

Regional Arrangement to Increase Tourist Visits in Sumber Harapan Village, Sambas.

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Abstrak

Desa Sumber Harapan merupakan desa wisata budaya yang dikenal karena kerajinan tenun songket. Potensi wisata lain yang dimiliki desa adalah sungai besar yang membentang di antara pemukiman, jalan kayu di sepanjang pinggir sungai, rumah tradisional, adat dan budaya. Namun, keberadaan sarana dan prasarana pendukung masih kurang serta penataan kawasan desa masih belum dilakukan dengan baik. Hal tersebut berdampak terhadap kurangnya jumlah kunjungan serta ketidaknyamanan para wisatawan yang berkunjung. Saat ini, kunjungan ke desa Sumber Harapan hanya mengandalkan orang yang akan membeli kain tenun atau yang ingin melihat proses tenun. Berdasarkan hal tersebut, tim pelaksana berupaya menyelesaikan permasalahan melalui kegiatan yang telah disepakati bersama dengan mitra. Hasil kegiatan yang dilakukan melalui pengabdian ini adalah pembuatan gerbang tanaman, penataan lingkungan di depan gazebo tenun, penataan jalan menuju gazebo tenun, pembuatan tempat santai/istirahat, pengadaan sarana pendukung wisata berupa kano dan kelengkapannya, dan pemasangan plang ikon desa wisata. Hasil pengabdian yang dilaksanakan berdampak besar terhadap masyarakat desa Sumber Harapan. Jumlah kunjungan wisatawan ke desa Sumber Harapan meningkat sebesar 157,94% dan respon wisatawan sesudah kegiatan pengabdian dilaksanakan menunjukkan peningkatan kepuasan terhadap akses kemudahan melihat proses produksi kain tenun songket sambas, keberadaan fasilitas pendukung wisata dan keindahan lingkungan desa.

Kata Kunci : Desa wisata, penataan lingkungan, sarana prasarana

Abstract

Sumber Harapan Village was a cultural tourism village known for songket weaving crafts. Other tourism potentials that the village has a large river that stretches between settlers, wooden roads along the river bank, traditional houses, customs and culture. However, the existence of supporting facilities and infrastructure was still lacking and the arrangement of the village area was still not done properly. This has an impact on the lack of visits and the discomfort of tourists who visit. Currently, a visit to Sumber Harapan village only relies on people who are going to buy woven fabrics or who want to see the weaving process. Based on this, the implementation team seeks to solve problems through activities that have been mutually agreed upon with partners. The results of the activities carried out through this community service were the manufacture of plant gates, the arrangement of the environment in front of the weaving gazebo, the arrangement of roads to the weaving gazebo, the creation of a relaxing or resting place, the procurement of tourist support facilities in the form of canoes and their completeness, and the installation of the iconic signpost of the tourist village. The results of the community service carried out have a major impact on the community of Sumber Harapan village. The number of tourist visits to Sumber Harapan village increased by 157.94% and the response of tourists after the community service activity was carried out showed an increase in satisfaction with the ease of seeing the production process of songket sambas woven fabrics, the existence of tourist supporting facilities and the beauty of the village environment.

Keywords : Tourism village, environmental arrangements, facilities

INTRODUCTION

Sumber Harapan Village was known as the center village of songket Sambas weaving center. Sumber Harapan Village was located in Sambas District, Sambas Regency, West Borneo Province. It was located about 8 km from the district capital and about 5 km from the Sambas State of Polytechnic as the proposing college. According to BPS Kabupaten Sambas (2018), Sumber Harapan village has an area of 22.56 km² consisting of 3 hamlets, namely Semberang I, Semberang II and Solor Medan Hamlets. The main occupation of the villagers in Sumber Harapan was weaving and farming (Suhendra et al, 2020).

