

## Socialization of Pokdarwis Website as Manager of the Medokan Ayu Mangrove Gardens, Surabaya

Hariadi Yutanto<sup>1</sup>, Ellen Theresia Sihotang<sup>2</sup>, Romi Ilham<sup>3</sup>, Diah Ekaningtyas<sup>4</sup> Kartika Marta Budiana<sup>5</sup>

<sup>1</sup>Program Studi Teknik Informatika, Universitas Hayam Wuruk Perbanas

<sup>2</sup>Program Studi Manajemen, Universitas Hayam Wuruk Perbanas

<sup>3&4</sup>Jurusan Akuntansi, Universitas Hayam Wuruk Perbanas

<sup>5</sup>Jurusan Diploma Perbankan & Keuangan, Universitas Hayam Wuruk Perbanas

Email: [1antok@perbanas.ac.id](mailto:1antok@perbanas.ac.id), [2ellen@perbanas.ac.id](mailto:2ellen@perbanas.ac.id), [3romi\\_ilham@perbanas.ac.id](mailto:3romi_ilham@perbanas.ac.id),  
[4diah\\_eka@perbanas.ac.id](mailto:4diah_eka@perbanas.ac.id) [5kartika@perbanas.ac.id](mailto:5kartika@perbanas.ac.id)

### Abstract

*Medokan Ayu Mangrove Botanical Garden is managed by the Medokan Ayu Tourism Awareness Group (Pokdarwis). Pokdarwis has 54 Micro, Small and Medium Enterprises (MSMEs). The management of the Pokdarwis organization and the Medokan Ayu Mangrove Gardens is still in manual form. Pokdarwis management `s views they need information systems and technology to overcome them. This condition was increasingly needed when the Medokan Ayu Pokdarwis had to temporarily close the Medokan Ayu Mangrove Botanical Gardens due to restrictions on community activities to stop the spread of Covid-19. Perbanas Hayam Wuruk University (UHW) partnership team provides a solution by presenting the Pokdarwis website with an online network. The website is socialized on how to operate, equipped with features that are integrated with MSMEs. The results of the socialization based on the evaluation provided benefits for a number of participants, so the PKM team was still providing assistance for the operation of the website. Pokdarwis Medokan Ayu also hopes that the socialization will continue in the future.*

**Keywords:** Mangrove, Pokdarwis, Medokan Ayu, Website.

### INTRODUCTION

Mangrove tourism is included in the ecotourism category which its activities are responsible for protecting nature while protecting the lives of local people so that the environment has its own characteristics and characteristics (Wang, Feng, Zheng, & Liu, 2021; Yekani Motlagh, Hajjarian, Hossein Zadeh, & Alijanpour, 2020). One of the mangrove tourist attractions in the city of Surabaya is the Medokan Ayu Mangrove Botanical Garden. This tourist spot is in a residential area with swamp and pond land,

on the east coast of the city of Surabaya. The Medokan Ayu Mangrove Botanical Garden is in the Medokan Ayu sub-district, Rungkut sub-district, Surabaya city. The management of the Medokan Ayu Mangrove Botanical Gardens is under the auspices of the Medokan Ayu Tourism Awareness Group or Pokdarwis. Based on information from one of the Pokdarwis administrators, the management of the Medokan Ayu Pokdarwis organization is still manually done and it manages 54

Micro, Small and Medium Enterprises (MSMEs). Manual management is an obstacle currently being faced by several Pokdarwis Medokan Ayu administrators. A few administrators who are members of the Medokan Ayu Pokdarwis realize the need for technology for organizational governance of the Medokan Ayu Pokdarwis. The governance of the organization will have an impact on the management of the Medokan Ayu Gardens.

