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Description of The Function of Ceria Tourism Awareness Group (Pokdarwis) in The Culinary Tourism Area of Banua Anyar

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Abstrak

Pengelolaan kawasan kuliner tentunya tidak terlepas dari keterlibatan masyarakat dan pemerintah setempat. Oleh karena itu, keberadaan kelompok sadar wisata yang dikenal dengan singkatan Pokdarwis merupakan suatu kelompok yang dapat berperan sebagai penguat di bidang kepariwisataan, dengan tujuan dapat membantu pertumbuhan perekonomian masyarakat, serta membuat masyarakat lebih cerdas dan berinovasi dalam bidang pariwisata. Keberadaan Pokdarwis di suatu kawasan kuliner, satu diantaranya terdapat di Kelurahan Banua Anyar. Penelitian ini bertujuan untuk mendeskripsikan fungsi Pokdarwis dalam pengembangkan wisata kuliner di Kelurahan Banua Anyar. Pendekatan kualitatif digunakan dalam penelitian ini dengan metode deskriptif dan data yang didapatkan melalui observasi, wawancara dan dokumentasi. Data yang didapat direduksi, disajikan dalam bentuk narasi yang dilengkapi gambar yang selanjutnya dapat ditarik kesimpulan. Keabsahan data melalui triangulasi waktu, sumber dan teknik. Hasil penelitian menunjukan bahwa fungsi Pokdarwis Ceria dalam mengembangkan wisata kuliner sebagai penggerak dan pemerhati kawasan melalui kegiatan gotong royong dan mempercantik kawasan kuliner. Melalui pencapaian dari fungsi tersebut, diharapkan pokdarwis ceria di Kelurahan Banua Anyar dapat menjadi sarana untuk mengembangakan wisata kuliner di di Kelurahan Banua Anyar. Pengelolaan Pokdarwis yang baik dan berkelanjutan menjadikan sumber pendapatan bagi masyarakat sekitar maupun pemerintah daerah.
Kata Kunci: Fungsi, Pokdarwis dan Wisata Kuliner

Abstract

Culinary area management certainly cannot be separated from the involvement of the community and local government. Therefore, the existence of a tourism awareness group known as the Pokdarwis abbreviation is a group that can act as an amplifier in the tourism sector, with the aim of helping the community's economic growth, as well as making people smarter and innovating in the tourism sector. The existence of Pokdarwis in a culinary area, one of which is in the Banua Anyar Village. This study aims to describe the function of Pokdarwis in developing culinary tourism in Banua Anyar Village. A qualitative approach was used in this study with descriptive methods and data obtained through observation, interviews and documentation. The data obtained is reduced, presented in the form of a narrative equipped with pictures which can then be drawn conclusions. The validity of the data through triangulation of time, sources and techniques. The results showed that the function of Pokdarwis Ceria

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in developing culinary tourism as a driver and observer of the area through mutual cooperation activities and beautifying the culinary area. Through the achievement of this function, it is hoped that the cheerful pokdarwis in the Banua Anyar Village can be a means to develop culinary tourism in the Banua Anyar Village. Good and sustainable Pokdarwis management is a source of income for the surrounding community and local government.
Keywords: Function, Pokdarwis and Culinary Tourism

PRELIMINARY

Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism states that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period (Syarifuddin, 2018). The tourism business as regulated in Law of the Republic of Indonesia Number 10 of 2009, chapter VI, Article 14, 2009, includes, among others: tourist attractions, tourism areas, tourist transportation services, travel services, food and beverage services, accommodation provision, organizing entertainment activities (Kemenpar, 2009).

One of the tourism products is culinary tourism; in the city of Banjarmasin, precisely in Banua Anyar Village, there is a Pokdarwis called Pokdarwis Ceria, but this Pokdarwis activity only focuses on culinary tourism because culinary is one aspect that supports tourism. However, other potentials, such as the nature and culture of an area, are also packaged into one tourist attraction (Jumriani *et al*., 2019). The use of this culinary as part of tourism is more often heard and is known as culinary tourism. Culinary tourism is an activity to fulfill food needs and entertainment (Juliana, 2019). Culinary tourism is part of tourism whose purpose is to attract tourists through the exceptional food of an area as a tourist attraction (Abbas & Jumriani, 2020). This is seen from several tourism potentials that can be sold and support each other, so what is chosen as the central spear is culinary.

