

The Tourism Awareness Group (Pokdarwis) Plays a Role in Managing the Panjaratan River Cruise in Panjaratan Village, Tanah Laut Regency, South Kalimantan

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ABSTRACT

The Tourism Awareness Group (Pokdarwis) is an organization involving the community that plays a role in managing tourism in a region. This research focuses on the role of the Tourism Awareness Group (Pokdarwis) in managing the Panjaratan River Cruise tour located in Tanah Laut Regency, South Kalimantan. This Panjaratan River Cruise tour faces challenges in terms of management carried out by Pokdarwis. The reason for conducting this research is because there has been no specific study of the role of Pokdarwis in managing the Panjaratan River Cruise tour. This tour is an ecotourism destination that has a rich ecosystem and endemic animals, especially the proboscis monkey (*Nasalis larvatus*), which is the main attraction of this area. Therefore, this study aims to describe the role of Pokdarwis in managing the Panjaratan River Cruise tour in Tanah Laut Regency. This research method uses a qualitative research method to describe the Tourism Awareness Group (Pokdarwis) Role in Managing Panjaratan River Tours in Panjaratan Village, Tanah Laut Regency, South Kalimantan . The subjects in this study were the local community in the tourist area, especially Pokdarwis members who manage the area, as well as visitors . Data collection techniques were carried out by observation, interviews, and documentation. Data analysis used data reduction based on research objectives, data presentation based on descriptions, and data conclusions based on drawing conclusions. Data validity testing was carried out using triangulation techniques. The results of the study showed that the Tourism Awareness Group (Pokdarwis) plays a role in the management of the Panjaratan River Cruise Tourism in Panjaratan Village, Tanah Laut Regency, South Kalimantan, which shows that Pokdarwis plays an active role in planning, implementing, promoting, and empowering local communities. The conclusion is that the Tourism Awareness Group (Pokdarwis) has a strategic role in the management of the Panjaratan River Cruise Tourism. Pokdarwis is able to improve the quality of management, community participation, and support the sustainability and development of local tourism potential in a sustainable manner.

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1. INTRODUCTION

Indonesia is known as an archipelagic nation with abundant natural resources and biodiversity (Abbas et al., 2022; Mutiani et al., 2021). Indonesia's main tourism attraction lies in the diversity of ecosystems spread across various regions, including the island of Kalimantan, which is known for its unique and distinctive natural environment. One of Kalimantan's biological riches is the proboscis monkey (*Nasalis larvatus*), an endemic primate that lives only in coastal areas and river basins. The presence of the proboscis monkey is a symbol of natural wealth and a conservation-based tourist attraction (Devi Anggraeni & Alexandra Hukom, 2023; Jumriani et al., 2022).

Panjaratan Village, located in Pelaihari District, Tanah Laut Regency, South Kalimantan, is one of the areas home to the natural habitat of the proboscis monkey. This village has significant natural tourism potential, particularly through the Panjaratan River (Jumriani et al., 2021; Subiyakto et al., 2022). This river not only serves as a source of livelihood for the community but also has high tourism value due to its natural beauty and biodiversity. The Panjaratan River Cruise (SURAI) is one way to utilize this natural potential. The calm river flow, panoramic views of unspoiled rice fields and forests, and community activities such as traditional fishing provide a unique tourism experience for visitors. Tourists can enjoy the natural beauty while observing the social life of the village community, which still depends on the river.

The uniqueness of the Panjaratan River Cruise Tourism is increasing with the presence of more than 300 proboscis monkeys around the river area. This condition makes Panjaratan one of the areas with an important proboscis monkey ecosystem in South Kalimantan. This area has also been designated an Essential Ecosystem Area (KEE), which emphasizes the importance of environmental conservation through sustainable and responsible tourism management (Rusmaniah et al., 2024; Sigit Triyono et al., 2024). In managing natural tourism potential, the role of local communities is a key factor in success. The Tourism Awareness Group (Pokdarwis) was formed as a forum for community participation in managing and developing tourist destinations. The Panjaratan Village Pokdarwis plays a role in organizing tourism activities, preserving nature and wildlife, and raising public awareness of the importance of sustainable tourism.

