

INCREASING THE ROLE OF POKDARWIS IN HUTUMURI COUNTRY, SOUTH LEITIMUR DISTRICT, AMBON CITY

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Abstract

Community-based tourism development has become the best alternative in tourism management at the local level. Hutumuri Country is one of the customary countries in Ambon City that has the potential to develop community-based tourism. This PKM has the aim of increasing POKDARWIS's understanding of Objects and attractions, 4A, SAPTA PESONA, sustainable tourism, tourism villages, CHSE (Cleanliness, Healthy, Safety, Environment sustainability), and the realization of the role of POKDARWIS through Community-based tourism management in Hutumuri Country optimally and sustainably. The methods used are lecture and discussion methods, until PKM all pokdarwis members, and hutumuri state officials. The results of PKM showed a good and enthusiastic response from POKDARWIS in accepting PKM activities, the hasl was also seen from the pre-test results which only 10% understood and the post-test results showed a value of 100% understanding.

Keywords: POKDARWISs, Hutumuri Country, Ambon City

INTRODUCTION

Maluku is not only known as a small island area but also one of the provinces that has many islands (Maahuri et al., 2023). Because of the position of Maluku as an area of many islands, most people live around the beach and make the beach an alternative land to find daily necessities to support family life. Hutumuri Country is one of the customary countries on the island of Ambon, Maluku Province. Astronomically, Hutumuri Country is located at 3°41'47" S -128°17'11" E, and its geographical location is bordered to the west by Rutong Country, to the east by Paso Country, to the north by Batu Merah Country and Halong Country and the southern part is bordered by the Banda Sea. Administratively, Hutumuri State is included in the administrative area of the Ambon City government. Through the Regional Regulation of Ambon City Number 2 of 2006 concerning the Establishment of South Leitimur District and Teluk Ambon District, Hutumuri Country which was previously in the administrative area of Teluk Ambon Baguala District in bloom and merged with 7 (seven) other countries became part of the administrative area of the South Leitimur District government with the center of government located in Leahari Country. (Hutumuri Country Profile.2021 in Efruan et al.,2022).

Community-based tourism development has become the best alternative in tourism management at the local level. Hutumuri Country is one of the customary countries in Ambon

City that has the potential to develop community-based tourism. *The term Community-Based Tourism* emerged in the 1990s (Putra, 2015). More precisely, in 1995, the Indonesian Ministry of Tourism introduced the term Community-Based Tourism to the audience so this term is increasingly famous until 2017 this type of tourism is claimed to be one of the catalysts for Indonesia's development. The concept of community-based tourism has several times been defined as a type of tourism that prioritizes local community control in the management and development of a tourist destination (Denman 2001; Son 2015). In the concept of community-based tourism, the community around tourist destinations is the main actor in driving tourism in their area by developing the potential of natural, and cultural attractions. Social and environmental (Prabawati: 2013). Based on this definition, there are at least two keywords attached to the concept of community-based tourism, namely community empowerment and community participation.

Empowerment in community-based tourism is a process activity that is not only to increase the opportunities for underdeveloped people in developing the economy (Sunaryo, 2013). However, (Priyono, 1996 in Theresia, 2015) states that empowerment is a process of providing stimulus in the form of training to citizens to become better, motivated, encouraged, empowered, and have the ability and awareness to determine their life goals. The relationship between community-based tourism and empowerment lies in the awareness of the community to rise and try to manage all aspects owned by the community as social capital along with the natural and cultural potential possessed in the development of tourism of a tourist destination.

PKM majoring in forestry Forest Management Study Program tries to establish kinship with the Hutumuri Community in supporting the needs of the Community by providing training in the form of socialization, especially the Hutumuri Community which has been formed since June 2023 to become a tourism awareness group (POKDARWIS) of Hutumuri country in providing understanding and ability to assess the potential attractiveness of natural and cultural objects and how to prepare quality tourist destinations for development future attractions. This PKM has a purpose

1. There is an increased understanding of POKDARWIS about Objects and attractions, 4A, SAPTA PECHARMA, sustainable tourism, tourism villages, CHSE (Cleanliness, Healthy, Safety, Environment sustainability)
2. The realization of the role of POKDARWIS through Community-based tourism management in Hutumuri Country in an optimal and sustainable manner

RESEARCH METHODS

The method of implementing PKM activities in Hutumuri State is applied in the form of lectures, and questions and answers, then continued with FGD. The implementation of this service is carried out in three stages, namely the preparation stage, the training stage, and the evaluation stage. The partners of this service are POKDARWIS, state government officials, and the community. The number of participants was 30 (thirty people), with a ratio of 20 people being POKDARWIS, 10 people from state officials and the community. The ages of participants ranged from 30 to 55 years. The implementation of PKM is carried out at the State Office.