The management of Pokdarwis Medokan Ayu argues that they need to use technology related to the management of the organization. These needs and wants are based on the condition of the Covid-19 pandemic. This condition has changed the management's perspective, specifically regarding the application of health protocols to maintain social distance. The implementation of social distancing has an impact on decreasing the number of visitors to the Medokan Ayu Mangrove Garden. Based on information from one of the administrators, the average visit rate before the pandemic was 200-500 visitors. The peak of visitors is on weekends and during holidays. The Medokan Ayu Mangrove Botanical Garden has natural beauty that blends with the blue sky. The Medokan Ayu Mangrove presents natural potential and unspoiled fauna and mangroves. Tourists can enjoy ponds overgrown with unspoiled mangrove trees (Susanti, Safeyah, & Mutia, 2021). However, since the beginning of 2020 as the start of the Covid-19 pandemic in Indonesia, the number of visitors has fallen drastically by around 60%. The peak of the decline occurred in the period of July, 2021 until finally the Medokan Ayu Mangrove management decided to temporarily close the ecotourism of the Mangrove Botanical Garden.



Figure 1. Mangrove Medokan Ayu

The chairman of the Medokan Ayu Pokdarwis management, Mr Tasmir took the initiative to make improvements to the Pokdarwis organization by being oriented towards the use of technology. Improvements were made when the Medokan Ayu Mangrove Botanical Gardens was temporarily closed. After the temporary closed, the Chair of the Medokan Ayu Pokdarwis also has a desire to introduce the Medokan Ayu Mangrove Botanical Garden further, because so far what is better known is the Wonorejo Mangerove ecotourism.

University of Hayam Wuruk Perbanas Surabaya through the Community Partnership Program (PKM) team tried to realize the needs and wants of the Medokan Ayu Pokdarwis. Based on the information obtained from several Pokdarwis medokan Ayu administrators, the formulation of the problem in this community service are:

- a. How to improve Pokdarwis governance through information system and technology?
- b. How to manage 54 MSMEs effectively and efficiently
- c. How is the sustainability of the management of the Medokan Ayu Mangrove Garden after the temporary closed

The solution to the problem formulation is the application of Pokdarwis management, assisted SMEs, and Mangrove Botanical Gardens through a web-based application. The web application will later be socialized to Pokdarwis Medokan Ayu. The goal is the implementation of governance, the management 54 assisted MSMEs and the management of the Medokan Ayu Mangrove Garden are no longer manual so that they are based on information systems and technology so that all Pokdarwis programs can be implemented effectively and efficiently (Wulandari, 2020). Governance, management of MSMEs, and the Medokan Ayu Mangrove Botanical Garden are integral part of Pokdarwis management so that the website design is integrated (Sihotang & Yutanto, 2021) with various features, including MSMEs management features. The Pokdarwis website is designed using a browser with an online network so that it can be accessed at any time and at any place. However, it must be supported by the availability of an internet network (Ilham, Shonhadji, Yutanto, & Ekaningtyas, 2020). The implementation of Pokdarwis governance and the management of the Medokan Ayu Mangrove Gardens through the website is expected to increase the number of visitors. Pokdarwis Medokan Ayu is also more creative in introducing the Medokan Ayu Mangrove Gardens, especially to the people of the city of Surabaya.

The management of 54 MSMEs through the Pokdarwis website is expected to increase the income of the 54 assisted MSMEs. In the end, it is hoped that the income level of the community around the Mangrove Botanical Gardens will increase gradually. Pokdarwis as the manager earns income from the increasing number of

visitors. MSMEs that are around Medokan Ayu Mangrove tourism also increased their income, so both Pokdarwis and MSMEs have an increased level of welfare.

## IMPLEMENTATION METHOD

The main target of this community partnership activity is the Medokan Ayu Pokdarwis, which includes the board all its members. The stages implementing this PKM are preparation, implementation of activities, and evaluation. The preparation stage was carried out through discussion with the chairman and secretary of Pokdarwis Medokan Ayu. The aim is to formulate problems from Pokdarwis as well as to know the needs and aspirations of Pokdarwis related to the use of information technology systems in the management of the Medokan Ayu Mangrove Botanical Gardens.



Figure 2. Initial Discussion with Pokdarwis

The next stage is the implementation of activities. Based on the initial meeting of the PKM team with the Pokdarwis management, the PKM team designed and built the Pokdarwis website equipped with several features. These features include registration features, users, MSMEs, news, galleries, videos, organizational structure and banners, complaint responses and agendas. The Pokdarwis website is directly integrated with the MSME features. The Pokdarwis

website was built by the PKM team based on the results of discussions with the Pokdarwis Medokan Ayu management. The next stage is the PKM team testing the Pokdarwis website with the help of the UHW Perbanas Information and Communication Technology (ICT) team, before socializing it to Pokdarwis Medokan Ayu. The PKM team carried out socialization and assistance in operating the Pokdarwis website.