Pokdarwis also plays a role as a government partner in realizing tourism development in accordance with the principles of Sapta Pesona and Law Number 10 of 2009 concerning Tourism. Through community empowerment and improving the quality of human resources, Pokdarwis is expected to be able to increase the competitiveness of Panjaratan River Cruise tourism and provide economic benefits to the surrounding community (Muhaimin, 2023; Sari et al., 2023). Despite its great potential, the management of Panjaratan River Cruise Tourism still faces various obstacles, such as limited area planning, suboptimal road access, and limited tourism promotion. This tourism is managed by Pokdarwis together with village youth, with facilities such as kelotok boats that are rented to tourists at affordable rates. Support from the village government has begun to be seen through training and youth empowerment, but the results of the development have not yet been fully felt by the community.

Therefore, the Tourism Awareness Group (Pokdarwis) plays a crucial and strategic role in managing the Panjaratan River Cruise. Pokdarwis's presence can encourage community-based tourism management and environmental preservation. However, improvements in management, promotion, and ongoing support from various parties are still needed to ensure optimal development of this tourism potential and provide a tangible economic impact for the Panjaratan Village community.

2. METHODS

The research method used is a qualitative descriptive method which aims to describe and describes the conditions of the research object using observation, interview, and documentation techniques. Data analysis was conducted by reducing data, presenting data, and drawing conclusions. To ensure data validity, this study employed triangulation. The choice of qualitative methods in this study was based on the need to gain a deep understanding of the role of the Tourism Awareness Group (Pokdarwis) in managing the Panjaratan River Cruise. Through this approach, researchers can ask in-depth questions related to good tourism management in the role of the Tourism Awareness Group (Pokdarwis) in the Panjaratan River Cruise. Data collection was carried out through in-depth interviews, observations, and documentation reviews involving various informants, such as local residents in the tourist area, especially members of the Pokdarwis who manage the area, as well as visitors so that diverse perspectives were obtained.

Field observations were conducted to obtain a real picture of the management of Pokdarwis in the Panjaratan river cruise tourism obtained from observations in the Panjaratan village environment, specifically in the Panjaratan river cruise tourism area. Through this observation, researchers were able to directly observe river tourism activities, social interactions, and the role of Pokdarwis that took place at the research location. The data obtained were then strengthened with primary data from interviews and observations, as well as secondary data from journals, articles, and relevant literature (Sugiyono, 2017). The use of various data sources aims to increase validity and deepen the analysis, so that the results of the study provide a comprehensive understanding of the Role of the Tourism Awareness Group (Pokdarwis) in the Management of the Panjaratan River Cruise Tourism in Panjaratan Village, Tanah Laut Regency, South Kalimantan.

3. FINDINGS AND DISCUSSION

3.1 The Role of Pokdarwis in Managing Panjaratan River Tours in Pelaihari District, Tanah Laut Regency

The Panjaratan Village community organization plays a crucial role in supporting the development of the Panjaratan River Cruise Tourism potential. This role is realized through the establishment of the Tourism Awareness Group (Pokdarwis) as a forum for planned and sustainable tourism management. Pokdarwis exists to formulate tourism management strategies and coordinate various activities aimed at promoting and preserving the river-based tourism destination. The Panjaratan River Cruise Tourism Group operates voluntarily, driven by community concern for village tourism development. All activities are focused on tourism management, environmental preservation, and improving the quality of services for tourists. The Pokdarwis's existence demonstrates community participation in managing local potential to provide economic and social benefits to the village.

