

Identification of The Process for Establishing Tourism Awareness Group (Pokdarwis) Kampung Banjar

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Abstrak

Perkembangan pariwisata merupakan sektor industri terbesar sekaligus yang dapat memberikan kontribusi besar terhadap perekonomian. Meskipun demikian, masih terdapat obyek wisata yang mengalami penurunan karena permasalahan pengelolaan. Atas dasar hal tersebut, pemerintah berdasarkan Peraturan Menteri Kebudayaan Dan Pariwisata Tentang Sadar Wisata NO. PM.04/UM.001/MKP/2008 menetapkan program pembentukan Kelompok Sadar Wisata (Pokdarwis) untuk membantu menjaga dan mengelola obyek wisata lokal di masing-masing daerah. Penelitian ini bertujuan untuk mengidentifikasi proses terbentuknya Pokdarwis di Kampung Sasirangan Kelurahan Sungai Jingah. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Analisis data menggunakan reduksi data, penyajian data, dan verifikasi data. Uji keabsahan data menggunakan triangulasi dan perpanjangan pengamatan. Hasil penelitian dideskripsikan bahwa Pokdarwis di Kampung Sasirangan Kelurahan Sungai Jingah dibentuk pada tanggal 1 Oktober 2017 yang diberi nama Pokdarwis Kampung Banjar. Keberadaan Pokdarwis Kampung Banjar diharapkan dapat meningkatkan kepedulian masyarakat di sekitar destinasi pariwisata atau lokasi daya tarik wisata agar dapat berperan sebagai tuan rumah yang baik bagi berkembangnya kepariwisataan, serta memiliki kesadaran akan peluang dan nilai manfaat yang dapat dikembangkan dari kegiatan pariwisata untuk meningkatkan kesejahteraan ekonomi masyarakat.

Kata Kunci: Pokdarwis, Pariwisata dan Banjarmasin.

Abstract

The development of tourism is the largest industrial sector at the same time that can make a significant contribution to the economy. However, tourism objects are still experiencing a decline due to management problems. On this basis, the government, based on the Regulation of the Minister of Culture and Tourism concerning Tourism Awareness NO. PM.04/UM.001/MKP/2008 establishes a program for forming Tourism Awareness Groups (Pokdarwis) to help maintain and manage local tourism objects in each region. Pokdarwis is an institution at the community level. Its members consist of tourism actors who have concern and responsibility and act as a driving force in supporting the growth and development of tourism and utilizing it for the community's welfare. This study aims to identify the process of forming Pokdarwis in Sasirangan Village, Sungai Jingah Village. This study uses

a qualitative approach with a descriptive method—data collection techniques in interviews, observation, and documentation. Data analysis uses data reduction, data presentation, and data verification. Test the validity of the data using triangulation and extended observations. The study results described Pokdarwis in Sasirangan Village, Sungai Jingah Village, was formed on 1 October 2017 and named Pokdarwis Kampung Banjar. The existence of Pokdarwis Kampung Banjar is expected to increase 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 value of benefits that can be developed from tourism activities to improve the economic welfare of the community.

Keywords: Pokdarwis, Tourism and Banjarmasin.

PRELIMINARY

Tourists are expected to be the fastest and most appropriate source of economic growth for supporting national development because tourism is not only a desire and need (Rahmawati, 2020). Moreover, the development of tourism is the largest industrial sector at the same time that can make a significant contribution to the economy, both for the country and the region. Following Ministerial Regulation Country Republic of Indonesia Number 29 of 2015 about The Strategic Plan of the Ministry of Tourism Year 2015-2019 any contribution to the real tourism sector already given strategic position in various policies development, especially the Indonesian state which has tourism assets that need to be strengthened and preserved as a support for the country's economy (Nurmayasari, 2017).

Tourism that develops in an area reflects the thick cultural elements in the Sungai Jingah Village community. The existence of a nation is realized through the excavation of local wisdom in every region of this country (Subiyakto & Mutiani, 2019). The development of local tourism is experiencing quite a significant change. It can be seen from the number of tours offered that are increasingly diverse from culinary tourism, religious tourism, and cultural tourism. This can boost the number of tourists visiting. Local wisdom develops from the ability of local communities to adapt to their environment (Abbas, 2015; Putri *et al.*, 2021).

Pokdarwis is a self-help and self-help group that grows from, by, and for the community and aims to improve regional tourism development and succeed in national tourism development (Nurwahyuni, 2019). The driving factor in the successful development of Sasirangan Tourism Village, Sungai Jingah Village, is the existence of Pokdarwis, which is a local institution responsible for managing the local tourism village. Pokdarwis has an organizational structure consisting of daily administrators, namely the chairman, secretary, treasurer, and section heads. Its members are none other than the people of Sungai Jingah Village.