The final stage of this PKM activity is the evaluation of the implementation of activities and sustainability of the program. The evaluation stage was carried out during the socialization of the Pokdarwis website using a questionnaire. The scale used is a Likert scale with a range of 1-5. The measurement is from very poor on a scale of 1, and very good on a scale of 5. Evaluation is carried out to measure the success of the implementation of socialization activities. The first indicator of evaluation includes methods, coordination, cooperation, and benefits of organizing socialization. The second indicator relates to the socialization material with includes the quality, actualization, novelty and exclusivity of the material. The third indicator is the evaluation of the quality of the resource persons. The stages of implementing this PKM are listed in Figure 3, as follows:



Figure 3. The Stages of Implementing Activities

This PKM activity took place during the pandemic, from the beginning of mid-2021 to March 2022. This activity was stopped for three months due to Implementation of Community Activity Restrictions (PPKM) as a result of the second and third pandemic waves. PKM activities are active again as of February 2022. During the activity, the PKM team created a Pokdarwis website with the <https://pokdarwis.id> page based on the needs and desires for the user, namely Pokdarwis Medokan Ayu who will later become the administrator.

## RESULTS AND DISCUSSION

The PKM activity took place on Saturday, March 26, 2022. The socialization of the Pokdarwis website took place in building C, computer laboratory room 406, UHW Perbanas Campus. The address is Wonoreji Utara 16, Rungkut Surabaya, East Java. There were nine participants in the socialization of the operation of the Pokdarwis website (<https://pokdarwis.id>). All participants are administrators and members of the Medokan Ayu Pokdarwis. The event took place from 09.30 – 11.30 am.

In the socialization and assistance activities for the operation of the <https://pokdarwis.id>, the PKM team conveyed guidelines for using the website. The first step is to log in by <http://pokdarwis>. The next step is to enter the username and password. Display the page from the login menu as shown in Figure 4.

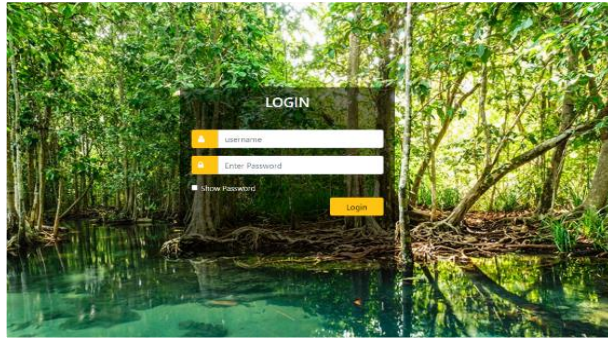


Figure 4. Login Display

User choices consist of two categories, namely as administrators or as owners of SMEs. Users who have successfully logged in will be presented with a dashboard page with several menus according to users' access, as shown in Figure 5.

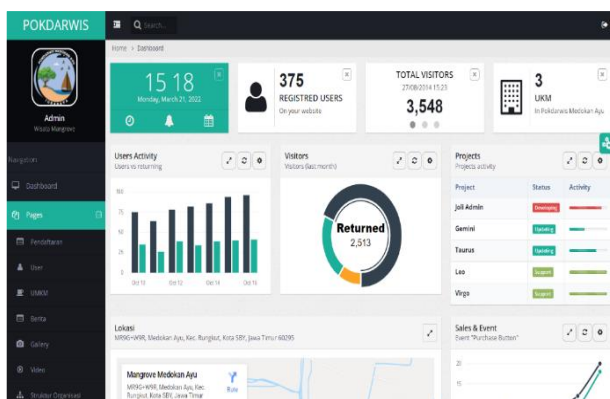


Figure 5. Dashboard Page

Login menu as the administrators has access to the following features, namely registration, user, MSME, news, gallery, video, organizational structure and banners, complaint response, and agenda. Logging in as an MSME owner only has MSME access.

