

DEVELOPMENT OF CIBUNTU BABAKAN TOFU VILLAGE TOURIST DESTINATIONS BASED ON COMMUNITY EMPOWERMENT THROUGH TOURISM AWARENESS TRAINING AND GUIDING ENGLISH

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Abstract

Babakan Village in Bandung City most of the people are craftsmen, processors, and sellers of tofu typical of Bandung City, namely Cibuntu Tofu. This uniqueness is utilized by the community by forming a Tourism Village as a means of education for tourists related to tofu. Currently, the tourist village has begun to be visited by many tourists and even several times foreign tourists come. The results of field observations found various problems in the tourism village, namely the application of *sapta pesona* as a manifestation of a tourism-aware community, the lack of guidance and communication techniques that are still lacking, and the English language skills are still limited. With these various problems, it is the basis for organizing this Community Service activity to be able to overcome some of these problems. Through this community service activity, training was held on tourism awareness, guidance, and basic English guidance. It is hoped that this training can improve the ability of local resources, especially *pokdarwis* members who serve as guides, and become a spur for the community to be able to carry out *sapta pesona* as a manifestation of the Tourism Aware community. This training activity is carried out by theoretical knowledge transfer methods and training is carried out by simulating practice and evaluation using quizzes. This training activity was attended by 15 *pokdarwis* members who were representatives of the youth, entrepreneurs now, community leaders, and PKK mothers. From the results of a survey conducted to training participants, it was revealed that all the material presented was very interesting and useful for improving skills so that it was easy to apply in guiding activities. Suggestions from participants are expected to hold other trainings so that their tourism knowledge and abilities will increase in the context of developing tourism villages in terms of human resources.

Keywords: Guidance, Tourism Village, Tahu Cibuntu.

INTRODUCTION

In tourism management, several sectors participate and are directly involved in tourism management activities, including the Government which functions as a facilitator, the private sector whose function is as an investor and the community functions as an implementer of activities related to tourism management (Sunaryo, 2013: 217). Based on this explanation, the

role of the community in tourism management is very large and needs to be balanced with the role of the government and the private sector.

By the community empowerment model in tourism development efforts, efforts must be directed at the following things (Sunaryo 2013: 219):

- 1) Increasing the capacity, role, and initiatives of the tourism development community.
- 2) Improving the position and quality of community involvement/participation.
- 3) Increasing the value of positive benefits of tourism development for the economic welfare of the community.
- 4) Increasing the ability of the community to travel

In addition, community-based tourism or *Community-Based Tourism* is closely related to the certainty of active participation from the local community in the development of existing tourism. Community participation in tourism consists of two perspectives, namely community participation in the decision-making process and participation related to the distribution of benefits received by the community from tourism development. Therefore, there are three main principles in the community-based tourism development planning strategy (Sunaryo, 2013: 140), namely:

1. Involve community members in decision-making.
2. There is certainty that local communities receive benefits from tourism activities
3. Tourism education for local communities

One form of community-based tourism development is with a tourist village or tourist village. A tourism village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure where there is a group of tourists who can live close to the traditional environment to learn about the life of the community (Manuela, 2012). One of the tourist villages in the city of Bandung is Kampung Wisata Tahu Cibuntu Babakan.

Kampung Wisata Tahu Cibuntu Babakan is located in the area of Babakan Ciparay District, Bandung City, West Java Province. The use of the term Tourism Village refers to Bandung Mayor Regulation Number 1454 of 2018 concerning Tourism Village Development Guidelines. A tourist village is defined as an area in an urban area with a certain area and has the potential for unique tourist attractions with its community that can create a combination of various tourist attractions and supporting facilities to attract tourist visits.

Cibuntu Babakan tofu tourism village is located in Babakan Village, Babakan Ciparay District, Bandung City. This village is located on the Main Line of West Java Province and adjacent to the Pasir Koja toll gate. This area is one of the most densely populated areas in the city of Bandung.