Based on the law that spearheaded the establishment of Pokdarwis, namely (1) Law Number 10 of 2009 concerning Tourism (State Gazette of the Republic of Indonesia of 2009 Number 11, Supplement to the State Gazette Number 4966) (2) Presidential Instruction of the

Republic of Indonesia Number 16 of 2005 concerning Policy Development of Culture and Tourism (3) Regulation of the Minister of Culture and Tourism Number PM. 07/HK.001/MKP-2007 concerning the second amendment to the Minister of Culture and Tourism Number PM Regulation. 17/HK.001/MKP-2005 concerning Organization and Work Procedure of the Ministry of Culture and Tourism (4) Regulation of the Minister of Culture and Tourism No. PM.04/UM.001/MKP/08 regarding Tourism Awareness. Minister of Culture and Tourism Regulation no. 11 PM 17/PR.001/MKP/2010 concerning the Strategic Plan of the Ministry of Culture and Tourism for 2010-2014 (Rahim, 2012).

Pokdarwis has a real influence in supporting the development of Sasirangan Village tourism in Sungai Jingah Village. The existence of Pokdarwis and increasing the quality and quantity of Sasirangan Village tourism can attract tourists' attention. The role played by Pokdarwis usually brings out certain actors who have a dominant role compared to other actors. This can happen considering that Pokdarwis has a different division of tasks for each task in planning, implementing, and managing all tourism development programs (Putra, 2013).

The existence of a division of tasks in Pokdarwis provides its benefits. The community members can also be involved and contribute to creating and maintaining the existence of culture through local tourism. Community participation of Pokdarwis members is expected to foster a sense of responsibility for the progress of Sasirangan village tourism in the future. In addition to Pokdarwis, which plays a role in developing the potential of Sasirangan village tourism objects, the role of the surrounding community is also beneficial, coupled with the role of the community in lifting the wisdom of the community itself, which can be an attraction for tourists (Nurwahyuni, 2019).

Research on Pokdarwis has been carried out (Rosyidin, 2014) under the title Community Empowerment through the Establishment of Pokdarwis Tourism Awareness Groups and Joint Business Groups with the Tulungrejo Village Community in the Tourism Industry in Batu City. The study results describe that the formation of Pokdarwis is for the welfare of the community's economy through the development of tourism in Batu City because the policy to develop tourism only benefits investors. Meanwhile, poverty still occurs in Batu City.

In contrast to this research, this research focuses on the formation of Pokdarwis in Kampung Banjar, which contributes to creating and maintaining the existence of culture through local tourism. Community participation in Pokdarwis members is expected to foster a sense of responsibility for tourism progress in Sungai Jingah Village, Banjarmasin City. Besides Pokdarwis, who plays a role in developing potential tourist attractions in the village of

Sasirangan, the role of the surrounding community is also beneficial to increase the wisdom of the community itself able to attract tourists (Nurwahyuni, 2019). This study aims to identify the process of forming Pokdarwis in Sasirangan Village, Sungai Jingah Village.

METHOD

This study uses a qualitative approach with a descriptive method. This study aimed to identify the process of forming Pokdarwis in Sasirangan Village, Sungai Jingah Village. Data collection techniques were carried out utilizing observation in Sungai Jingah and Kampung Sasirangan, interviews with the village head of Sungai Jingah and the head of the pokdarwis, and documentation in the form of recordings and pictures. Various data collection techniques are carried out in research activities to obtain relevant data. This research was carried out in Sasirangan Village, Sungai Jingah Village, North Banjarmasin District, Banjarmasin City, South Kalimantan. The research was carried out for one month, from 2 December 2021 to 23 December 2021.

Table 1. Pokdarwis Kampung Banjar Sungai Jingah

No	Name	Age	Position
1	J	56 years old	Head of Jingah River Village
2	MR	38 years old	Head of Pokdarwis

Source: Personal (Data processed 2021)

The data analysis technique used refers to the concept of Miles and Huberman (Sugiono, 2015), including data reduction following the research objectives, namely identifying the process of forming Pokdarwis. Furthermore, there are verification or conclusions based on the formulation of the problem to conclude forming Pokdarwis to maintain and manage tourism.

RESULTS AND DISCUSSION

Sungai Jingah Village is one of the villages in the District of North Banjarmasin, which is on the outskirts of Banjarmasin; it is a residential area that has existed since the Dutch colonial era which was formerly known as "Afdelling Sungai Jingah" or a coconut plantation area which includes several villages, namely Kampung Kenanga, Parodan Village, Sungai Andai Village and Sungai Jingah Village (Kampung Sungai Jingah, 2021).

