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## Improving The Quality Of Human Resources In Banua Anyar Culinary Tourism Village Through Sapta Pesona Tourism Awareness Socialization

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### *Abstract*

Good and sustainable Pokdarwis management will improve the source of economic income for local communities and the government area; with this development, it is hoped that many people will feel the impact. The service is carried out with four stages of activity, namely: 1) initial observation; 2) Analysis of Pokdarwis implementing activities; 3) Extension activities; and 4) Training related to the promotion of tourist destinations. The service was held on 01 – 24 July 2023. The results of this activity describe that Pokdarwis Ceria's space is focused on culinary tourism. KULiner is an aspect that supports tourism, although other potentials, such as the nature and culture of an area, are also packaged into a tourist attraction. Community service is expected to increase public understanding of the Sapta Pesona conception. Thus, strengthening the identity of Pokdarwis, Banua Anyar Village, to improve community welfare through the Culinary Tourism Area promotion program. It is because culinary tourism is an activity carried out by many people in the field of food needs for entertainment.

**Keywords:** Tourism Awareness Group (Pokdarwis), Tourism, Culinary

### *Abstrak*

Pengelolaan Pokdarwis yang baik dan berkelanjutan akan meningkatkan sumber pendapatan ekonomi bagi masyarakat lokal dan wilayah pemerintahan; Dengan perkembangan ini, diharapkan banyak masyarakat yang merasakan dampaknya. Pengabdian dilakukan dengan empat tahap kegiatan, yaitu: 1) pengamatan awal; 2) Analisis kegiatan pelaksanaan Pokdarwis; 3) Kegiatan penyuluhan; dan 4) Pelatihan terkait promosi destinasi wisata. Kebaktian dilaksanakan pada 01 – 24 Juli 2023. Hasil dari kegiatan ini menggambarkan bahwa ruang Pokdarwis Ceria difokuskan pada wisata kuliner. KULiner merupakan aspek yang mendukung pariwisata, meskipun potensi lain, seperti alam dan budaya suatu daerah, juga dikemas menjadi daya tarik wisata. Pengabdian kepada masyarakat diharapkan dapat meningkatkan pemahaman masyarakat terhadap konsepsi Sapta Pesona. Sehingga, penguatan identitas Pokdarwis, Desa Banua Anyar, untuk meningkatkan kesejahteraan masyarakat melalui program promosi Kawasan Wisata Kuliner. Pasalnya, wisata kuliner merupakan kegiatan yang dilakukan oleh banyak orang di bidang kebutuhan pangan untuk hiburan.

**Kata kunci:** Kelompok Sadar Wisata (Pokdarwis), Pariwisata, Kuliner

## **PRELIMINARY**

Pokdarwis is a social organization formed by specific customary law communities, has certain territories and own assets and has the right and authority to regulate and manage and adjust matters related to adat (Hidayatullah et al., 2017). It is clearly explained in the Regulation of the Mayor of Banjarmasin Number 39 of 2019 concerning Kampung Banjar, where the Tourism Awareness Group, starting now abbreviated as Pokdarwis, is part of the community that has an important role and contribution to the development of tourism in the area.(Nadia, Syaharuddin, Jumriani, Putra, & Rusmaniah, 2022).

The function of Pokdarwis in tourism activities is as a driver of tourism awareness in the tourist village area and as a partner of the central government and local government (district/city) in efforts to realize and develop tourism awareness in the region (Son, 2013). Good and sustainable Pokdarwis management will improve the source of economic income for local communities and the government area; with this development, it is hoped that many people will feel the impact (Karim et al., 2017).

In Banjarmasin City, Banua Anyar Village, there is a Pokdarwis called Pokdarwis Ceria. Still, this Pokdarwis activity only focuses on culinary tourism because culinary is an aspect that supports tourism. However, other potentials, such as the nature and culture of an area, are also packaged into a tourist attraction. Culinary utilization as part of tourism is often heard and known as culinary tourism. Culinary tourism is an activity carried out by many people in the field of food needs for entertainment. Culinary tourism is part of tourism whose purpose is to attract tourists through the exceptional food of a region as a tourist attraction. It is seen from the several tourism potentials that can be sold and support each other, so culinary was chosen as the central spear (Murianto et al., 2020).

Culinary tourism is an alternative to supporting the potential of natural, cultural, historical, and marine tourism. Culinary tourism is part of the existing types of tourism because it is not complete if the tourists do not try the extraordinary culinary delights of that area. Culinary tourism has the potential to be developed because tourists who come are interested in trying the regional specialities. However, Culinary tourism is often seen only as a complementary tourism product(Djabar, 2021). Local cuisine is appointed due to the uniqueness and thick culture contained in making and eating food.

The development of tourism in Banjarmasin, especially in the Banua Anyar Village, cannot be separated from the role of the community and village government, who are aware of the opportunities for the tourism sector to advance the welfare of the surrounding community

tour culinary (Nuryatin et al., 2022). Developing tourism in an area is usually managed by related parties. Pokdarwis is one of several programs from the Ministry of Tourism to empower local communities in an area (Abbas & Jumriani, 2020). Pokdarwis, in this case, can become a government partner in increasing public awareness in the field of tourism, increasing human resources, encouraging the realization of Sapta Pesona, and improving product and tourism quality in order to increase competitiveness and restore tourism as a whole (Dewani et al., 2017). Based on the results of interviews with the Banua Anyar Urban Village Head, it was found that one of Pokdarwis' activities included building a tree house called FADs which are located on the banks of the river.