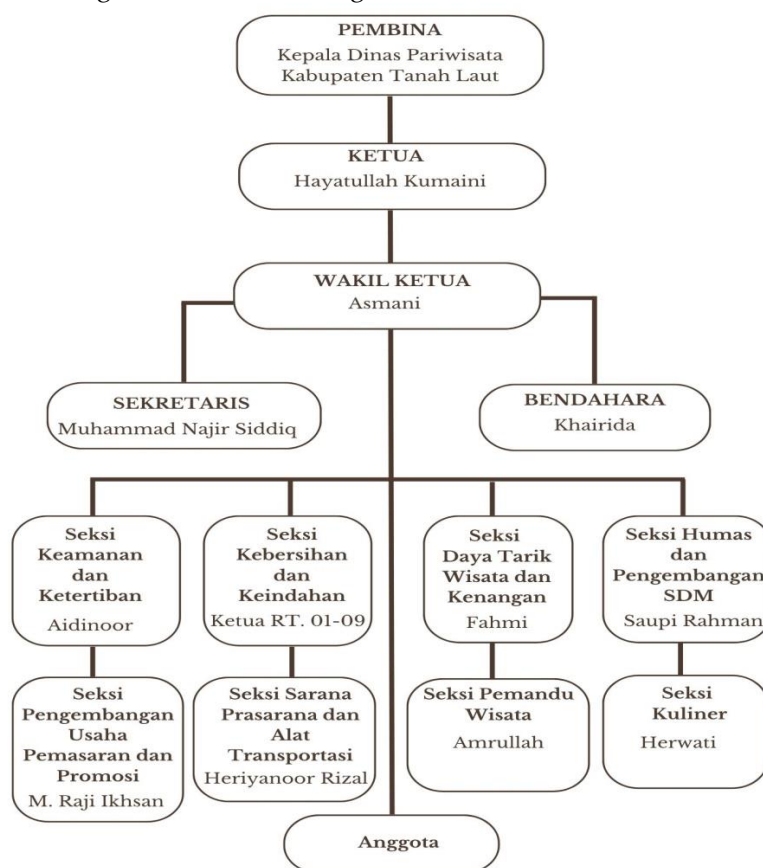
The establishment of Pokdarwis is a form of informal institution that grew from the awareness of the Panjaratan Village community. This institution serves as a primary driver in efforts to increase tourist attractions and strengthen the village's identity as a natural tourism destination. With the Pokdarwis, the community is not just a spectator, but is actively involved in the process of tourism management and development. The establishment of Pokdarwis Susur Sungai Panjaratan is expected to be able to optimize existing tourism potential and create a better tourism experience for visitors. This Pokdarwis is officially fostered by the Tanah Laut Regency Tourism Office and has been confirmed through Decree of the Head of the Tanah Laut Regency Tourism Office Number 556/35-Set/Dispar/2019 concerning the inauguration of the Panjaratan River Susur Tourism Awareness Group in Pelaihari District.

The Pokdarwis organizational structure is systematically structured to support the smooth management of tourism. The core management consists of advisors, mentors, a chairperson, a vice chairperson, a secretary, and a treasurer. This structure is complemented by various sections with specific duties and responsibilities according to their respective fields, so that tourism management can run in a directed and organized manner. Sections within the Pokdarwis include Security and Order,

Cleanliness and Beauty, Tourist Attractions and Memories, Public Relations, Human Resource Development, Business Development and Promotion, Infrastructure and Transportation, Tour Guides, and Culinary. In addition to core members, Pokdarwis also involves the entire Panjaratan Village community as members, so that the management of the Panjaratan River Cruise Tour is truly based on community participation.

The Panjaratan River Cruise Tour (Sur Sungai Panjaratan) is managed by the Tourism Group (Pokdarwis) and focuses on ecotourism-based development. This ecotourism concept emphasizes a balance between recreational activities and environmental education. Tourists are not only invited to enjoy the beauty of the pristine river and forest, but also given an understanding of the importance of preserving the natural environment and ecosystems in the area. In practice, the Panjaratan River Cruise Tour serves as an educational resource for visitors. During the tour, tour guides from Pokdarwis members provide explanations about the unique flora and fauna of South Kalimantan, particularly the endemic proboscis monkey. The material is delivered through wildlife observation activities, conservation stories, and brief explanations about river and forest ecosystems, thus contributing to increasing environmental awareness among tourists.

