

Optimization of Tourism Potential in An Effort to Empower Tourism-Conscious Communities

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ABSTRACT

The external targets in this Community Partnership Program include increasing public awareness in tourist attractions to always maintain the cleanliness of the environment of natural bathing attractions of Sumber Mrutu starting from the entrance to tourist attractions, the beauty of tourist attractions that later tourists or visitors can enjoy the atmosphere of the natural bathing tourist attractions of Sumber Mrutu, jiwa the community serves to visit becomes its own value to tourists who come to the natural tourist attractions of Sumber Mrutu, the increase in the economic value of the community and Pandansari Village government, creating websites and other social media as a means of promoting the natural baths of Sumber Mrutu. The Community Partnership Program Plan proposed by the proposing team is the socialization of Tourism Awareness and strengthening of Human Resources to the pandansari village community, a training method through Marketing Management and Human Resource Management practices, evaluation methods by conducting pre-tests and post-tests, making the official website of natural bathing tourism Sumber Mrutu Pandansari village up to the management of the Website.

Keywords: Community Partnership Program, Empowerment, Pokdarwis, Training

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1. INTRODUCTION

The State of Indonesia is a country with various tribes, cultures, races, religions and as well as many kinds of natural beauty in the tourism sector that are widely found. Indonesia also has various sectors to boost Negara foreign exchange, one of which is the tourism sector which is part of the country's foreign exchange source (Yatminiwati et al., 2021). The development of the tourism sector is part of national development with the aim of developing an area that contributes to the improvement of the Indonesian economy. In line with the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015 concerning the Strategic Plan of the Ministry of Tourism for 2015-2019, it is stated that the contribution of the tourism sector makes this sector have a position which is strategic in various development policies for the State of Indonesia which has tourism assets that have the potential to be strengthened and empowered as a pillar of the country's economy. Tourism development can maintain ecological processes that are useful in helping to preserve natural and man-made heritage and biodiversity. Its management must be carried out seriously by involving various stakeholders, because tourism development is the result of long-term sustainability with planning and support from all parties, both central and local governments (Yatmaja, 2019).

Lumajang Regency is an area rich in natural and cultural tourist destinations in Indonesia that promises and pampers beauty for domestic and foreign tourists, especially in the area

around tourism destinations. There are many natural and man-made tourist attractions in Lumajang Regency that are famous to foreign countries such as, Mahameru Peak, B29, Tumpak Sewu Waterfall, Dampar Beach, Ranu Klakah, Ranu Pani, Selokambang Natural Baths which has become a tourist icon in Lumajang Regency. At the beginning of FY 2020, the tourism sector hampir all that exists in the world, including in Indonesia, experienced severe problems because it faced severe shocks caused by a corona virus called SARS-CoV-2 the COVID19 outbreak was first discovered in Wuhan City, Hubei Province, China in December 2019 until now with the evolution of new variants. The Tourism Industry (Ahmad, Arman, & Dunggio, 2019), especially Lumajang Regency, was affected by the COVID19 virus and experienced paralysis, where all tourist destinations in Indonesia, especially Lumajang Regency, experienced temporary paralysis until an unpredictable time. One of the tourist destinations in Lumajang Regency that was affected was the Sumber Mrutu natural bath in Pandansari Village (Muhibban & Ali, 2020).

Pandansari Village, which is located in Kedungjajang District, Lumajang Regency, has a superior tourist destination, namely the Natural Bathing Tour of Sumber Mrutu. Having a strategic location in the north of the city which is not far from community settlements makes it a new tourist destination that is very potential for development and development. The pandansari village community who are stakeholders other than the government or the private sector are owners who are domiciled as hosts have resources in the form of traditions and customs to support the perfection of the natural tourist destination of Sumber Mrutu. The development and development of tourism sector has a very broad and significant impact on the economic development of the community, efforts to conserve the environment and natural resources, and also has an impact on the socio-cultural life of the local community. The development and development of tourism can contribute to Regional Native Income (PAD), open business opportunities and jobs and can function to maintain and preserve natural and biological wealth if carried out with good planning and management in accordance with the potential that has (Yatmaja, 2019).

The Tourism Awareness Group (POKDARWIS) of Pandansari Village was formed in 2019. The natural tourist destination of Sumber Mrutu is managed by the Tourism Awareness Group (POKDARWIS) of Pandansari village, Kedungjajang District, Lumajang Regency. The existence of Pokdarwis in Pandansari Village, Kedungjajang District, gives an idea that the tourism village applies the concept of Community Based Tourism (CBT) in the management of its tourism sector. However, although the management of the natural bathing tourist destination of Sumber Mrutu, Pandansari village, develops local potential, the development is not optimal and only narrows down to the potential natural physical attractiveness (infrastructure for tourism places) but still incomplete. Many communities have not been netted by pokdarwis to be able to develop and empower the natural tourism potential of Sumber Mrutu (Hamuna, Baigo Tanjung, & R., 2018; Putra, 2013). The surrounding community does not understand the potential of the tourism sector that can add economic value to daily life. The background of the community around the natural bathing tourism place Of Mrutu Source, the average livelihood is gardening and breeders, some are even still wandering to other areas to work.

