

## TRAINING ON WORKING PROGRAMS FOR POKDARWIS GOLO CUCU IN KEMPO VILLAGE, WEST MANGGARAI REGENCY

Roseven Rudiyanto<sup>1</sup>, Trivonia Delfina Lidia<sup>2</sup>, Venansius Kafaso Jun<sup>3</sup>, Fransiskus  
Safdianto Ranu<sup>4</sup>, Maria Patricia Ajeng<sup>5</sup>

<sup>1-5</sup>Program Studi Ekowisata, Politeknik eLBajo Commodus

Email: [roseven@poltekelbajo.ac.id](mailto:roseven@poltekelbajo.ac.id)

### Abstrak

Desa Kempo merupakan salah satu desa wisata yang ada di Kabupaten Manggarai Barat. Di desa ini sudah ada Pokdarwis Golo Cucu. Pokdarwis sendiri merupakan bentuk keterlibatan masyarakat secara langsung dalam pengembangan pariwisata di lingkungannya. Akan tetapi, Pokdarwis Golo Cucu belum menunjukkan kontribusi yang nyata dalam upaya mengembangkan Desa Kempo sebagai desa wisata. Belum adanya program kerja yang tersusun menjadi salah satu permasalahan yang dihadapi oleh Pokdarwis Golo Cucu. Hal ini membuat kegiatan pokdarwis menyebabkan pengembangan Desa Kempo sebagai desa wisata belum optimal. Tujuan kegiatan PKM ini ialah melatih anggota Pokdarwis Golo Cucu dalam menyusun program kerja, sehingga anggota pokdarwis mampu menyusun program kerja dalam pengembangan Desa Kempo. Metode pelaksanaan kegiatan PKM ini adalah *Focus Group Discussion* dengan melakukan *pre-test* dan *post-test* untuk mengetahui adanya peningkatan pengetahuan anggota pokdarwis setelah kegiatan pelatihan dilaksanakan. Berdasarkan hasil *pre-test* dan *post-test* didapat bahwa ada peningkatan pengetahuan anggota pokdarwis yang hadir dalam pelatihan. Selain itu, pelatihan ini menghasilkan rancangan program kerja dan rencana bisnis yang dapat dijadikan acuan kegiatan Pokdarwis Golo Cucu, sehingga pengembangan pariwisata di Desa Kempo dapat optimal. Rencana keberlanjutan dari kegiatan ini ialah pelatihan lanjutan untuk meningkatkan promosi dan pembuatan produk wisata siap jual.

**Kata Kunci:** Pokdarwis, Penyusunan, Program kerja.

### Abstract

*Kempo Village is one of the tourist villages in the West Manggarai Regency. In this village, there is already a Pokdarwis Golo Cucu. Pokdarwis is a form of direct community involvement in tourism development in their environment. However, Pokdarwis Golo Cucu has not shown a real contribution in efforts to develop Kempo Village as a tourist village. The absence of a structured work program is one of the problems faced by Pokdarwis Golo Cucu. This condition made Pokdarwis activities cause the development of Kempo Village as a tourist village not yet optimal. The purpose of this PKM activity is to train Pokdarwis Golo Cucu members to prepare work programs so that Pokdarwis members can develop work programs in the development of Kempo Village. The method of implementing this PKM activity is a Focus Group Discussion by conducting pre-test and post-test to determine the increase in knowledge of Pokdarwis members after the training activities are carried out. Based on the pre-test and post-test results, there was an increase in the knowledge of Pokdarwis members. In addition, this training produces work program designs and business plans that can be used as a reference for Pokdarwis Golo Cucu activities so that tourism development in Kempo Village can be optimal. The sustainability plan of this activity is further training to improve the promotion and creation of ready-to-sell tourism products.*

**Keywords:** Pokdarwis, Preparation, Work program.

## INTRODUCTION

The development of tourism at this time is oriented toward sustainable development. According to Timoshenko (2020), the development of local and regional tourism destinations currently has the characteristics of sustainable values. It was further explained that this phenomenon is based on the understanding that sustainability is the character of the modern economy. An indicator of sustainable tourism is community involvement in tourism development. Gun argues that community involvement is a prerequisite for sustainable tourism (Ringa et al., 2019).

One form of direct community participation in sustainable tourism development is the Tourism Awareness Group (Pokdarwis). Dewi & Hermawan (2018) argue that pokdarwis is a form of community participation in the public policy process that has an essential role in the success of tourism development. The area within the Pokdarwis scope of work is a tourist village (Rahim, 2012). Thus, pokdarwis have become the key holder of the success of tourism development in tourist villages.