Figure 1. Pokdarwis Organizational Structure



Source: Panjaratan Village (March 27, 2025)

The ecotourism concept implemented by the Tourism Group (Pokdarwis) was also emphasized by the managers, such as the deputy chair and chair of the Panjaratan River Trekking Group. They emphasized that nature-based tourism not only aims to enjoy the beauty of the river but also serves as a learning tool about the life and habitat of proboscis monkeys. Thus, the Panjaratan River Trekking tour has the added value of being an educational tour that supports wildlife conservation efforts. To maintain the sustainability of the tourist destination, Pokdarwis implements various management strategies. These efforts include limiting the number of daily visitors to avoid disrupting the ecosystem, regular environmental monitoring, and collaboration with the village government, tourism office, and environmentalist communities. This collaboration is a crucial step in preserving the Panjaratan village forest as a proboscis monkey habitat.

Other management strategies include the use of technology and social media. The Tourism Awareness Group (Pokdarwis) actively promotes the Panjaratan River Cruise through social media platforms to introduce the wider community to the wider community. Furthermore, tour guide training is being conducted and technology, such as drones, is being planned for area surveillance and proboscis monkey ecosystem documentation, to support more modern and effective tourism management. Beyond environmental aspects, Pokdarwis also plays a significant role in empowering village communities. Local communities are involved in various tourism activities, such as operating boats, providing culinary delights and souvenirs, and promoting tourism. This involvement not only provides economic benefits for the community but also fosters a sense of ownership of the tourist attraction, thus encouraging active participation in maintaining and sustainably managing the Panjaratan River Cruise.

The Panjaratan River Tour Tourism Pokdarwis plays a very important role in managing existing tourism, as carried out by Pokdarwis as follows:

a. Collaboration with Government and Institutions

The management of the Panjaratan River Cruise Tourism is not carried out by the Tourism Group (Pokdarwis) alone, but involves various related parties. The village government, youth organizations, and related agencies play an active role in supporting infrastructure development and tourism promotion activities. This support includes the construction of a pier by the Tanah Laut Regency Tourism Office and the provision of tour boats through the use of village funds. This inter-agency synergy demonstrates that the success of community-based tourism is largely determined by strong cooperation between the community, government, and management organizations. This collaboration strengthens the Pokdarwis' capacity to manage tourism sustainably. This also aligns with the statement by the Head of the Panjaratan River Cruise Tourism Group, who emphasized that the role of the government and local community is crucial in maintaining and developing river cruise tourism.

In addition to institutional support, the local community of Panjaratan Village plays an equally important role in creating a positive tourism atmosphere. The community is known for its friendliness and openness to tourists. They not only welcome visitors but also directly participate in tourism activities, such as fishermen who continue fishing in the river, providing an authentic experience for tourists. Direct interaction between tourists and the local community creates a more meaningful tourism experience. Visitors can watch traditional arts such as sinoman hadrah, discuss village life, and even share experiences observing proboscis monkeys. This open and friendly community attitude makes tourists feel comfortable and welcome, thus increasing the appeal and positive impression of the Panjaratan River Cruise.

b. Habitat and Ecosystem Conservation

Efforts to preserve the proboscis monkey habitat in Panjaratan Village are being carried out through various concrete measures involving the Tourism Awareness Group (Pokdarwis), the community, and the village government. One key effort is planting rambai trees, which are a natural food source for the proboscis monkeys. Furthermore, embankments along the riverbanks are being repaired to protect the habitat and prevent environmental damage from abrasion.

This conservation activity also includes planning the planting of various types of plants beneficial to wildlife. Planting will not only focus on forest vegetation, but also on other plants that can provide food for proboscis monkeys and other animals, such as the hirangan and warik. This effort aims to meet the need for natural food so that the proboscis monkey population can thrive optimally in its natural habitat.