The main target of this activity in the community in the tourism sector is pokdarwis, because pokdarwis must be able to change the thinking patterns of people who do not respond to the potential for tourism in natural baths of Sumber Mrutu. The second target is the community around the Natural Baths of Sumber Mrutu who still do not understand the potential of tourism very well. The problems that have become sektor tourism pemandian natural sources mrutu include the environment is not supportive, people still put livestock in the yard and can be seen manure, akses the driveway is still shabby, banyak who bathes livestock at the crime scene, The entrance to makadam is damaged, jalan 1 narrow lane, there is no web and social media specifically pokdarwis in an effort to manage tourist attractions, reporting system income from tourist attractions is not good, promotion strategy is not good (Mumtaz & Karmilah, 2021).

The above problems if not addressed immediately, what happens is that there is a quiet end because the community does not maintain environmental cleanliness in the area of the entrance to natural bathing tourism. Sumber Mrutu, visitors will feel uncomfortable with the existence of people who are still bathing livestock on the riverbanks of the natural bathing area of Sumber Mrutu, visitors are uncomfortable with there is a road that is still not good, the ender still does

not know the official web access to the social media of the Sumber Mrutu natural bath. Many things have been done for the management of Natural Tourism Sumber Mrutu including providing a rinse bathroom, arranging the location of a natural bathing property that is not good, paving in some places around the bathhouse are due to the muddy and shabby rainy season, gazebos where visitors are and prayer places for visitors.



Figure 1. The Natural Bathing Place of Sumber Mrutu is still
Source: Survey (2022)



Figure 2. Bathroom Rinse 4 Rooms and Prayer Room
Source: Survey (2022)

From the information above, it can be concluded that pokdarwis is the spearhead which will be an example of changing the piker pattern of the surrounding community so that the implementation of Community Service activities aims to help the Pandansari village government, Kedungjajang District, Lumajang Regency, especially the Tourism Awareness Group (POKDARWIS) change the behavior of people in the tourist attraction environment to be aware of the existence of Natural Bathing tourist attractions Sumber Mrutu can be an added value in terms of the community's economy (Sulistyan, Setyobakti, & Darmawan, 2019; Syarifah & Rochani, 2021).

The proposing team will accompany the partner group from the beginning of the activity to achieve the PKM program so that it runs well and smoothly according to the expected target. In addition, this PKM activity is also useful for various parties, both partners and lecturers, even students involved in getting experience in activities outside the campus so that later a day of being a useful graduate for the wider community.

Partner Issues

The partners who are the targets of this activity are the Tourism Awareness Group (POKDARWIS) and the community in the environment around the natural baths of Sumber Mrutu, Pandansari Village, Kedungjajang District, Lumajang Regency. Based on the survey and preliminary observations, several identifications of problems faced by olek pokdarwis were obtained, including:

- a. The environment is less supportive.

- b. People still put livestock in the yard and can see manure.
- c. Akses driveway is still shabby.
- d. Banyak who bathes cattle at the scene of the crime
- e. The macadam driveway is damaged
- f. One-lane and narrow roads
- g. There is no web and social media specifically for pokdarwis in an effort to manage tourist attractions.
- h. Promotion strategy is not good

From the identification of the problems above, it can be understood that the problems faced by pokdarwis are quite a lot. Therefore, it is necessary to justify the agreed priority issues to be resolved during the implementation of the PKM program, including:

- a. The first priority scale is aimed at pokdarwis with a commitment to building and developing the natural bathing tourism potential of Sumber Mrutu.
- b. The second priority scale is that people are committed to being aware of tourism by changing their mindset and lifestyle in the environment of tourist attractions.
- c. The third priority scale is pokdarwis in collaboration with the community in the field of website and social media management with the aim of improving in terms of promotion that is still not optimal.
- d. The fourth priority scale is emphasized on training and practice in making incoming reports so that they are accountable.

2. METHODS

Stages in Implementing solutions to Partner Problems

For the implementation of solutions to the problems faced by partners, namely the Pandansari village pokdarwis, there are several stages that are carried out, namely:

Table 1. Implementation Description

No	Stages	Implementation Description
1	Stage 1	Initial discussion with pokdarwis to determine the priority of the problem
2	Stage 2	Internal discussions between the activity implementation team and pokdarwis to commit to building and empowering the community
3	Stage 3	Tourism Awareness Socialization and strengthening Human Resources with the aim of the community being aware of the tourism potential in the surrounding environment are very useful in improving the community's economy
4	Stage 4	Training method through the practice of Marketing Management and Human Resource Management, this activity can increase public knowledge how to market a product produced from tourism potential to add economic value to the community, and can regulate the entry and exit of the income results.
5	Stage 5	Evaluation method by conducting pre-test and post-test. The goal is to measure the level of public understanding and awareness about the importance of a clean environment in the tourism sector, especially in the natural bathing tourism of Sumber Mrutu Pandansari.
6	Stage 6	Creation of the official website of the natural bathing tour Sumber Mrutu pandansari village to the management of the website. Promotion through social media is very helpful for tourists to find out information about tourist attractions, therefore it is not only website creation, even the implementing team will help the management of the Website and social media so that it can be used optimally.

