researchers found that several things are the duties of Pokdarwis in their efforts to make CBT successful. Some of Pokdarwis' achievements in community-based tourism can be seen in the following news excerpt image :

Figure 2 : Pokdarwis's Sanjai Achievement



*Source : Research Dcumentation, 2024*

To carry out these duties, Sanjai Pokdarwis needs to arrange several strategies for tourism development in their area. Using the theory of habitus, capital and arena, the researcher analyze the result, and this can be seen in the summary in the following table:



Table 1 : Result and Discussion Summary

Component	Details
<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Increase community awareness and participation in tourism</li> <li>- Promote sustainable tourism based on local potential</li> <li>- Strengthen cultural identity</li> </ul>
<b>Key Activities</b>	<ul style="list-style-type: none"> <li>- Socialization of <i>Sapta Pesona</i> values</li> <li>- Community clean-up and environmental campaigns</li> <li>- Participatory tourism planning</li> <li>- Development of tour packages and cultural events</li> </ul>
<b>Actors Involved</b>	<ul style="list-style-type: none"> <li>- Pokdarwis Sanjai members and management</li> <li>- Local community of Sanjai</li> <li>- Bukittinggi City Tourism Office</li> <li>- Universities (example : Andalas University for IT support)</li> <li>- Local businesses and NGOs</li> </ul>
<b>Strategies</b>	<ol style="list-style-type: none"> <li>1. Preparation of tourism master plan using SWOT analysis</li> <li>2. Promotion through digital media and cultural festivals (e.g., <i>Sumarak Kampung Wisata</i>)</li> <li>3. Development of amenities and infrastructure</li> <li>4. Capacity building through training and comparative studies</li> <li>5. Strategic use of social capital: trust, networks, and shared norms</li> </ol>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>- Increased tourist visits and destination branding</li> <li>- Enhanced capacity of local actors</li> <li>- Stronger collaboration among stakeholders</li> <li>- Preservation of cultural heritage and environment</li> <li>- Improved service and tourist satisfaction</li> </ul>
<b>Theoretical Basis</b>	<ul style="list-style-type: none"> <li>- <b>Habitus:</b> Collective norms, tourism-conscious behavior, mutual trust</li> <li>- <b>Capital:</b> Social (networks), Cultural (skills &amp; knowledge), Economic (income generation), Symbolic (awards and recognition)</li> </ul>

Source : Primer Data, 2024

## 1. Role of Pokdarwis in the Development of Sanjai Tourism Village

### 1.1 Raising Tourism Awareness

One of the goals of Pokdarwis is to foster community awareness of tourism in Sanjai Tourism Village. The Tourism Industry and Institutional Coordinator of the Bukittinggi City Tourism Office in the field of destinations conveyed the government's goal of forming Pokdarwis, stated:

*"Pokdarwis Sanjai was formed with the aim of fostering local community awareness of their roles and responsibilities as hosts for tourists visiting the*

*Sanjai tourism village, it can only be realized with initiatives from the community as well because the tourism office or government here is only a facilitator, the community is the main actor" (Interview Bu Sulastri, Coordinator of the Tourism Industry and Institutions of the Bukittinggi City Tourism Office March 14, 2024).*

From the results of researchers' interviews with Pokdarwis administrators and members, as well as employees of the Tourism Office for the Destination Division, they share the view that one of the goals of Pokdarwis Sanjai is to foster awareness of tourism in the Sanjai community.

This goal certainly provides direction for Pokdarwis to carry out its role in developing tourism in Sanjai Tourism Village. Raising public awareness here means a tourism-conscious attitude that researchers interpret by making the local community sensitive to tourism-related activities. It also shows attitudes that encourage the growth of tourist interest in visiting the destination. To foster an attitude of tourism awareness for the Sanjai community, of course, also through a process of increasing understanding related to things that must be realized. This is done first by equalizing the meaning of SAPTA PESONA in tourism.

Equalizing the community's view of the elements of SAPTA PESONA is certainly a step used to foster a tourism-conscious attitude in the community. This principle becomes a value framework that encourages people to behave and act positively in supporting tourism activities. It shapes the mindset and attitude of tourism awareness. Communities that understand and apply this principle will be more concerned about the impact of tourism and actively maintain and manage destinations.

One of the ways carried out by Pokdarwis Sanjai in its efforts to foster tourism awareness is by conducting education and socialization. Educational activities by Pokdarwis Sanjai are also carried out in the form of a cleanliness and environmental beauty campaign by initiating the community to work together to clean and improve the environment. This is also a way of growing tourism awareness among the community because cleanliness is one of the elements of SAPTA PESONA, which is an important part of managing tourist destinations. In

addition, there is also the creation of educational boards that contain information on the importance of cleanliness for tourist destinations.