## **METHOD**

The community service was held on 01 – 24 July 2023. Located in the Banua Anyar Village, East Banjarmasin. The implementation of community service is described as follows: 1) Initial observation or field orientation is a step to identify the problems faced by Pokdarwis Ceria; 2) analyzing the activities that Pokdarwis Ceria has carried out; 3) holding counselling related to sapta charm. The subjects or targets of this activity are not only limited to members of the Ceria Pokdarwis but also the community as business actors in the Banua Anyar Culinary Tourism Area; and 4) training related to the promotion of tourist destinations in the Banua Anyar Culinary Tourism Area using social media. In addition, this service also involved a community service team from the Social Studies Education Study Program at Lambung Mangkurat University and students. It is intended to be able to provide the dissemination of knowledge to the community.

## **RESULTS AND DISCUSSION**

Tourism awareness is described as a form of public awareness to play an active role in fulfilling their rights and obligations as hosts and tourism actors, which will later encourage the creation of a conducive climate for the growth and development of tourism in a region (Abbas et al. 2021; Ilhami 2022). People aware of tourism can understand and realize the critical values of Sapta Pesona. In contrast, Sapta Pesona is a conceptual description of Sadar Wisata, which is related to the support and role of the community as a host to create a conducive environment and atmosphere which can encourage the growth and development of the tourism industry based on the decision of the Ministry of Tourism (Rahmawati et al., 2017).

As contained in the Pokdarwis guidebook, Sapta Pesona has seven elements of charm that must be realized to create an ideal and conducive environment for developing tourism activities in a place that encourages the growing interest of tourists to visit (Mutiani 2019;

Mutiani and Faisal 2019). The seven elements of Sapta Pesona are: safe, orderly, clean, relaxed, beautiful, friendly, and serene (Ministry of Tourism and Creative Economy Tourism Destination Development Office, 2012).

Tourism Awareness Group (Pokdarwis) is an institution at the community level whose members consist of tourism actors or people who have concern and responsibility and play a role as an activator in supporting the creation of a conducive climate for the growth and development of tourism, as well as the realization of Sapta Pesona in enhancing regional development through tourism and benefiting it for the welfare of the surrounding community. Pokdarwis are domiciled in the Village, with only 1 Pokdarwis in 1 Village Government.

While Sapta Pesona is a concept of tourism awareness with the support of community participation as the host of the destination to create a conducive environment and atmosphere, which can encourage the growth and development of the tourism industry through 7 elements, namely: Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memories, based on the results of community service activities, there are four main activities, namely: 1) Observations were carried out on July 1-3, 2023. Observations were carried out by discussing with Pokdarwis Ceria. The observation results found that Pokdarwis Ceria consistently provided education to tourism managers in Banua Anyar Village. 2) Analysis of Pokdarwis Ceria activities held on 07-08 July. The service team identified the activities carried out. 3) Counseling activities are carried out by presenting material and handing over 20 tree seedlings to Pokdarwis Ceria—implementation on July 15 2023, from 16.30 to 18.00 WITA. Sapta Pesona presentation given by Social Sciences Education Study Program Service Team at Lambung Mangkurat University regarding conception, and 4) Tourism promotion training is the last activity carried out in this service. To make it happen, the service team utilizes information technology that is integrated or integrated with tourism village managers, tourism business actors, and tourists. The following is the activity documentation:

Picture 1 Implementation of Community Service Activities



Source: Community Service Documentation, July 2023

Sapta Pesona is an elaboration of the concept of Tourism Awareness which is related to the support and role of the community as a host to create a conducive environment and atmosphere that can encourage the growth and development of the tourism industry through the embodiment of the seven elements in Sapta Pesona. Sapta Pesona is a policy in the world of tourism. Through Sapta Pesona, it is hoped that the Banua Anyar Culinary area can create an atmosphere of togetherness for all parties to increase the community's economy.

## **CONCLUSION**

Based on the results of the community service activities that have been carried out, it can be concluded that: 1) the observation results found that Pokdarwis Ceria consistently provided education to tourism managers in the Banua Anyar Village. In the Banua Anyar Village, tourism actors focus on culinary activities; 2) The results of activities are documented but need to be correctly archived. It is known that the results of photo documentation are still fragmentary; 3) Counseling activities are carried out by presenting material and handing over 20 tree seedlings to Pokdarwis Ceria; and 4) the service team utilizes information technology that is integrated or integrated with tourism village managers, tourism business actors, and tourists. This community service is also part of efforts to disseminate research results so the community can utilize them. The suggestion for implementing this service is to improve the partnership program with the Ceria Tourism Awareness Group (Pokdarwis) and Banua Anyar Village. It is intended to maximize the utilization of research results through community service programs.

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