Songket weaving was one of the main economic supporters of the residents in Sumber Harapan village because this job was widely engaged in by residents. In each house, there are many traditional looms that are still used to make songket sambas weaving crafts. The characteristic of songket sambas woven fabric has a silver or golden yellow motif and a Malay style. According to Suhendra et al (2019), another characteristic that distinguishes Sambas songket weaving from songket weaving from other regions, there was a plain white color on the edge of the woven fabric.

Another potential that sumber harapan village has and can be used as a tourist attractor was the existence of a large river that stretches between the settlements of villagers. Along the banks of the river there was a main road made of iron wood (ulin) giving a strong impression and unique taste.

Some of the villagers' houses were still made of traditional Malay-shaped wood. On the outskirts of the river, lanting can still be found, namely floating houses made entirely of wood and still inhabited by residents. These various potentials, if managed properly, can be used as an attractor of tourist visits to Sumber Harapan village.

Tourist villages can be realized if several supporting factors can be met. According to Hadiwijono (2012), the factors that determine a village can be used as a tourist village include being easily accessible, having interesting objects, officials and village communities supporting, security maintained, accommodation and communications access were available.

According to Mahadewi and Sudana, (2017), the beauty of nature, customs, culture and community of people in a place can produce something unique if collaborated. The existing potential can be optimized by the application of tourist villages.

Based on BPS data (2020), there was a decrease of 74.84% of foreign tourist visits in 2020 compared to 2019. This decrease was due to the rapid transmission of the Covid-19 virus. Data on foreign tourist visits to Sambas Regency in 2020 only recorded 7,320 tourists. This condition must be overcome immediately so that tourist visits both local and foreign can increase.



Figure 1. A wooden road by the river along the settlement

Interaction between tourists, service providers and the government as a facility provider can support tourism development activities (Ismayanti, 2010). Local communities need to be involved as managers in maintaining the sustainability of tourism activities that have been built. The involvement and role of local communities can provide a sense of responsibility. Local community-based tourism management can provide many benefits for the surrounding community in improving economic standards and welfare through active community empowerment.

The main problem of Sumber Harapan village as a tourist village was that the existence of supporting facilities and infrastructure still very minimal and the arrangement of the village area as a tourist destination has not been carried out. In order to attract tourists, various facilities need to be equipped. Facilities do not have to be related to weaving but can be in the form of a play area or other infrastructure that can attract tourists to visit the village of Sumber Harapan.

Tourism support infrastructure was the basic physical completeness of an environment whose procurement allows an environment to operate and function as it should. The supporting infrastructure in Sumber Harapan village is currently only a road along the riverside made of wood. Tourism supporting infrastructure plays a role in providing convenience, comfort and providing attraction for tourists who visit.

The arrangement of tourist areas was an effort to build, improve, or create a tourist order and activity, that supported by more effective and efficient tourism infrastructure in a certain environment based on the tourism potential owned. The arrangement of tourist areas plays a role in developing the social life of the local community, improving the economic level of the local community, as well as heeding and ensuring the environmental sustainability of the surrounding area.

The urgency of priority problems in service activities in Sumber Harapan village that were the arrangement of village tourism areas and the procurement of supporting infrastructure to realize Sumber Harapan village as a tourist village that can have an impact on the community in the social and economic fields.

METHOD OF IMPLEMENTATION

The method of implementing service activities begins with discussing partner problems and problems, making efforts to solve partner problems and formulating what activities will be carried out in the service program. The method of implementation in an effort to solve partner problems in service activities can be seen in the diagram in Figure 2.

A long discussion was held between the implementation team, activity partners and the Center for Research and Community Service (P3M) of the Sambas State Polytechnic regarding the implementation of the activities to be carried out. Reviewer input for the sustainability of activities is also a consideration in determining the program to be implemented.

