

IMPLICATIONS OF AMAHUSU TOURISM VILLAGE, IN NUSANIWE DISTRICT, AMBON CITY

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Abstract

Currently, the tourism sector is a push factor in increasing regional income in Maluku, especially Ambon city besides fisheries. The natural and cultural potential possessed by Ambon City as a Maritime City and Local Culture, provides a special charm for the city government in developing existing potential as part of a tourism development destination. The community's role in realizing the development of a tourist village in Amahusu is not yet optimal, so this PKM is carried out to provide socialization to the community in increasing understanding and more optimal preparation in supporting the development of the Amahusu tourist village. The method applied to the community is socialization, pre-test, and post-test. The results obtained show an enthusiastic attitude from the participants in participating in socialization activities. This attitude shows a good response from the community to obtain additional knowledge, and capture interest. Collaboration with academics in supporting the development of more optimal tourist villages to attract tourist visits

Keywords: Amahusu Village, Tourism Village, Tourism Awareness Group.

INTRODUCTION

The Pemda of Ambon City in the 2020-2025 RPJP has established several strategies for increasing the number of tourist visits to Ambon City to increase PAD and the people's economy. The potential and diversity of attractions in Maluku, especially Ambon City, is a Push Factor in increasing the number of tourist visits. Optimizing the role of villages through empowering their potential promises great opportunities to make villages independent and strong. The role of the village through empowering and developing its potential promises great opportunities to make the village independent and strong. The implication of realizing sustainable tourism is to create a climate of empowerment and development of usage for local communities through the development of tourist villages (Dewi, Fandeli, & Baiquni, 2013). A tourist village is a rural area that has a variety of potential tourist attractions, then this potential attraction must be packaged so that a tourist destination is available that can be sold with its value that will attract visits to come and enjoy it. In recent years, tourism villages based on agro-tourism, tourism villages based on local culture and arts, nature-based tourism villages, and traditional rituals have developed.

Amahusu Village is one of the Traditional Villages in Ambon City, which is located in the Nusaniwe District. Amahusu Village is starting to package its village potential to become

a tourism village based on nature and local arts. The people of Amahusu Village collaborated with the Department of Forestry, University of Pattimura to collaborate in the field of non-forest products and ecotourism. in the initial moment of realizing collaboration in the field of empowerment for rural communities. in the socialization which was carried out in early March 2022, the forestry department team provided some of the material that was presented according to requests from the community itself based on the needs currently being experienced by the community.

The existing condition of the Amahusu community, when PKM was carried out was that an art center had been established based on the traditional musical instruments of the Maluku people, namely the flute and tifa, where these two tools became media for artistic development for youth in the age category, elementary school children aged 10 years - 18-year-old teenager. Apart from that, the Amahusu Village tourism awareness group already has culinary products in the form of local fruit-flavored drinks, namely the results of community gardens which are made into fruit-based drinks. Apart from that, the development of dance and music studios developed by the village to facilitate the interests and talents of children in the village, as well as to prepare attractions for the development of tourist villages. Also in supporting the development of this tourist village, the studio manager prepares land for flute and drum raw materials, with the aim that there will be a direct introduction to the types of raw materials for visitors who are curious and familiar with the types of trees from which flute and drum musical instruments are made. to be in a music and dance group. Apart from that, to support the provision of flute and tifa raw materials, the community has prepared a 3 ha area of land, which is set aside for planting raw materials for these two musical instruments. The development of tourism villages based on local arts and agro-tourism is the goal of opening tourist destinations in Amahusu village and preparing tourist objects for local music enthusiasts and agrotourism.

By looking at the potential that exists in the village, as well as the form of community involvement in preparing various things to support the development of the Amahusu Tourism Village Destination, through the PKM Program the Department of Forestry takes responsibility for providing socialization with the title of developing a tourism village in supporting community empowerment and increasing community creative businesses.

IMPLEMENTATION METHOD

This community service activity is located in Amahusu Village, Ambon City. The activity was carried out for 2 days. Participants involved as many as 17 people. PKM participants were selected by purposive sampling, in which participants were native residents of Amahusu village, aged 20-60 years, involved as a tourism awareness team/group.

Activity Stages

1. For the presentation of the material, PKM participants were first contacted by a team of presenters from the Faculty of Agriculture, majoring in forestry, to examine the problems being experienced by these community groups. After knowing what the obstacles were in developing the management of the tourism village, we, as a team of resource persons, held a meeting to determine what material was most appropriate, and in what form it would be presented.

2. In determining the socialization model, a pre-test and post-test were also carried out to determine the initial capabilities of the Amahusu community regarding the role of the community in managing a tourist village; what is a tourist village, elements in a tourist village, important actors in the management of a tourist village, and the challenges and constraints faced in managing a tourist village
3. The time and place are adjusted to our activities from the Department of Forestry, and also the time agreed with the activities of the Amahusu Village community itself.
4. Implementation of activities carried out in 2 days, where day 1, focused on activities in the field related to activities on the land for planting mahogany wood as a raw material for flute and drum musical instruments, and the second day continued with socialization about seedlings plant propagation through cuttings, and tourist village.
5. The pre-test is carried out by distributing questions in the form of multiple choice to 17 socialization participants and given time to answer for 15 -20 minutes
6. After that, it was followed by socialization by presenting it through PPT.
7. There is a discussion round that is opened for participants to ask various things that are still not/understandable regarding what has just been socialized
8. After that, proceed with the post-test.