Sungai Jingah village itself is taken from the name of a tributary of the Martapura river, which was once overgrown with Jingah trees. After independence, Sungai Jingah Village was still a traditional village that stretched along the Martapura river from the Kuin river (East Small Antasan) to the mouth of the Awang river (Jingah River Village, 2021). However, along with the rapid development of the City of Banjarmasin, starting with the development of SD-

SD Inpres around 1975-1976, followed by the construction of a shortcut from Kampung Kenanga to Jalan Masjid, which is now Jalan Jahri Saleh and became the forerunner of Jalan Translucent SMA 5 or now called Jalan Sultan Adam, made the Jingah River no longer an isolated area (Jingah River Village, 2021).

Sungai Jingah Village is one of the villages in the District of North Banjarmasin, which is located in the Watershed (DAS); in general, the area is in the form of swamp and river areas which are lowlands, namely 0.5 m below sea level with a slope of 0 - 2% and an average rainfall of 2000 – 3000 mm per year with daily temperatures between 25°C – 35°C. Sungai Jingah Village consists of 28 Rukun Tetangga (RT) and 2 Rukun Warga (RW) with an area of ± 450 Ha (Kelurahan Sungai Jingah). 2021).

Picture 1. Sasirangan Village Area



Source: Personal Documentation (Photo taken 4 December 2021)

Sungai Jingah Village has various tourist destinations, including the Sasirangan Village Tour. Sasirangan village in Sungai Jingah Village is located on Rt. 5, RT.6, and RT.17. Sasirangan is a traditional cloth of the Banjar tribe in South Kalimantan used by nobles in ancient times in therapeutic activities. Sasirangan comes from the word "sa," which means one, and "sirang," which means "jelujur," which means tied or sewn by hand and pulled the thread. Activities and habits that reflect local culture have been grown and maintained until they are passed on to the next generation and grandchildren (Syaharuddin *et al.*, 2019).

The word sasirangan is taken from making the sasirangan cloth itself, namely by basting, then the basting is knotted and dipped for the coloring process. (Merdayanty, 2020). Forming a village sasirangan is to develop the community's economic potential in a rural area through soft loans, partnership programs, and community development assistance to support local economic activities (Jumriani, 2018, 2021)

Sasirangan Village Tourism is a tourist destination that is already well-known in the city of Banjarmasin and various regions. The Sasirangan Sungai Jingah village has indeed

become the center of the fast-growing Sasirangan fabric wholesaler in South Kalimantan, which has attracted the attention of the City Government, thus encouraging the Sungai Jingah sub-district to form Pokdarwis as a new tourist attraction with a focus on sasirangan as a unique and economic improvement for residents.

The formation of Pokdarwis on the Jingah River is an invitation by the Banjarmasin City Tourism Office to the village head of Sungai Jingah, who wants to convey related to the Banjarmasin Mayor's program which plans the management of tourist destinations in Banjarmasin to be more developed and can also help improve the economy of residents, including in Sungai Jingah Village has a variety of tourist destinations including the old village of Banjar house, wasaka museum, Mawarung Baimbai, Sasirangan village, and an exciting animal park that has the potential to improve the economy of the surrounding community. However, no one has managed these tourist attractions to make them more developed, so Pokdarwis was formed by the Village Head of Sungai Jingah and the people of Sungai Jingah by holding a meeting to negotiate the formation of Pokdarwis. Until the village head and the community agreed to form a Pokdarwis, set in October 2017. The Sungai Jingah Village formed two Pokdarwis, namely the Kampung Banjar Pokdarwis to manage Sasirangan village tourism and the Wasaka Baiman Pokdarwis to manage the Waja Sampai Kaputing (Wasaka) Museum. However, this study only discusses Pokdarwis in Kampung Banjar. Sungai Jingah Village formed two Pokdarwis, namely the Kampung Banjar Pokdarwis to manage Sasirangan village tourism and the Wasaka Baiman Pokdarwis to manage the Waja Sampai Kaputing (Wasaka) Museum. However, this study only discusses Pokdarwis in Kampung Banjar. Sungai Jingah Village formed two Pokdarwis, namely the Kampung Banjar Pokdarwis to manage Sasirangan village tourism and the Wasaka Baiman Pokdarwis to manage the Waja Sampai Kaputing (Wasaka) Museum. However, this study only discusses Pokdarwis in Kampung Banjar.