There are three stages where Pokdarwis can play a role in the tourism development process, namely the stages of planning, implementation, and utilization (Widiyana & Sulistyani, 2018). One form of Pokdarwis activities at the planning stage is to discuss work programs that will be carried out in the

future (Febrian & Suresti, 2020). Further, a vision is needed for community involvement to continue. Moreover, tourism that involves the community will not survive without a clear vision and concept (Ministry of Tourism and Hospitality Industry & Japan International Cooperation Agency, 2017).

Pokdarwis Golo Cucu is located in Kampung Nuri, Kempo Village. Kempo Village itself is a tourist village in West Manggarai Regency. Kempo Village has potential that can be developed in the tourism sector, such as Golo Cucu Hill, Tua Rekas Church, and Manggarai culture. Pokdarwis Golo Cucu is a community organization formed with the spirit of developing tourism in Kempo Village.

Pokdarwis Golo Cucu was formed in 2020 but has not shown its existence by implementing work programs. The problem is that the Pokdarwis Golo Cucu has not compiled a comprehensive work program in tourism development planning. Based on the partner problems mentioned, this community service activity (PKM) aims to train Pokdarwis members in preparing the Golo Cucu Pokdarwis work program. The solution to the problems described earlier is preparing the Golo Cucu Pokdarwis work program, so that tourism development in Kempo Village can be focused and sustainable. It is hoped that with this training in the preparation of work programs, Pokdarwis Golo Cucu can carry out concrete actions in developing Kempo Village as an

advanced tourist village.

## METHODS OF IMPLEMENTATION

The Community Service Activities (PKM) aim to answer the problems faced by Pokdarwis Golo Cucu, namely that the organization's work program has not been structured. The target of this activity is the Golo Cucu Pokdarwis management. The PKM activity was carried out on April 9, 2022, in Nuri Village, Kempo Village, Manggarai Regency. There were 15 participants in attendance.

The method used in carrying out this PKM activity is focus group discussion (FGD). According to Hadi et al. (2019), FGD is a method that can be used to increase participant participation by expressing opinions or expressing their thoughts in discussion forums. Moreover, Nurbaeti et al. (2020) argue that in PKM activities, the DKT method is an educational method that can increase public understanding.

The implementation of this PKM consists of several series of events. The activity begins with a pre-test. This session's purpose is to discover the knowledge possessed by members of Pokdarwis Golo Cucu.

Next is the delivery of the material delivered by the facilitator. The material presented consists of the understanding, function, and objectives of Pokdarwis, preparing work programs, and preparing the vision, mission, goals, and objectives of Pokdarwis.

After that, a question and answer session was held regarding the

material delivered and the practice of preparing work programs. The next event is the post-test. This session's purpose is to determine whether there is an increase in the knowledge of Pokdarwis members. The improvement in post-test results is an indicator of the success of this activity. In addition, drafting the Golo Cucu Pokdarwis work program is the output target of this PKM. The implementation flow can be seen in Figure 1 below.



Figure 1. PKM Activity Implementation Flow

## RESULTS AND DISCUSSION

Labuan Bajo's status as a premium priority tourism destination wants to be felt by the people of West Manggarai Regency, including Kempo Village. Kempo Village is one of the tourist villages in the West Manggarai Regency. The distance is only about 45.5 Km, with a travel time of 60 minutes from Labuan Bajo, the center of tourism activities in West Manggarai Regency.

Although it has received the status of a tourist village, tourism activities in Kempo village are not yet optimal. It can be seen that the number of tourists who visit this village is still rare. One of the steps taken by the people of Kempo Village to develop tourism is to establish Pokdarwis Golo Cucu in Kampung Nuri. Establishing the Golo Cucu Pokdarwis indicates

community responsiveness to developing tourism potential in Kempo Village. However, Pokdarwis Golo Cucu has not consistently carried out tourism development activities, so a work program is needed so that the development effort has a focus and measurable target.

The activity begins with a pre-test, where participants are given 15 minutes to answer the questions, then continued with the material presentation, discussion, practicum of work program preparation, and post-test. Training activities can be seen in Figure 2 below.



Figure 2. Training for the Making of the Pokdarwis Golo Cucu Work Program

The pre-test and post-test questions consist of eight multiple-choice questions. The eight questions were about understanding Pokdarwis, Sapta Pesona, Pokdarwis goals, Pokdarwis work programs, and business plans. The average value of correct answers indicates the level of understanding. The level of understanding is divided into four categories, namely the value of 0 - 1.9 in the category of not understanding very well, the value of 2 - 3.9 being the category of not understanding, the average value of 4 - 5.9 in the category

of understanding, and the average value 6-8 fall into the category of very understanding. The average value of the pre-test reached 4.9, in which the percentage of correct answers reached 61.25% and was included in the understanding category. The post-test results reached 5.9 (73.75%), which was included in the category of understanding. In addition, these results also indicate an increase in the knowledge possessed by members of the Golo Cucu Pokdarwis. The data can be seen in Table 1 below.