In the preparation stage, the preparation of Pre-test and Post Test questions is carried out. Pre-test and post-test questions have the same number of questions and questions. The questions prepared are direct questions in the form of questions and yes and no answers about the basic concepts in the management of tourist destinations that must be understood by the management of tourist destinations followed by the stages of implementation, and evaluation. The Evaluation stage is intended to be able to find out changes in the understanding of PKM participants before socialization is given and after socialization is given whether there are changes in PKM participants. And done by giving a Post-test.

RESULTS AND DISCUSSION

Preparatory stage

The implementation of PKM with the theme DEVELOPMENT OF HUTUMURI COUNTRY AS A LOCAL AND SUSTAINABLE COMMUNITY-BASED TOURISM VILLAGE IN SOUTH LEITIMUR SUB-DISTRICT OF AMBON CITY was carried out in collaboration with the forestry department, Pattimura University, and Hutumuri State. The challenge faced is the presence of PKM participants, with various activities, the activity hours are shifted by about 45 minutes. As well as the number that was initially informed as many as 30 participants, could not attend PKM activities with this number because there was busy life that could not be left, so participants from POKDARWIS were only 7 people, and 10 people from state and community officials. The preparation stage is carried out with two activities, namely making questions and PPT materials (Figure 1).

DAFTAR PERTANYAAN	
Judul PKM : PENINGKATAN PERAN POKDARWIS DALAM PENGEMBANGAN POTENSI DESA WISATA DI NEGERI HUTUMURI KECAMATAN LEITIMUR SELATAN	
I. Jati Diri Responden	
1. Nama	:
2. Jenis kelamin	:
3. Pekerjaan	:
4. Umur	:
5. Pendidikan	:
6. Status Perkawinan	:
7. Jumlah anggota keluarga	:
Sesi Pre-Test	
1.	Apakah saudara/i tahu tentang konsep desa wisata? (a. tahu b. pernah dengar c. belum tahu dan belum pernah dengar)
2.	Apakah saudara/i tahu tentang prinsip pengembangan desa wisata? (a. tahu b. tidak tahu c. tahu tapi belum paham)
3.	Apakah saudara/i tahu tentang konsep desa wisata berkelanjutan? (a. tahu b. belum tahu)
4.	Apakah saudara/i tahu tentang konsep 4A? (a. tahu b. tidak tahu)
5.	Apakah saudara/i tahu tentang kelompok sadar wisata (POKDARWIS)? (a. tahu b. belum tahu)
6.	Apakah saudara/i tahu tentang peran dan tanggung jawab PENTING POKDARWIS? (a. tahu b. belum tahu)
7.	Apakah saudara/i tahu tentang SAPTA PESONA? (a. tahu b. belum tahu)
8.	Apakah saudara/i tahu tentang kolaboratif Manajemen (a. tahu b. belum tahu)
9.	Apakah saudara/i tahu tentang branding objek wisata? (a. tahu b. tidak tahu)
10.	Apakah saudara/i tahu tentang CHSE (Cleanliness, Healthy, Safety, Environment sustainability) (a. tahu b. belum tahu)

Figure 1. Form of Pres test and Post Test PKM Hutumuri questions

Execution Levels

The PKM Implementation Stage was presented in the form of a lecture by the team leader, to PKM participants. The socialization is given first in the Pre-test question section to the participants so that the PKM team can find out the depth of understanding of the PKM participants before the socialization process is carried out. Filling in the Pre-test questions is done for 10 minutes, and then continued with socialization.