Culinary tourism is one of the alternatives in supporting the potential for nature tourism, cultural tourism, and historical tourism. Culinary tourism is part of the existing types of tourism because it is not complete if the tourists do not try the typical cuisine in the area visited by tourists. Culinary tourism has the potential to be developed because tourists who come are usually interested in trying the local specialties. However, Culinary tourism is often considered only a complementary tourism product (Besra, 2015). Local cuisine is appointed for uniqueness and the thick culture contained in the manufacturing process of eating food (Primasari & Siswojo, 2012).

Developing tourism in an area is usually managed by related parties. This Pokdarwis is one of several programs from the Ministry of Tourism to empower local communities in an area (Razzaq *et al*., 2019). Development Human Resources must be the main focus first

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because Human Resources occupy a strategic position (Syaharuddin *et al*., 2019). Therefore, Human Resources must be mobilized effectively and efficiently so that they are expected to have a high-efficiency level. Development in Indonesia does not escape the problems in Human Resources; this developing country has a variety of regions in realizing development, such as what has become the basis of regional income (Jumriani *et al*., 2021).

Human Resource is a fact that requires appropriate management according to the expected target so that it becomes the main factor of development as the goal of development itself (Rivai & Sagala, 2009). Human Resources are ready, willing, and able to contribute to efforts to achieve organizational goals (the people who are ready, willing, and able to contribute to organizational goals) (Syaharuddin *et al*., 2018). The Tourism Awareness Group itself can improve its performance to improve the standard of living of the community and for areas, primarily rural areas. Aspects who live in the Banua Anyar Village are very enthusiastic about improving because of the culinary tourism potential in the area.

The community carries out the development of the area in Banua Anyar Village by creating tourism awareness groups to be a reinforcement in the tourism sector, also helping the community's economic growth, as well as making people more intelligent and innovative in all things to advance Banua Anyar Village itself as well as the development of the tourism sector. The function of Pokdarwis in tourism activities is to act as a conscious tourism driver in the tourist village area and as a partner to the central government and local governments (districts/municipalities) to realize and develop tourism awareness in the region. (Maruto & Huda, 2020). Furthermore, sound and sustainable Pokdarwis management make a better source of economic income for the surrounding community and the government area. With this development, it is hoped that many people will also feel the impact.

Tourism in Banjarmasin, especially in the Banua Anyar Village, cannot be separated from the involvement 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 (Abbas & Jumriani, 2021). Previous research conducted by (Abbas & Jumriani, 2020) identifies the types of culinary available in the culinary area of Banua Anyar. The study results identified that the culinary types in the culinary area of Banua Anyar consisted of staple foods, side dishes, and traditional cakes. These various types of culinary are available at 14 culinary business stands in the Banua Anyar culinary area to support tourism development in Banjarmasin City. In contrast to the research, which focuses on the type of culinary business but has not discussed Pokdarwis, this study aims to describe Pokdarwis regarding the functions and objectives in the culinary tourism area of Banua Anyar.

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The development of Human Resources in the Tourism Awareness Group is needed because the Human Resources in the Banua Anyar Village are still not optimal, so this group is seen by the community as being able to provide benefits and be more innovative in any way for the progress of the Village, especially for the Tourism Awareness Group, it still requires development to Human Resources to produce better programs. Therefore, this study aims to describe the function of Pokdarwis to develop the ability of Human Resources in the tourism sector in Banua Anyar Village, especially regarding culinary tourism.

METHOD

This article's research approach is qualitative research with a descriptive method. This is used to describe the function of Pokdarwis in the culinary tourism area (Afrizal, 2016). Data collection was conducted by observing the Pokdarwis Ceria in Banua Anyar Village. In addition, interviews were conducted with informants, including the Banua Anyar Lurah, Muhammad Saleh, and Pokdarwis management, including M. Husnaini as the head of Pokdarwis Ceria, Syarwani as treasurer of Pokdarwis Ceria, M. Firdaus as a member of Pokdarwis Ceria. Evidence in documentation also complements observation and interview data regarding the function Pokdarwis Ceria in the Culinary Tourism Area.