In addition to planting, the Pokdarwis (Tourism Group) and the village government have designated micro-conservation areas that are off-limits to cultivation or clearing. These areas serve as safe spaces for proboscis monkeys and other wildlife to live and breed without human interference. Establishing micro-conservation areas is a strategic step in maintaining the sustainability of the ecosystem along the Panjaratan River.

Figure 2. Essential Ecosystem Areas



Source: Pokdarwis (July 8, 2025)

On the other hand, the management of Essential Ecosystem Areas (KEE) is carried out using an educational approach for the community. Through outreach and environmental awareness activities, the public is encouraged to understand the importance of maintaining a balance between economic use and environmental sustainability. This approach is expected to foster collective awareness in preserving the proboscis monkey habitat as a natural resource with ecological and tourism value .

Habitat and ecosystem conservation in the Panjaratan River Cruise Tourism area is carried out through a collaboration between the Tourism Awareness Group (Pokdarwis), the South Kalimantan Provincial Forestry Service, and the Tanah Laut Forest Management Unit (KPH). This collaboration is realized through fieldwork to install conservation signage at various locations within the Essential Ecosystem Area (KEE) as a means of public education on the importance of preserving the environment and proboscis monkey habitat (Khadijah et al., 2025).

In addition to installing warning signs, conservation efforts also include tree planting around forest areas and along rivers. This planting aims to maintain ecosystem balance, strengthen the forest's function as a natural habitat, and support the survival of the proboscis monkey. This initiative is part of a shared commitment to protecting natural resources sustainably (Yuliyanti et al., n.d.).

c. Tourism Management

Regular monthly meetings are a crucial mechanism in the management of the Panjaratan River Cruise. These meetings aim to develop and evaluate Standard Operating Procedures (SOPs) for the river cruise, including navigation routes, daily boat quotas, and tourist fare policies. Clear SOPs ensure a well-organized operational process, minimizing errors in the field and improving the quality of service to visitors. These monthly meetings are held not only in person but also through online platforms such as WhatsApp groups. This communication pattern facilitates coordination among Pokdarwis members, especially when urgent information or operational policy changes arise. Through intensive and ongoing communication, Pokdarwis maintains organizational cohesion and ensures that all members understand their respective roles and responsibilities (Hapsah et al., n.d.).

The Pokdarwis organizational structure adheres to the POAC (Planning, Organizing, Actuating, and Controlling) management principle. This principle serves as the basis for planning, organizing, implementing, and controlling all organizational activities. With this approach, tourism management is not carried out spontaneously, but rather through systematic planning and evaluation stages. Within the organizational structure, the Pokdarwis head is responsible for coordinating all activities (Ramadhan et al., 2025). The deputy head oversees several work teams, such as the promotion team, the field education team, and the conservation team. This clear division of tasks promotes work efficiency and enhances members' sense of responsibility for their roles, ensuring optimal implementation of each program.

During the planning stage, the Pokdarwis (Tourism Group) does not work alone, but rather involves various government agencies, such as the village government, the Tourism Office, and conservation institutions. Government involvement provides support in the form of resources, mentoring, and funding opportunities for the sustainable development of Panjaratan River Cruise tourism. The government's role in this regard is more as a facilitator and regulator. This aligns with Sunaryo's (2013) view that the primary actors in tourism activities are the community and the private sector, while the government plays a limited role in creating sustainable tourism governance. The

principles of transparency, efficiency, responsibility, and responsiveness to change are values upheld in the planning of the Panjaratan River Cruise tourism (Ayuningtyas et al., n.d.).

During the operational phase, the Pokdarwis empowers its members to act as boat drivers and tour guides. Local guides play a crucial role as they are the first to interact with tourists during their trip. They provide information about river conditions, the surrounding environment, and the presence of endemic wildlife such as proboscis monkeys. However, the limited competence of the guides remains a challenge. The lack of specialized training means that guides rely solely on personal experience in their local languages. This situation prevents the information provided to tourists from being optimally conveyed, especially to visitors from outside the region.