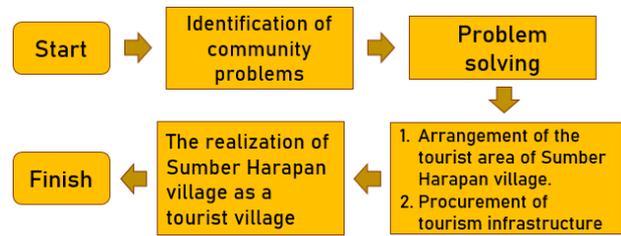


Figure 2. Flow chart of the implementation method

The results of discussions with partners and input from reviewers are used as considerations in solving the priority problems of service activity partners in the form of structuring the Sumber Harapan village tourism area and procurement of infrastructure supporting the Sumber Harapan tourism village.



Figure 3. Discussion of activities between reviewers, implementation teams, P3M and partners.

Efforts to solve problems in Sumber Harapan village as a partner of activities are as follows:

1. Arrangement of village tourist areas.

The arrangement of the Sumber Harapan village tourist area, especially the riverside area, has not been paid much attention to. The effort to overcome these problems was to arrange tourist areas on an ongoing basis. The program of activities to support the arrangement of the Sumber Harapan village tourist area were as follows:

- Construction of plant gates.
- Arrangement of the area in front of the weaving gazebo.
- Arrangement of the road to the weaving gazebo.

2. Development of supporting infrastructure.

Sumber Harapan Village as a weaving cultural tourism village has not been equipped with supporting infrastructure as a tourist attraction. The supporting facilities in sumber harapan village were

currently only in the form of roads along the riverside made of wood. Various infrastructure facilities supporting tourism need to be provided in order to provide convenience, comfort and provide attraction for tourists who visit. The program of activities to support the procurement of infrastructure for the Sumber Harapan tourism village is as follows:

- a. Procurement of canoes and equipment to attract tourist visits.
- b. Making an icons signposts of tourist village.
- c. Construction of a relaxing/resting place.

RESULTS AND DISCUSSION

Construction of plant gates.

A gate was a door as an access route in and out of a place. The side of the gate was generally given a fence or guard. In order to give a beautiful and beautiful impression to a place, vines can be added to the gate. Another function of the plant at the gate was to improve air quality, absorb dust and as a shade.

Through service activities, in order to support Sumber Harapan village as a tourist village located on the outskirts of the river, a plant gate was made along the wooden road to provide a natural nuanced attraction. The frame of the gate was made using square iron, curved in shape at the top and vines are added. Each plant gate is equipped with 2 pots as a plant container. Led strips were installed on each of the plant gateposts that serve as additional lighting of wooden walks at night.

Arrangement of the area in front of the weaving gazebo.

The arrangement of the environment aims to give the impression of being neat, beautiful and orderly. Through this activity, the arrangement of the environment of the weaving gazebo was carried out by building supporting infrastructure and planting various ornamental plants. The activity that has been carried out was to make a bridge in front of the gazebo as photo access. The bridge was painted colorfully to give an attractive impression.

Environmental arrangement was also carried out by arranging ornamental plants in front of the weaving gazebo by making 2 plant boxes from wood and painted on the outside. The box is planted with bottle palms and around the gazebo was also

planted with various ornamental plants laid out in small pots. Around the bridge, equipped with shelves on which to store potted plants.

Arrangement of the road to the weaving gazebo.

The activity of arranging the entrance to the weaving gazebo was carried out in cooperation between the implementation team, students and villagers. The side of the driveway was made of cement plant boxes measuring length, width and height were (70 x 70 x 20) cm. The boxes were neatly arranged with a distance between the boxes of about 3 m, painted colorfully and planted with red shoots. The arrangement of ornamental plants can provide a green, cool, beautiful atmosphere, as a dust absorber and clean the air.

Construction of a relaxing or resting place.

The place to relax or rest was made intended as a resting place for visitors or guests who visit the village of Sumber Harapan. The lower frame of the lounge place was made using wood material while the upper frame was made of iron. The lounge place was made open without walls to make it easier for air to blow into the relaxing place to make the atmosphere cooler and more comfortable. The lounge place was made with 3.5 m long and 2 m wide, with 2.2 m height from the floor to the roof.

Procurement of canoes and equipment.