Table 1. List of Informants

Initials	Age	Profession
MS	57 Years	Head of Banua Anyar
MH	44 years old	Head of Pokdarwis Cheers
S	33 years old	Treasurer of Pokdarwis Cheers
MF	22 years	Ceria Pokdarwis Members

Source: Private (Data Processed 2022)

The data analysis technique used refers to the concept of Miles and Huberman (Sugiyono, 2016), including data reduction following the research objectives, namely Pokdarwis Ceria's efforts in developing culinary tourism by taking data relating to the function of Pokdarwis in Banua Anyar Village. Furthermore, the data obtained are presented in the form of words and are equipped with pictures of Pokdarwis Ceria activities as part of the function in the culinary tourism area (Yusuf, 2016). Furthermore, there is verification or drawing conclusions based on the formulation, so it can be concluded that the Pokdarwis Ceria function is used as a driver and observer of culinary tourism areas (Hardani *et al*., 2020). Triangulation is carried out by checking the validity and consistency of the data to determine the validity and consistency of the data obtained. Triangulation of sources where comparing interviews conducted by informants to other informants, triangulation techniques where researchers check interview data by observing and documenting Pokdarwis Ceria activities, and time

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triangulation, where interviews are conducted with the same person at different times to check whether the answers are the same as the previous interview.

RESULTS AND DISCUSSION

Banua Anyar village has a tourism awareness group called Pokdarwis Ceria. Pokdarwis Ceria is a manifestation of the residents' initiative and concern for the condition of culinary tourism in Banua Anyar Village to improve the residents' economy and tourist visits. Pokdarwis Ceria is an organization fostered directly by the Tourism Office based on the decision of the Banua Anyar Village Head No. 25 of 2021, which was set on 6 April 2021 in Banjarmasin, a certificate of management of Pokdarwis Ceria was issued. The formation of Pokdarwis Ceria is one of several forms of non-formal institutions formed by people who are concerned about developing and improving tourism in Banua Anyar Village. The process of forming this organization in Banua Anyar Village has involved all elements of society, from the planning process to the supervision process; it's just that there are still people who do not understand in-depth about Pokdarwis. The establishment of Pokdarwis is expected to increase the existing tourism potential and make the tourist village in Banua Anyar Village even better in the eyes of tourist visitors. The administrators and members of Pokdarwis Ceria consist of men, women, and youth (Banua Anyar Village, 2021).

Several people from community leaders held a meeting to establish a Pokdarwis organization in Banua Anyar Village, which was called Pokdarwis Ceria. The reason for being named Pokdarwis Ceria is so that its members remain cheerful in any circumstances and conditions; as stated by Mr. Syarwani, said

> *"So the name of this cheerful pokdarwis is to make it clear that the members of the Banua Anyar pokdarwis are cheerful people. The naming of this pokdarwis is also based on deliberation from community leaders who hold meetings. The name "Ceria" is taken so that the members are always cheerful under any circumstances, such as when you don't have money, there are problems at work or things that don't make you feel good, but you have to be cheerful."*

Picture. 1 Pokdarwis Secretariat

Source: Personal Documentation (Photo taken, December 29, 2021)

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The location of Pokdarwis Ceria is located in Banua Anyar Village, East Banjarmasin District. The Secretariat of Pokdarwis Ceria is located on Jl. Banua Anyar RT. The distance taken from the city of Banjarmasin is approximately 2 kilometers. Pokdarwis Ceria's vision is to be creative, have achievement, knowledge, and noble character, while Pokdarwis Ceria's mission is to realize Banua Anyar, one vision, one goal, to build and organize advanced tourist destinations. The Pokdarwis management consists of Trustees, Advisors, Leaders, Secretariat, Members, and sections, including Security and Order, Cleanliness and Beauty, Tourist Attractions and Memories, Public Relations and Human Resource Development, Business Development.