Tour guides play a strategic role as companions and sources of information for tourists. Yoeti and Gunadi (2013) state that guides accompany tourists throughout their journey and act as a liaison between the destination and visitors. Therefore, the Panjaratan village government plans to provide special training for village youth to become professional tour guides (Yoeti & Gunadi, 2013). In addition to tourism operations, the Tourism Awareness Group (Pokdarwis) is also active in environmental conservation activities (Yuliyanti et al., n.d.). One example is collaboration with the village government in planting mangrove seedlings along river banks. This activity aims to improve the river ecosystem and serves as an educational tool for tourists and volunteers about the importance of environmental protection (Ramadhan et al., 2025).

Community involvement in conservation activities is considered effective in preserving nature. Wardhani stated that community participation is key to the successful management and restoration of mangrove ecosystems (Wardhani, 2011). Through these activities, both the community and tourists are aware of the importance of protecting the Panjaratan River environment. In terms of marketing, the Tourism Awareness Group (Pokdarwis) utilizes digital promotional strategies. Tourism promotion is understood as an effort to provide information, persuade, and remind potential tourists about a destination (Suryadana, 2022). Social media, particularly Instagram, was chosen as the primary promotional tool due to its ability to reach a wider audience (Hapsah et al., n.d.).

Promotional content shared includes videos of guides interacting with proboscis monkeys, visitor testimonials, and infographics on the benefits of ecotourism. This approach has been proven to increase tourist interest in the past six months. This strategy aligns with the concept of tourist attraction, which encompasses facilities, attractions, infrastructure, accessibility, and hospitality (Nuraeni et al., 2013). Economically, Pokdarwis implements a transparent, profit-sharing empowerment model. Tourism revenue is divided into operational costs, conservation funds, and member remuneration. All transactions are recorded in financial reports managed by the treasurer, fostering trust among members and the community (Ayuningtyas et al., n.d.).

Additional economic activities are also developed through the rental of local boats and the provision of local culinary delights according to tourist demand. The community produces souvenirs from nipah leaves and miniature proboscis monkeys, which are sold at tourist kiosks. Utilizing this local potential opens up new business opportunities and increases village incomes (Suarthana et al., 2015). Community involvement in tourism-supporting businesses strengthens a sense of ownership of the destination. The predominantly young Pokdarwis (Tourism Group) members bring various innovations to tourism management (Khadijah et al., n.d.). The community is not only a beneficiary but also a key player in driving the local economy sustainably, in line with Chang et al.'s (2012) view of the positive impact of tourism on the well-being and participation of local communities (Chang et al., 2012).

4. CONCLUSION

The Panjaratan Village Tourism Awareness Group (Pokdarwis) plays a strategic role in managing the Panjaratan River Cruise. Pokdarwis not only manages tourism activities but also acts as a key driver of environmental conservation, particularly in protecting the proboscis monkey habitat, the area's primary attraction. Through the management of kelotok (travel boats), tour guides, educational packages, and digital promotions, Pokdarwis is able to encourage active community participation and foster collective awareness of the importance of preserving the environment as a

tourism asset. This role demonstrates that community-based tourism in Panjaratan Village is able to integrate social, cultural, and conservation values sustainably.

Therefore, the implementation of the Pokdarwis (Tourism Group) still faces various obstacles, particularly limited tourism infrastructure and minimal government support in the form of funding and human resource capacity building. These conditions have resulted in suboptimal tourism management. Nevertheless, the Panjaratan River Cruise has significant potential to develop into a leading ecotourism destination in South Kalimantan. The natural beauty of the river, the presence of endemic proboscis monkeys, and the pristine environment are key assets that require planned, collaborative, and sustainable management to provide economic benefits while preserving the environment.

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