Table 1. Results of Pre-test and Post-test

No	Session	Average Score	Correct Answer Rate
1	Pre-test	4,9	61,25%
2	Post-test	5,9	73,75%

Students were asked to be facilitators in the practical session on making Pokdarwis work programs. The first thing that is determined is the vision, mission, goals, and objectives of the Pokdarwis. Pokdarwis members record every opinion submitted. After that, the members' common opinion is seen. It was found that the vision of Pokdarwis Golo Cucu is "Creating an Independent and Innovative Tourism Village".

The next activity was determining the mission. The mission must realize the vision that has been set and has linkages. It was agreed that the missions of Pokdarwis Golo Cucu were 1) Creating Sapta Pesona; 2) Developing natural and cultural potentials; 3) improving the quality of

Human Resources (HR). The structured work program has three objectives: 1) the creation of community welfare through tourism, 2) the creation of natural and cultural sustainability, and 3) making Pokdarwis Golo Cucu better known to the broader community.

As a form of sustainable tourism, the targets must be based on three aspects of sustainable tourism: environmental, social, and economical. There are five goals of Pokdarwis Golo Cucu to realize its vision, namely 1) English language training/courses, 2) MSME production training, 3) 500 visitors to Kampung Nuri/Golo Cucu in one year, 4) community service once a month at a time, reforestation and 5) selling local community souvenirs/crafts.

After planning the work program, the participants also practiced preparing a business plan. The business plan is prepared based on the potential possessed and the targets that have been determined. Like in other business sectors, tourist villages also need a business plan to know the steps that must be taken. Knowing how to realize the targets in the work program is essential. The components of a structured business plan include:

1. Tourism products or services offered by Pokdarwis Golo Cucu, namely camping activities in Golo Cucu; enjoying the view from the viewpoint; cultural studio activities with regional dances; agro-tourism activities, such as plowing, pante tuak, and herbal

products; yoga/ meditation; and local crafts.

2. The target market determined according to the products offered are young people, bag packer tourists, educational institutions, community groups, nature lovers, and culture lovers.
3. Business partners who can assist in developing tourism in Kempo Village, including the Department of Tourism and Culture of West Manggarai Regency, the Implementing Agency for the Labuan Bajo Flores Authority, and Rekas Parish, Travel Agents, Pokdarwis in neighboring villages, and the village level government.
4. The product marketing strategy will be implemented by maximizing social media, word of mouth, and information boards.
5. Planned capital or assets owned by Pokdarwis Golo Cucu, including equipment for cultural studios, residents' houses used as homestays, rice fields, Bukit Golo Cucu, Tua Rekas Church, and souvenirs produced.
6. Contribution of community elements in tourism activities, including mothers involved in souvenirs and dance performances, fathers contributing to narrative delivery and cultural performances, and young people focusing on marketing and guiding.
7. Plans in the environmental field. Activities for environmental conservation are planting flowers and planting areca nut trees.

8. Human Resources Development Plan. Plans to increase human resources include MSME training, English language training, scouting training, and hospitality.
9. Financial Review. Pokdarwis Golo Cucu has a plan to give 5% of total tourism profits to the village treasury, to contribute to village development. In addition, tickets will be made for each direct visit without intermediary tour operators or travel agents.

At the end of the Pokdarwis activity, they will discuss the draft work program and business plan prepared as a follow-up to this PKM activity. The discussion aims to finalize the work program, and the plan can become an official document for Pokdarwis Golo Cucu.

### **Acknowledgments**

Thank you to the Kempo Village Apparatus and Pokdarwis Golo Cucu who have been involved in implementing community service activities, so that activities can run smoothly.

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **Conclusions**

Pokdarwis is a basic form of community involvement in developing tourist villages. However, pokdarwis activities are not optimal. The work program is vital for Pokdarwis. The Pokdarwis work program focuses on activities and measurable results from the activities that have been carried out. The presence of a work program can be a factor that supports the sustainability of

Pokdarwis.

In this PKM activity, the results of increasing the knowledge of Pokdarwis Golo Cucu members are based on the pre-test and post-test results. However, it is still felt that further training is needed to improve the knowledge and abilities of Pokdarwis Golo Cucu members. In addition, the output target in the form of a work program design for Pokdarwis Golo Cucu can be realized.

### **Recommendations**

The suggestion that can be conveyed is that further training is still needed by members of the Pokdarwis Golo Cucu, especially in the field of packaging tourism products. This phase is essential for tourism products and services to meet the criteria for excellent service. In addition, marketing training is crucial so that Kempo Village as a tourist village is more widely known, following the objectives of the Pokdarwis Golo Cucu work program.

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