The purpose of the formation of Pokdarwis Ceria is the initiative and concern of the residents towards the condition of culinary tourism in Banua Anyar Village. Based on interviews with Pokdarwis management, the condition of culinary tourism every yearSaturdays, Sundays, or national holidays, the culinary area is always crowded with visitors from outside the area. Therefore, it creates road congestion, so people have the idea of preventing the congestion with the existence of Pokdarwis and trying to improve the local economy. This is in line with establishing Pokdarwis based on the Guidebook(Pokdarwis, 2012). namely, there are public awareness around tourism destinations or tourist attraction locations so that they can act as good hosts for the development of tourism and have an awareness of the opportunities and benefits that can be developed from tourism activities to improve the community's economic welfare.

Establishing Pokdarwis is based on the manual (Pokdarwis, 2012), namely building and fostering positive attitudes and support from the community as hosts through the realization of Sapta Pesona values for the growth and development of tourism in the region. This aligns with the Ceria Tourism Awareness Group (Pokdarwis), namely Creative, Creative, Accomplished, Knowledgeable, and Has Noble Morals. At the same time, the Ceria Tourism Awareness Group (Pokdarwis) Ceria Mission is the realization of Banua Anyar, one vision and one goal of building and managing advanced tourist destinations.

The function of Pokdarwis Ceria in Banua Anyar Village is like a driving force; observers who are aware of tourism in tourist destinations, especially culinary tourism, and become partners of the local government to realize and develop tourism awareness in the culinary tourism area of Banua Anyar. This is in line with the establishment of Pokdarwis, which is expected to increase the existing tourism potential and make the tourist village in Banua Anyar Village even better in the eyes of tourist visitors Pokdarwis Ceria as a conscious tourism driver, seeks to increase tourist visits.

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Pokdarwis conducts tourism development based on local potential and creativity owned by each Village or region; in this case, Pokdarwis Ceria develops in culinary tourism areas (Abbas *et al*., 2019). Culinary tourism is part of tourism whose purpose is to attract tourists through the exceptional food of an area as a tourist attraction (Abbas & Jumriani, 2020). This is in line with the flagship program of the Banua Anyar Village community, where there is a Culinary Tourism Area based on the Banua Anyar Village Head Decree Number 11. of 2020, in which culinary tourism is an alternative in supporting the potential for nature tourism, cultural tourism, historical tourism, and tourism. Nautical.

Pokdarwis Ceria, in carrying out its function, is to develop a culinary tourism area, namely through cooperation and beautifying the area with a treehouse. The Ceria Pokdarwis cooperation activities around the food stalls are carried out only once a month without a fixed schedule, only to clean the environment of the culinary tourism area so that cleanliness is maintained so that there is an equal sense of ownership in the community because they were both clean and care for each other in the environment. Cooperation is carried out around the culinary tourism area of Banua Anyar Village as a form of activity to support regional development. Likewise, the community around the culinary tourism area must cooperate in every activity. The existence of a treehouse was made to instill awareness and concern for the people of Banua Anyar towards the cleanliness of the beauty of the river to realize the Banjarmasin Bungas river program can be fulfilled; the Pokdarwis organization is also collaborating with the Environmental Service of South Kalimantan Province. This treehouse is expected to provide a sense of awareness and concern for the people of Banua Anyar towards the beauty of the river.

CONCLUSION

The Pokdarwis Ceria embody the residents' initiative and concern for the condition of culinary tourism in Banua Anyar Village to improve the residents' economy and tourist visits. The naming of the Pokdarwis Ceria is because all Pokdarwis administrators and members remain cheerful under any circumstances and conditions. Pokdarwis Ceria conducts tourism development, especially culinary tourism by designing various plans to increase tourist visits. The function of Pokdarwis Ceria in the development of culinary tourism first is as an initiator of cooperation in the culinary tourism area. Second, beautify the area by making tree houses. The tree house are expected to provide awareness and sensitivity to the community and people who visit Banua Anyar.

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