The number of members of the Pokdarwis in the Banjar village is 17 members, with eight men and nine women who are people around the Jingah River who come from various RTs in Sungai Jingah Village. The establishment of the Sungai Jingah Pokdarwis aims to create new tourist destinations and promote and assist government programs in the Banjar Sungai Jingah village to visit and give an impression to tourists Sungai Jingah Village. Based on the results of the interview as said by J (56), the Village Head of Sungai Jingah, said that:

"There are many places in Sungai Jingah village, but there is still no one who manages them. Because of the existing program from the government in which each region must have Pokdarwis, we want to form Pokdarwis in Sungai Jingah Village. But before it was formed, we first went for a comparative study to Jogja with the Tourism Office to

see the pokdarwis there. After returning from Jogja, they formed the so-called Pokdarwis. There are two Pokdarwis Sungai Jingah, namely Pokdarwis Kampung Banjar Sungai Jingah and Pokdarwis Wasaka Baiman in October 2017. With the Pokdarwis members from the public around the Jingah river here."

From the interview data submitted by MR (38) as the Chair of the Jingah River Pokdarwis, he said that:

"Before the formation of the pokdarwis, initially, there was an invitation to the Sungai Jingah village head from the Tourism Office who conveyed the government's program regarding tourism awareness groups' existence pokdarwis in every kelurahan in Banjarmasin City to help maintain and manage tourism. After that, a comparative study was carried out. As a result, a Pokdarwis was formed in Sungai Jingah Village in October 2017 with 17 members with eight men and nine women who are communities around the Jingah river".

The formation of Pokdarwis is based on (Pokdarwis, 2012), namely that there is community 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 welfare. Community economy. The purpose of establishing Pokdarwis based (2012) is to build and foster 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. Sapta Pesona is a condition that is realized to attract tourists to visit a specific area or region in the State of Indonesia. Sapta Pesona consists of seven elements, namely safe, orderly,

The general requirements for Pokdarwis membership are voluntary, people who live around tourist attraction locations and are concerned about tourism, and total members of each Pokdarwis, at least 15 people. Pokdarwis administrators do not get a salary because before they became administrators, they were advisors Pokdarwis namely the Lurah explaining the duties and responsibilities of the management on a volunteer basis.

Table 2. Pokdarwis Kampung Banjar Sungai Jingah

No	Name	Position
1	MR	Chairman
2	RW	Deputy Chair
3	RJS	Secretary
4	NB	Treasurer
5	A	Section of Cleanliness and Beauty
6	SM	Section Cleanliness and Beauty
7	EY	Public Relations and HR Development Section
8	M	Public Relations and HR Development Section
9	J	Section of Public Relations and Human Resources Development
10	A	Section of Order and Security
11	ME	Section of Order and Security

12	MF	Section of Order and Security
13	RW	Section of Tourist Attractions and Memories
14	B	Section of Tourist Attractions and Memories
15	EV	Business Development Section
16	MI	Business Development Section
17	M	Business Development Section

Source: Primary Data (2022)

Pokdarwis in the village of Banjar Sungai Jingah certainly has a vision and mission to run an organization as a form of business to improve tourism development in Sungai Jingah Village. The vision of Pokdarwis Kampung Banjar is "Introducing one of the cultural heritages in Kampung Banjar Sungai Jingah such as Banjar traditional houses, sasirangan cloth and banjar culinary to all corners of the world". While the mission of Pokdarwis Kampung Banjar is (1) Preserving and developing local cultural heritage, which is competitive. (2) Increase the productivity of human resources and provide jobs for the surrounding community. (3) Becoming the village of Banjar Sungai Jingah, a destination for both local and foreign tourists.

Following the Pokdarwis Guidebook published by the Ministry of Tourism and Creative Economy in 2012, the relationship and coordination of the Pokdarwis management are carried out intensively and translated into a systematic organizational structure for each party can know the job descriptions and authorities of each healthy. As a result, the organizational structure of Sungai Jingah Pokdarwis consists of a supervisor, advisor to the chairman, vice-chairman, secretary, treasurer, and sections of Pokdarwis, namely the cleanliness and beauty section, the public relations and human resource development section, the order and security section, the tourist attraction and memories section, and the business development section.

CONCLUSION

The process of forming the Pokdarwis in Kampung Banjar Sungai Jingah is related to the Banjarmasin Mayor Program, which plans the management of tourist destinations in Banjarmasin to be more developed and can also help improve the economy of residents, including Kampung Sasirangan, Sungai Jingah Village. Based on the socialization delivered by the tourism office, the village head of Sungai Jingah and the surrounding community began holding meetings to negotiate. Until the Pokdarwis of Kampung Banjar Sungai Jingah was formed in October 2017. It aims to create new tourist destinations and promote and assist government programs in Kampung Banjar Sungai Jingah so that tourists can visit and can give an impression of Sungai Jingah Village.

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