Involving the community in existing activities is also one way to foster tourism awareness. The direct involvement of the community in tourism activities will certainly help the community have an understanding of how important tourism is and its impact on society.

## **1.2 Fostering Community Participation in Realizing Tourism**

The vision of the Ministry of Tourism clearly states that improving the quality of tourist destinations can be implemented with the active role of the community, which is an integral part of the tourism-based regional development strategy. For this reason, another goal of the formation of Pokdarwis in the community is, of course, to succeed in improving the quality of tourism based on the active role of the community.

In addition, community participation is a tangible manifestation of the achievement of tourism awareness pursued by Pokdarwis Sanjai. Both Pokdarwis members and administrators have a shared understanding that encouraging community involvement is their primary responsibility. This is because they are the key actors in implementing the concept of Community-Based Tourism (CBT) in Sanjai Tourism Village.

Pokdarwis, as an organization in the community that is considered to best understand the conditions of local potential in the field of tourism in its area, of course, carries the responsibility as a driving force for the community to be involved in developing community-based tourism. Pokdarwis Sanjai is also the bridge between the community and the government and tourism actors. So with awareness of its role, Pokdarwis Sanjai is making efforts to encourage community involvement.

The first thing Pokdarwis Sanjai does to foster community participation is to open a community discussion forum for planning, program implementation and evaluation. It is known through interviews, that Pokdarwis Sanjai in making plans always involves the community so that the activities carried out do not leave any

party and strive for the community to receive benefits from the activities carried out. This will create a *sense of ownership* in the community when they are involved in various activities and decision-making.

Another effort made by Pokdarwis Sanjai to encourage community participation is through continuous education, for example, on the importance of protecting the environment and supporting sustainable tourism development. This education is conducted informally but consistently, involving village officials and local community leaders.

Pokdarwis encourages community participation by building collective awareness of the community to maintain environmental quality as a tourist attraction. Through the gotong royong approach and direct socialization, the community is invited to understand that cleanliness, order, and environmental comfort are an integral part of the existence of Sanjai Tourism Village as a tourist destination.

### **1.3 Managing Tourism in Sanjai Tourism Village**

Another task of Pokdarwis Sanjai is to manage tourism in Sanjai Tourism Village. The management and members of Pokdarwis Sanjai already understand their duties and responsibilities in this regard. It is known from the interviews conducted that, those who are members of Pokdarwis Sanjai have dedication and commitment to tourism management in Sanjai Tourism Village.

Based on the results of research in the field, researchers found that tourism management activities in Sanjai Tourism Village include various important aspects, the first of which is the development of tourist destinations. This aspect is the main foundation in building the attractiveness of an area so that it is feasible and attractive to visit. Destination development is not limited only to the creation or provision of physical facilities such as road infrastructure, public facilities, and photo spots, but also includes environmental arrangement, preservation of local culture, and the preparation of attractive and integrated tour packages. Then another aspect of management is service to tourists, one informant said:

*"As managers, we also act as hosts and service providers, so we have to serve tourists, starting from welcoming their arrival to providing accommodation and facilities that they need while they are here. For this reason, we collaborate with the community and business actors in Kampung Sanjai so that we can provide the best service to tourists" (Interview Mrs. Sukmareni, Chairperson of Pokdarwis Sanjai August 12, 2024).*

This aspect relates to how Pokdarwis as managers and the community, provide a good, friendly, and satisfying experience to visitors. Good service will form a positive image of a destination, which in turn can increase repeat visits and word of mouth. From the interview results, it is also known that service to tourists not only includes hospitality in welcoming guests, but also readiness in providing information, maintaining environmental cleanliness, and creating a comfortable and safe atmosphere during the visit. As Tolkach and King (2015) emphasize, hospitality and service quality provided by the local community are key determinants of tourist satisfaction and loyalty. They found that when visitors feel welcomed, safe, and well-informed, they are more likely to develop an emotional connection with the destination and share their positive experiences with others. In the context of community-based tourism, Sulaiman et al. (2022) highlight that friendliness, environmental cleanliness, and a sense of safety significantly influence tourist intention to revisit. Therefore, good service by Pokdarwis and the community not only includes hospitality, but also readiness in providing information, maintaining environmental cleanliness, and ensuring a comfortable and safe atmosphere throughout the visit.