An explanation of each feature of the administrator user is as follows:

- Registration, this menu is used for registration of prospective MSMEs which can be done independently by <http://pokdarwis.id> and select the register menu
- User is the menu used to create an

- account either as an admin or as a member of MSME
- MSME is a menu to view MSME profiles and their products
- News is a menu that is used to add, update and delete a number of news or activities carried out at the Medokan Ayu Mangrove
- Gallery is a menu for documenting photos of the Medokan Ayu Mangrove ecotourism
- The video is used to document the Medokan Ayu Mangrove ecotourism videos
- The organizational structure is a menu for adding data to Pokdarwis management
- Banner is a menu that acts like a banner. The recommended banner size is 1920px X 840px
- The agenda serves to display the agenda of activities from Pokdarwis that will be held at the Medokan Ayu Mangrove
- Complaint response is a menu that can be used to respond to complaints made by visitors, in the form of criticism or suggestions.

A number of these menus help Pokdarwis organizational governance from the organizational structure of management to the membership of MSMEs as a fostered unit. Administration related to the legalization of existing MSMEs as well as MSME profiles are stored on the website. This means that the Medokan Ayu Pokdarwis Mangrove already has a database of assisted organizations and MSMEs that are stored in a systematic manner.



Figure 6. Website Socialization

Evaluation of the implementation of Pokdarwis website socialization, the average rating of participants in the range of 4.4 to 5. The assessment is in the good to very good category. The socialization of the Medokan Ayu Pokdarwis website received a good rating and several participants hoped for the continuation of the activity.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion, the conclusions, and suggestions from this PKM activity are as follows:

- a. The management of Medokan Ayu Mangrove Gardens by the local

Pokdarwis has switched to using a website-based information system <https://pokdarwis.id>.

- b. The menus on the Pokdarwis Mangrove Medokan Ayu website are adjusted based on the needs and wants of the Pokdarwis management
- c. Based on the evaluation results; the Pokdarwis website socialization activities provided benefits for several participants
- d. Suggestions from several participants hoped for a continuation of the website socialization activities. The PKM team responded to this suggestion by continuing to provide assistance to the operation of the website
- e. The continuation of this PKM activity is the promotion of the Medokan Ayu Mangrove Gardens through the website

## REFERENCES

- Ilham, R., Shonhadji, N., Yutanto, H., & Ekaningtyas, D. (2020). Analysis of the Acceptance Factor of Android-Based Parking Information Systems in Indonesia. *Communications - Scientific Letters of the University of Zilina*, 22(2), 97-106.  
<https://doi.org/10.26552/com.C.2020.2.97-106>
- Sihotang, E. T., & Yutanto, H. (2021). Tata Kelola Organisasi Mahasiswa Melalui Pengembangan Sistem Informasi. *MATRIK: Jurnal Manajemen, Teknik Informatika Dan Rekayasa Komputer*, 21(1), 99-110.  
<https://doi.org/10.30812/matrik.v21i1.1391>
- Susanti, W. D., Safeyah, M., & Mutia, F. (2021). Studi Peluang Pengembangan Ekowisata Untuk Mendukung Keberlanjutan Kota (Studi Kasus: Kelurahan Medokan Ayu, Surabaya).

*JURNAL ARSITEKTUR*, 11(1).  
<https://doi.org/10.36448/ja.v11i1.1706>

- Wang, W., Feng, L., Zheng, T., & Liu, Y. (2021). The sustainability of ecotourism stakeholders in ecologically fragile areas: Implications for cleaner production. *Journal of Cleaner Production*.  
<https://doi.org/10.1016/j.jclepro.2020.123606>
- Wulandari, S. (2020). Rancang Bangun Sistem Informasi Budgeting Ormawa Universitas Muhammadiyah Semarang Berbasis Web. *Jurnal Unimus Media Elektrika*, 13(1), 43-53.
- Yekani Motlagh, E., Hajjarian, M., Hossein Zadeh, O., & Alijanpour, A. (2020). The difference of expert opinion on the forest-based ecotourism development in developed countries and Iran. *Land Use Policy*.  
<https://doi.org/10.1016/j.landusepo.2020.104549>