Figure 2. Implementation of PKM Team Socialization with Participants

Ppt material is adjusted to the basic needs of village equipment requests related to the role and capacity of POKDARWIS. In the interview of the PKM Team of the Forest Management Study Program with the Hutumuri State Secretary, it was known that the Hutumuri State POKDARWIS had been formed, it was intended that the Hutumuri State Potential development plan could be developed as a Tourism Village area, to develop a quality Tourism Village, of course, it must also be supported by the readiness of POKDARWIS who have understanding and creative ideas sourced from the community in realizing the concept of tourist destinations that contemporary and quality, for that it needs to be supported by the readiness of the Team in understanding the concept of tourism science.



Figure 2. Matri PPT

The implementation of PKM in supporting the readiness of the team is presented in the form of lectures, and the material given is made in the form of a Powerpoint (Figure 2) where every explanation is observed by all PKM participants, but occasionally an opportunity is given for participants to give a response to what is conveyed by PKM resource persons, so that the knowledge transfer process can be more absorbed because of what is felt and that has been experienced in the planning process of potential attractiveness while done by POKDARWIS can be clearly understood. From the results of interviews conducted by researchers, it can be stated that in this stage the real manifestation of the role of Pokdarwis in the form of thoughts, material contributions, and forms of involvement has been seen starting from the planning stage

of object development, where the initial idea of POKDARWIS that natural objects and agrotourism will be a *point of interest* for the development of Hutumuri tourism village. The idea will later be developed through the preparation of natural spot facilities to support the attractiveness of the village landscape and view as part of attracting teenagers and youth-level visitors who have the attraction of tourist villages.

Hutumuri Beach is also the target of objects to be developed with the motivation of special interest visits, and fishing. According to the participants' narratives, Hutumuri Beach has a variety of marine life that can attract special interest in the hobby of fishing in the sea. Enthusiasts with fishing hobbies can channel their talents in natural objects that have been made spots in supporting anglers to come and channel their hobbies to Hutumuri tourist attractions. This idea is the initial concept that will be carried out by POKDARWIS Hutumuri which will later be realized in planning the development of Tourism Villages. A similar opinion was expressed (Widiyana & Sulistyani, 2018) that the real manifestation of the role of Pokdarwis can be seen through the contribution of thought and energy in realizing the development of facilities and creating object conditions through the concept of charm.

In developing objects of attraction, there needs to be government support, support from the State Government in supporting and realizing the idea, seen through the support of cooperation that has been carried out by Hutumuri State by inviting the Ambon City Tourism Office, to provide training and socialization for POKDARWIS in supporting roles and responsibilities as managers. while the role of the government of this country is also clearly seen by inviting the PKM team of the Department of Forestry of Unpatti Forest Management Study Program to participate in deepening the capacity and concept of science in supporting the progress of the work of POKDARWIS Hutumuri.

Based on the results of the Pre-test of the participants, it can be seen that most participants do not understand the basic concepts of Objects and attractions, 4A, SAPTA PECHARMA, sustainable tourism, tourism villages, CHSE (Cleanliness, health, Safety, Environment sustainability). The results of this pre-test are a reference for the PKM Team to be actively involved in supporting the role of POKDARWIS in the future as a target village.