What researchers conclude from the findings in the field is that other aspects that are also included in the tourism management tasks in Sanjai Tourism Village include preservation of local culture as well as destination promotion and marketing. Cultural preservation is an important element because cultural heritage in the form of traditions, culinary, crafts, and local wisdom is the main attraction that distinguishes Sanjai Tourism Village from other destinations. Pokdarwis and the community actively maintain and promote these cultural values in various tourism activities, such as traditional performance attractions, serving typical food, and narrating the history of the village which is packaged in tour packages.

## **2. Pokdarwis' Strategy in Developing Sanjai Tourism Village**

### **2.1 Developing a Plan**

The results of field research show that the Sanjai Tourism Village is developing a master plan. The preparation of this master plan is a strategic step to provide clear direction and guidance in building and managing Sanjai Tourism Village in a sustainable manner. In the short-term plan, the main focus is directed at structuring the tourist area, strengthening Pokdarwis institutions, developing tourist attractions based on local potential, and initial promotional activities. Meanwhile, the long-term plan includes the development of supporting tourism infrastructure such as public facilities, expanding partnership networks, increasing the capacity of human resources, and preserving culture and the environment as part of sustainable tourism development.

The master plan was prepared through a participatory process and based on an analysis of the real situation in the field. In the preparation process, Pokdarwis Sanjai used a SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats) to identify the strengths, weaknesses, opportunities, and challenges of this tourism village.

After establishing a *master plan*, mapping tourism potential, and developing long- and short-term plans, Pokdarwis Sanjai developed a work program for the development of Sanjai Tourism Village itself. The preparation of this work program is carried out collectively through meetings of Pokdarwis members and management, and involves community leaders and other local actors. This process aims to ensure that each activity designed is in accordance with the needs of the field and gets support from the surrounding community. The work program is prepared on an annual basis, to cover tourism support activities.

The action plan that Pokdarwis compiled at the beginning of its formation is as follows:

#### **1.) Formation of tour packages**

Developing tour packages is a concrete form of offering tourist attractions to visitors. The resulting tour packages were designed to be educational and

experiential, such as allowing tourists to participate in the sanjai-making process, harvesting duck eggs, or learning to plant with a farmer group. In addition, Pokdarwis also develops time schemes, cost estimates, and facilities that will be provided during the tour.

2.) Amenity development plan (facilities and infrastructure)

The tourism support component, called amenity is the primary need of tourists in the form of facilities and infrastructure provided by tourism managers for the needs of tourists while in the area that is a tourist destination (Rudolfus Sawu and Pramita Sugiarti, 2020) . One of the work programs included in the Pokdarwis Sanjai plan is to build facilities and infrastructure. To develop tourism,-of course, Pokdarwis must provide amenities that support tourism activities in Sanjai Tourism Village.

3.) Training and workshops to increase member knowledge

As part of its internal capacity-building strategy, Pokdarwis Sanjai designed an action plan of training and workshops aimed at improving the knowledge, skills, and professionalism of its members in managing tourism activities. This program is considered important, because it allows them, to play an effective role in the management of the tourism village.

## **2.2 Promoting Sanjai Tourism Village**

Pokdarwis Sanjai, in its efforts to make Sanjai Tourism Village famous in the local and national tourism scene, actively carries out various promotional activities as one of the main strategies to increase tourist attraction and visits. Based on the results of interviews and observations of researchers, this promotional effort is carried out in various ways, both online and offline. This is done by utilizing digital technology or organizing events.

Promotion using digital marketing methods is the utilization of digital media, online platforms, and internet technology to promote products, services, or brands to potential tourists. Pokdarwis Sanjai has adopted digital marketing strategies quite effectively, particularly through the use of social media and an official website. The website was created as a result of collaboration between Pokdarwis Sanjai and the

Faculty of Information Technology of Universitas Andalas (FTI Unand), which assisted in the design, development, and management process.

Another step taken by Pokdarwis in the context of promotion is holding events. According to them, this event is also an effective strategy to attract tourists and build a positive image of Sanjai Tourism Village. The event they carried out was with the concept of a cultural and traditional festival routinely held since 2023. The main event they held was Sumarak Kampung Wisata Sanjai, a cultural event that had a special appeal because it was designed with a concept that was relevant to the destination of Kampung Wisata Sanjai. The content of this event is a competition with the aim of introducing the existing local culture and uniqueness.

Providing events that are relevant to the characteristics and local potential of Sanjai Tourism Village is one of the effective strategies to strengthen destination branding. These activities are not only a means of entertainment and education for tourists, but also serve as an effort to preserve the traditions and culture of the local community.