Source: Data Prosesed (2022)

Approach Methods Offered to Solve Partner Problems

Some of the above problems faced by partners, namely pokdarwis of Pandansari village, a method of approaching partner problem solving is needed. The approach used in the Community Partnership Program (PKM) is a participatory approach. It is hoped that by using a

participatory approach, the community will also have a sense of belonging and are aware of the importance of tourist attractions in adding to the economic tilapia and are active in building and developing the tourism sector in its environment. This is because the problem that occurs in pokdarwis is actually the level of public awareness in the development and development of tourism, so pokdarwis must participate in solving the problems faced and the proposing team only as facilitators to deliver them in solving problems and achieving PKM goals. Therefore in the implementation of the Community Partnership Program (PKM), partner participation is needed to optimize tourism potential in efforts to empower tourism-conscious communities in bathing areas, Sumber Mrutu Pandansari Lumajang.

Partner Participation in Program Implementation

The programs offered above are solutions to overcome partner problems, in this case pokdarwis partners are subjects in the Community Partnership Program (PKM) are expected to contribute and actively participate in the implementation of this program. Some of the partner participation in implementing this PKM program was delivered by:

- a. Pokdarwis must always coordinate with the proposing team regarding the solutions and output targets offered.
- b. Pokdarwis is willing to be actively involved and responsive to planned PKM activities
- c. After the completion of this PKM activity, pokdarwis must be willing to continue the program which is carried out independently and sustainably.

Evaluation Steps for Program Implementation and Sustainability

By using the approach method and partner participation in the implementation of the Community Partnership Program, the steps taken are to conduct intensive training and assistance during the activities of the Community Partnership Program. As for the sustainability of the program, it can be ascertained that before the community partnership program ends, it can still be continued by pokdarwis independently and sustainably and the community can feel the impact of this PKM activity can increase the economic value of the community. Partners, namely pokdarwis and the community, can cooperate in the development and development of the tourism sector both directly and through social media.

Credit Recognition for Students Involved

In supporting the MBKM Program, there are 5 students involved, namely 6th semester students who are in charge of helping the smooth running of this Community Partnership Program and later the participation of these students can be recognized into relevant courses. The relevant courses in PKM Activities are MSDM 2 courses (3 credits), Marketing Management Courses 2 (3 credits) and Strategy Management (3 credits).

3. RESULTS AND DISCUSSION

Group Partner Solutions

Based on the description of the problems above faced, it is hoped that the Community Partnership Program (PKM) can provide solutions to the problems faced by pokdarwis. The priority issues that are emphasized are:

- a. Lack of public awareness of the potential for tourist attractions that can increase the economic value of the people of Pandansari Village in the environment around the Sumber Mrutu natural bath.
- b. The strategy of promoting tourist objects is not good which results in the marketing of tourist attractions is not optimal.

Based on the priority of these problems, the best solution in the Community Partnership Program is more focused on:

- a. Community empowerment through tourism awareness socialization and strengthening human resources in the form of lecture and discussion approaches, training methods through Marketing Management training practices, and evaluation methods by conducting pre-tests and post-tests. This can provide an understanding to the community of the importance of clean environmental aspects that will support the potential of good Natural Bathing Tourism in Sumber Mrutu. The evaluation method can later measure the level of public understanding of the tourism potential in the surrounding environment (Hanana, Elian, Marta, & Revi, 2017; Nugraha, 2021; Soeswoyo, 2020).
- b. Promotion of tourist attractions through social media such as wibesite, facebook, isntagram, youtube, etc. Promotion through social media for the current era is a good strategy because almost all people use social media related to the internet. Promotions like this are very helpful for the welfare of the community in the tourist attraction environment. With the existence of social media, tourists will get information on tourist attractions in Sumber Mrutu, and through well-managed social media will make a new economic source for the community and village (Ariyanto, Sudarsono, Ivantan, Akbar, & Munarsih, 2020; Manuhutu & Otniel, 2021; Tolinggi, Engka, & Rorong, 2021).

4. CONCLUSION

The development and development of the tourism sector has a very broad and significant impact on the economic development of the community, efforts to conserve the environment and natural resources, and also has an impact on the socio-cultural life of the local community. The development and development of tourism can contribute to Regional Native Income (PAD), open business opportunities and jobs and can function to maintain and preserve natural and biological wealth if done with good planning and management in accordance with the potential possessed by the area. The above problems if not immediately handled, what happens is that the end is quiet because the community does not maintain environmental cleanliness in the entrance area to the Sumber Mrutu natural bathing tour, visitors will feel uncomfortable with the existence of people who are still bathing livestock on the riverbanks of the Sumber Mrutu natural bathing area, visitors are uncomfortable with the existence of roads that are still not good, the visitor still doesn't know the official social media web access of the Natural Baths of The Sumber Mrutu.

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