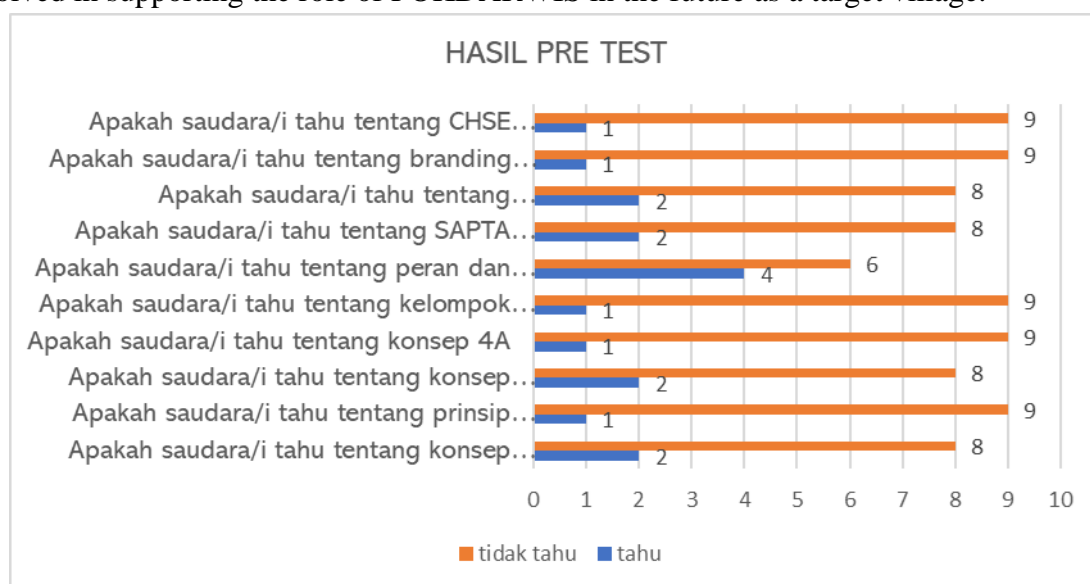


Figure 3. Results of Understanding PKM Participants Before Socialization

Based on the Pre-Test Results in Figure 3, it can be seen that most of these basic concepts have not been understood by PKM participants, this certainly needs to be the attention of all stakeholders, to support the implementation of continuous and periodic training to the POKDARWIS Team. Initial knowledge is capital in creating one's roles and responsibilities to be able to support the performance of the management of an activity to be carried out. During the presentation of the material, all participants tried to understand what was presented by the resource person, and there was a positive response shown by participants by asking critical questions related to the preparation plan for the Hutumuri State tourist attraction. As a form of understanding of PKM participants, we tried to make FGDs in planning development by making maps of Hutumuri State Attraction Objects, where the POKDARWIS Team began to carry out object themes and plan quality and unique objects to be packaged later in the development of Hutumuri Tourism Village.



Figure 4. The POKDARWIS Team conducts Thematic Planning and Attraction Object Maps

In the implementation of this PKM, we also provide opportunities for participants to make object maps, the results of this PKM can be seen through the existence of an Object Map Plan based on 4A readiness (attractions, amenities, accessibility, and ancillary), where POKDARWIS understands, that if natural and cultural objects that become selling points to be developed must also be supported by readiness of amenities, accessibility and ancillary. POKDARWIS also understands that the readiness of objects requires cooperation with stakeholders, in addition to exploring community interest in supporting cultural attractions, must be accompanied by supporting facilities so that the potential to be developed can create interest in revisits to objects. The results of the post-test gave a very good response because there was a change in understanding from the participants which was realized by the results of the post-test which 100% understood the basic concepts of tourism as a basis in supporting the understanding of participants in supporting the role of POKDARWIS in the future.

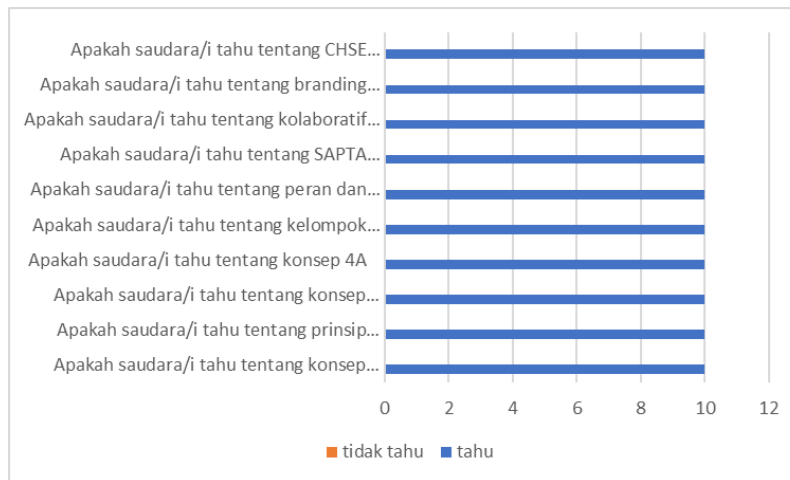


Figure 5. Understanding of PKM Participants After Socialization

CONCLUSION

Through PKM activities in Hutumuri Country, it can be concluded that

1. POKDARWIS responds very well to PKM activities.
2. There is a change in understanding from those who do not understand to understand (100%)
3. More intentional assistance is needed in preparing reliable and qualified POKDARWIS cadres to support the performance of management and development of tourism village potential that has more selling value in attracting visits to Hutumuri Country.

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