### **2.3 Utilization of Social Capital for Tourism Village Development**

In this study, researchers observed how Pokdarwis Sanjai utilizes social capital, which includes networks/relationships, trust, and collectively held norms, to support tourism development in Sanjai Tourism Village. In the context of community-based tourism, elements such as trust, active participation of residents, and strengthening collaboration with external parties are key foundations for the sustainability and success of tourism activities. In addition to shared values and social norms that guide behavior, the social networks or relationships owned by Pokdarwis members also play a strategic role in encouraging the progress of this tourist village.

The people of Sanjai, who have diverse professional backgrounds, unite in the Pokdarwis community with the aim of developing local tourism potential. In practice, they actively utilize the social networks owned by each member in personal, professional, and institutional relationships as long as they have a positive



impact on the sustainability of the Pokdarwis work program. The utilization of these social networks is in line with *Pierre Bourdieu's* view of social capital as the accumulation of potential and actual resources associated with the ownership of a network of lasting and institutional relationships (Pramanik, Ingkadijaya, and Achmadi 2019). In this context, the networks built are informal, and can also be capitalized to obtain concrete support, including funding, promotion, and cooperation with other stakeholders.

Pokdarwis members' networks with various external parties are also evident in their promotional activities. One example is Pokdarwis Sanjai's involvement in an *exhibition* at Muhammadiyah University, as mentioned earlier. Participation in the event was due to the fact that one of the Pokdarwis members being a lecturer at the university. This personal relationship gives them direct access to information and opportunities to participate in promotional activities, which may not be open to the general public. This situation shows how social networks owned by individuals within the community can be mobilized to support collective goals, such as the promotion and image strengthening of Sanjai Tourism Village.

The utilization of such relationships not only expands the reach of promotion, but also reflects Pokdarwis' ability to use its social capital strategically to access exclusive spaces relevant to tourism development. From the interviews and direct observations in the field, it appears that Pokdarwis members and the community strategically utilize their relationships as one of the keys to the development of Sanjai Tourism Village. These relationships enable the implementation of various targeted tourism activities, and provide significant added value both in terms of promotion and overall destination development.

## **2.4 Empowerment of Pokdarwis Members**

Empowering Pokdarwis members is one of the strategic steps in developing community-based tourism in Sanjai Tourism Village. Through this process, Pokdarwis members are not only involved as implementers of activities, but are also equipped with knowledge, skills, and responsibilities in managing the tourism potential of their village.

Empowerment is carried out through various trainings, mentoring, and active involvement in planning and implementing tourism programs, such as tour guide training, homestay management, digital promotion, and simple financial management. By increasing individual capacity, Pokdarwis can create human resources who are ready to compete and innovate in the tourism sector. This strategy not only strengthens Pokdarwis institutions but also encourages community ownership of tourist destinations, creating a sustainable tourism ecosystem rooted in local strengths.

The empowerment of Pokdarwis members focuses on strengthening their individual and collective capacity to manage the destination independently, professionally, and sustainably. This includes improving technical competencies such as communicating with tourists, preparing tour packages, offering homestay services, and mastering information technology for digital promotion.

In addition to training, Pokdarwis Sanjai also empowers members through comparative study activities with other tourist destinations managed by similar communities. This activity aims to broaden their horizons, open new perspectives, and adopt good practices that can be applied in Sanjai Tourism Village. Some examples of comparative studies that have been conducted include visits to the Geopark area, Pokdarwis Silokek, and mock studies to cities that are more advanced in tourism management, such as Bandung and Yogyakarta. Through these comparative studies, Pokdarwis members have the opportunity to learn directly from the experiences of others in terms of governance, activity innovation, and promotion strategies for tourist destinations.

### **3. Discussion**

Based on the results of the research, it was found that in carrying out its role as the main actor in the development of community-based tourism (CBT), Pokdarwis Sanjai has several important tasks that must be carried out, namely fostering tourism awareness in the community, encouraging active participation of residents, and managing tourism potential in an integrated and sustainable manner.

To realize these tasks, Pokdarwis has developed a number of strategies that are directed and adapted to local conditions. These strategies include the preparation of a tourism destination development plan that involves various elements of the community and stakeholders, the implementation of sustainable promotional activities through digital media and local media networks, and the utilization of social capital, such as networks of relationships, trust, and shared norms, to strengthen collaboration and external support. In addition, Pokdarwis is also committed to empowering its members through trainings, comparative studies, and direct involvement in tourism operations. This approach not only strengthens institutional capacity, but also creates a participatory environment that is the main foundation for sustainable tourism in Sanjai Tourism Village.