The procurement of infrastructure to support tourism activities in Sumber Harapan village in this service activity was the purchase of canoes and equipment, as well as life jackets as safety. The canoe assistance is very appropriate, considering the geographical condition of the Sumber Harapan village which was on the bank of the river. The procurement is an effort to provide various rides to increase the attraction of visitors to come to Sumber Harapan village.

Making an icons signposts of tourist village.

The iconic signpost of the tourist village was inscribed according to the name of the village, namely "Sumber Harapan". The village icon signpost was made of acrylic material, formed embossed (3 dimensions), yellow on the front and white on the side of the letter. The height of the letters was about 35 cm, the inside of the letters was

equipped with leds so that they can be seen clearly at night, besides that it also serves as street lighting. The back of the letter was made using an aluminum plate serving to facilitate the

installation on the retaining bar. The retaining bars were made of square iron (2 x 4) cm with 4.5 m of length. The pole was made of elbow iron (4 x 4) cm of thick, with 2.5 m of height.



Figure 4. Construction of plant gates.



Figure 5. Arrangement of the area in front of the weaving gazebo.



Figure 6. Arrangement of the road to the weaving gazebo.



Figure 7. Construction of a relaxing/resting place.

The community service that has been carried out has a big and positive impact on the community, especially those around the weaving gazebo and for the people of Sumber Harapan village in general. The arrangement of the environment with the creation of a plant gate and village icon signposts became a new photo spot in sumber harapan village which is crowded every day.

This provides an attraction for residents around or outside Sambas to visit sumber harapan

village. The existence of supporting facilities such as canoes as water playgrounds and relaxing places as a place to rest for visitors or tourists who come has an important role to support Sumber Harapan village as a tourist village. These conditions can provide support for Sumber Harapan village as a tourist village, which is not only known for its songket weaving, but also has other potentials such as natural beauty and cultural diversity, as well as support for various facilities.



Figure 8. Procurement of canoes and equipment to attract tourist visits.



Figure 9. An icons signposts of tourist village.



Figure 10. Night atmosphere in Sumber Harapan village.

The success of the implementation of this service was measured by the increase in the number of tourist visits and tourist satisfaction with the facilities before and after the service activities are carried out.

Based on data obtained from the guest book of the weaving gallery in Sumber Harapan Village, there was an increase in the number of visits from 2020 to 2021. The percentage of tourist visits increased by about 157.94% in the last 1 year.

Based on the results of a survey conducted on people who visit Sumber Harapan Village, in general there was an increase in the level of satisfaction before and after the activity is carried out. This survey was conducted to measure the level of visitor satisfaction with easy access to see the production process of songket sambas woven fabrics, the existence of tourist supporting facilities and the beauty of the village environment.

Table 1. Survey results of visitor satisfaction levels.

Criteria	Before				After			
	Un-satisfied	quite satisfied	Satisfied	Very satisfied	Un-satisfied	quite satisfied	Satisfied	Very satisfied
Access to see songket weaving productions.	0,0%	16,7%	75,0%	8,3%	0,0%	8,3%	58,3%	33,3%
Tourism support facilities.	83,3%	16,7%	0,0%	0,0%	33,3%	58,3%	8,3%	0,0%
The beauty of the environment.	58,3%	33,3%	8,3%	0,0%	16,7%	41,7%	41,7%	0,0%

CONCLUSIONS AND SUGGESTIONS

The implementation of service in Sumber Harapan village in the PPDM program in 2020 has completed a series of activities in the form of making plant gates, arranging the weaving gazebo environment, making a relaxing / resting place, procuring canoes and their fittings, and installing signposts of tourism village icons.

Based on data, there was an increase in the number of visits to Sumber Harapan village by 157.94% according to data from 2020 to 2021. Based on the results of the survey, the level of visitor satisfaction before and after the service activity was carried out, there was an increase in satisfaction.

The impact of the implementation of service activities for the surrounding community that the

environment where the activities are carried out becomes more organized and beautiful, the resulting in attractive photo spots, local tourist visits increase, and the economy of the surrounding community increases.

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