RESULTS AND DISCUSSION

The Natural and Cultural Potential of Amahusu Village

The development of the Amahusu Tourism Village is carried out by adopting the principles of community empowerment. Important actors in the management and development of tourist villages are the Village Government, in this case, the king, customary institutions, and tourism awareness groups (POKDARWIS). The potential attraction that has been carried out by the community and tourism-conscious groups is more focused on natural and cultural potential, the natural potential that is the main attraction is beauty and activities on the beach, while culture, Amahusu village carries the theme of local tifa and flute arts). These two musical instruments are types of local musical instruments that are starting to be developed again among young people in the millennial era local culture has values that are no less interesting and have their regional cultural meaning compared to modern culture. Because this culture grows and develops according to regional characteristics, and is not the result of adopting foreign cultures. Apart from that, the Amahusu tourist village offers visitors the to see and enjoy the daily life of its people by staying in homestays prepared by the community to see the daily activities of its people. Activities that highlight the natural and cultural charm and the daily activities of village communities are characteristic of tourist villages. A similar opinion was expressed by Masitah (2019) that the activities and products of tourist village attractions are not just having fun by seeing and enjoying nature, but contain a deeper meaning through traveling to a place. villages, by getting to know the people more deeply with all their activities.

Art activities carried out by the Booratan studio which brings together young people from the village of Amahusu have a routine activity agenda, namely playing music and dancing using tifa and flute music. In addition, the village of Amahusu opened a dance and music studio, where the activities of the studio itself not only train teenagers and young people on how to play and perform with musical instruments but at the same time make and design these musical

instruments using the raw materials available in Amahusu village. This art group has an agenda of activities starting from exercises and performances that will be presented to visitors. For natural potential, Amahusu village is known as a village with beautiful beaches. The view of the beach with white sand and bluish water adds to the cool natural atmosphere when you are on the beach. The Amahusu Village Community in the development of a Tourism Village still needs to be equipped with many things. However, the main thing that has become a strength in development is that this development is very much supported by the village community as well as the king and traditional institutions. The entire village community hopes that the development of a tourist village can be realized, so that the potential of the village can be used as an object of tourist attraction for those interested in tourism, but still maintains the quality of local culture and community customs that have been passed down from the time of the ancestors.

The Existence of Amahusu Village Tourism Awareness Group

The Tourism Awareness Group (POKDARWIS) of Amahusu Village, was formed in 2020 with the aim that this group can be a source of ideas and creativity and can act as a driving force in realizing more optimal and beneficial management for empowering village communities. Pratomo (2016): Rupini (2018): Sandiasa (2019); Syari and Fawa'id (2022), state that a tourism awareness group (Pokdarwis) is an organization that is formed in the community and has actors in the tourism sector who play a role and are jointly responsible for creating a conducive climate for the growth and development of tourism and community welfare. around. Putrawan and Ardana (2019), stated that Pokdarwis is an important stakeholder formed in a community environment with the main role of developing and managing the potential of natural and cultural assets owned by an area to become a tourist destination with high selling power.



Figure 1. The socialization process for community groups in Amahusu Village

POKDARWIS Amahusu Village in its performance so far has shown various forms of efforts and participation through mapping potential natural and cultural tourist attractions, preparing tourist attractions in the form of local arts based on typical Maluku musical instruments, and carrying out promotions. The form of promotion that is being carried out is still focused on social media promotion via WhatsApp, Facebook, and Instagram. Meanwhile,

the culinary tourism business, which is developed by culinary groups, develops local types of food and beverages as souvenir products for visitors when visiting villages. Even though the potential management is directed at realizing a tourist village, in reality, the community still does not fully understand tourism villages.

The socialization also explained tourism villages to all existing participants, the active role of the community in planning, management, and development, establishing partnerships with other tourist villages, so that they can form tour packages, and involve all elements of society in planning (city government, related agencies, academics, NGOs, and the private sector) besides that through socialization it is also hoped to be able to garner support and cooperation from all elements of society to be willing and actively involved in realizing the development of village potential so that it is of higher quality in developing potential with unique characteristics possessed by the village so that through village development Tourism will create prosperity for the village community.

Forms of Capacity Building and Skills of the Amahusu Community

As an effort so that management can run optimally, it also requires the readiness of human resources, which need to be prepared so that they have understanding and creativity in carrying out development. The form of increasing the skills and creativity of the people of Amahusu Village is carried out through socialization by a team of academics from the Department of Forestry Unpatti, Amahusu Village also often participates in training sponsored by the City Tourism office, a form of training that has been attended by the community, especially tourism awareness groups, is the implementation of the program *Sapta Pesona* in the management and development of tourist villages. Efforts to create a safe, clean, peaceful, and orderly village are visible in the village environment. When the activity was carried out in the village for two days, it was also seen that there was the involvement of various elements of the community to be present and receive the socialization material provided. In addition to the training program from the City Tourism Office, there are also training activities in the form of local guide training. In this training program, high school-level children who are seriously trained can use English very well in welcoming guests, as well as being the MC at events held using both English and Indonesian. Efforts to improve capabilities and skills that are carried out have the aim of teaching the community to continue to prepare themselves optimally and also the potential that exists in the village in realizing a tourism village that has high marketability and competitiveness.

CONCLUSION

PKM activities have a positive impact on the community because they can open insight and creativity in realizing the development of Tourism Villages. PKM has a positive impact because it can provide sustainable solutions to improve the management of natural and cultural potential in the village as an object of attraction in attracting visitors to the village. The percentage of the results of community service activities through the pre-test and post-test showed that there was a change in the mindset of the community around 88%. Community service activities still need to be carried out to increase knowledge for the community, and for the whole community to continue exploring the various potentials that exist in the village with

its uniqueness and naturalness so that the selling points from the management and development of the Amahusu Tourism Village will be realized.

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