In developing tourism in the tourist village of Sanjai, Pokdarwis strongly emphasizes collective voices that shape their collective actions in carrying out their roles. This is based on the trust and emotional bonds between members from the same village. As Pramanik et al. (2019) emphasize, the role of being actors and uniformity in their village could be achieved if there is trust among them. The trust is going to encourage cooperation among actors. They internalize these collective actions from their daily lives and form a habitus, as explained by Bourdieu regarding habitus.

Pokdarwis Sanjai is able to fulfill its role effectively due to several key factors that support each other. First, the members' collective commitment and awareness to develop community-based tourism in a sustainable manner. Second, the strength of Pokdarwis members' social networks and relationships, both at the local level and with external parties such as the government, universities, and tourism organizations, enables them to access necessary resources and support. Third, the ability of members to manage various aspects of tourism, from planning and promotion to destination management and community empowerment, is an important asset in carrying out these functions. In addition, the existence of a system of training and continuous learning that is carried out regularly also increases the capacity and motivation of members to play an active role. The combination of these

factors forms a solid foundation for Pokdarwis to carry out its duties as the main driver of the development of Sanjai Tourism Village.

Based on the explanation above, according to researchers, Pokdarwis Sanjai is an example of how the dynamic interaction between collective habitus, multidimensional capital, and strategies in the tourism arena can create sustainable CBT. With this combination, Pokdarwis Sanjai plays a good role in implementing CBT in Sanjai Tourism Village. Bourdieu's analysis helps researchers understand that the success of CBT depends not only on economic factors, but also on the socio-cultural strength of the community that has been internalized through life experiences. It also shows the uniqueness of Sanjai Tourism Village which is not just a tourist destination, but a living space for the community maintained through shared values. The balance between economy and culture is the key to CBT's resilience amidst the onslaught of tourism today. With this approach, Pokdarwis Sanjai is not only a driver of tourism but also a guardian of community identity in the midst of changing times.

## CONCLUSION

This study underscores the pivotal role of the Tourism Awareness Group (Pokdarwis) in advancing Community-Based Tourism (CBT) in Sanjai Tourism Village, Bukittinggi. By employing a qualitative case study approach and drawing on Pierre Bourdieu's sociological framework (habitus, capital, and field), the research demonstrates how Pokdarwis effectively integrates community participation and multidimensional strategies to achieve sustainable tourism. Key strategies include developing a plans, promotional efforts by utilizing digital marketing and cultural festivals (e.g., *Sumarak Kampung Wisata Sanjai*) to boost destination branding, social capital utilization by leveraging networks with government bodies, universities, and businesses to secure funding and collaborations, and member empowerment by providing training in tourism management, marketing, and ecotourism to strengthen local capacity.

Regarding Bourdieu's theory about habitus, Pokdarwis success stems from the community's collective *habitus*—shared cultural norms and collaborative decision-making—and the strategic mobilization of cultural, social, economic, and symbolic capital. This synergy balances economic growth and cultural preservation, fostering resilience against mass tourism challenges.

The findings emphasize the importance of participatory, culturally grounded models for sustainable tourism. Policymakers and practitioners can adopt this approach to design CBT initiatives that prioritize community ownership, socio-cultural alignment, and equitable resource distribution. Sanjai Tourism Village exemplifies how localized strategies, rooted in tradition and collective action, can transform tourism into a tool for inclusive development while safeguarding cultural heritage.

Bourdieu's theory provides a sharp framework for understanding social dynamics and power in CBT development, particularly through the concepts of capital and habitus. However, its limitations lie in its lack of focus on collective agency, external factors, difficulties in empirical operationalization, and environmental aspects. Bourdieu wrote extensively based on the French social context. When his theory is applied in multicultural local contexts, such as tourist villages in Indonesia, some basic assumptions about social structure, power, and symbols may not be entirely relevant or may need to be adapted.

Despite offering valuable insights into the role of Pokdarwis in advancing CBT through Bourdieu's theoretical lens, this study has several limitations. First, the research is based on a single case study in Sanjai Tourism Village, which may limit the generalizability of the findings to other tourism contexts with different socio-cultural dynamics. Second, the analysis heavily relies on Bourdieu's concepts of habitus and capital without integrating complementary frameworks that could better account for ecological sustainability, external policy influences, or global tourism pressures. Moreover, data collection focused primarily on qualitative interviews, with limited triangulation or longitudinal observation, which may affect the depth and robustness of the conclusions. Future research should broaden the empirical

scope, integrate mixed methods for stronger validation, and consider interdisciplinary frameworks to capture the complex, evolving nature of community-based tourism more comprehensively.

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