Based on the results of direct observations and interviews with the local community, Babakan Village has several potentials that can be developed. The potential is spread across several RWs. On Jalan Aki Padma, there are many Cibuntu tofu factories and various other types of tofu such as silk tofu, white tofu, cheese tofu, whine tofu, and so on. Where some of them produce for 24 hours. Some of these factories use traditional and modern methods, from burning using firewood to using gas, from using manuals to using machine assistance all in Babakan Village. Some MSMEs also sell a lot of processed tofu foods, from goring tofu to

various snacks from tofu. These factories can be a means of learning also for the general public. It can be said that the tourism potential in Babakan Ciparay District can be developed into food processing education tourism, especially Cibuntu tofu.

This development is, of course, inseparable from the support and cooperation of academics, businesses, communities, government, and state media incorporated in the Penta helix concept (Regulation of the Minister of Tourism of the Republic of Indonesia number 14 of 2016). Support from various elements is expected to succeed the government's agenda in the development of community-based tourism. For this reason, a tourism-aware community is needed often called the Tourism Awareness Group (Pokdarwis). However, in its development efforts, there are still several obstacles, both technical and non-technical.

Active community participation is needed as the spearhead as well as implementing tourism. Therefore, it is the village community that must first be addressed to strengthen the bargaining power and competitiveness of tourism villages as a superior product of domestic tourism (Noor, 2019).

This service activity is carried out in several stages including preparation, implementation, and mentoring. There are three training programs in this service, namely:

- a. Introduction and strengthening of the Tourism Awareness Movement and implementation of charm septa in tourism villages for the surrounding community including PKK mothers, coral cadets, RTs, and RWs;
- b. Guiding Techniques
- c. English guidance

This activity has targets: first, the application of septa pesona as a tourism awareness implementation, increasing understanding related to guidance and the importance of the role of tour guides, and increasing knowledge of English in guiding so that in the future it can be a provision to follow the certification of guiding competencies and can increase tourist interest in visiting and increase the income of the local community. As revealed by Suwena (2017) tourism activities are activities that directly touch and involve the community, thus bringing various impacts to the local community.

In addition, the purpose of this training is a form of support for the Main Work Indicators launched by the government, namely through off-campus lecturer activities (lecturer service tridharma) and also involving two students majoring in travel business so that students get off-campus experience. It is hoped that with this activity students can develop themselves and add a varied learning experience so that they can equip students with skills that have selling points and provide benefits to society.

IMPLEMENTATION METHOD

This service activity uses the method of transferring knowledge in theory and training carried out with practice, where the stages are as follows:

Diagram 1 Mentoring methods



Source: Author's Preparations 2023

This activity includes several stages carried out. The first stage is the activity planning stage. In this stage, the activities carried out are field observations related to the current conditions of tourism activities in the Tofu Tourism Village. In addition, we conduct interviews with related parties. Starting with an interview with Kelurahan who is the manager of the area, then with community leaders such as the head of the RW, some businessmen know, and of course with the pokdarwis management. We collect as much data as possible related to problems that occur in the field and then the data is grouped and analyzed and tried to offer solutions to these problems. Then we agreed to cooperate and complete the necessary administration and licensing. In the cooperation talks, a schedule for mentoring activities was also determined. In determining the schedule, it is also discussed who and how many will be participants in the agreed training activities. The PKM team then compiles modules and presentation materials as training materials that will be distributed to participants.

After all preparations were made, training activities as part of mentoring were carried out by bringing in competent resource persons by the mutually agreed theme. This training was attended by 15 participants consisting of guides who were representatives of cadets, PKK mothers, tofu business actors, and MSMEs as well as Postaris Members. The training was held for a full day from morning to late evening with theoretical delivery activities, several video tutorials, group discussions, and hands-on practical activities.

After completing the activity, evaluation activities were carried out related to the implementation of mentoring activities, assessment of training results, and proposals for further activities that can be carried out for further coaching and mentoring activities so that the continuity of the program can be carried out properly. The following is a table of accompanying activities carried out.

Table of Schedule of Mentoring Activities

SCHEDULE OF MENTORING ACTIVITIES							
No	Event Name	Moon					
		7	8	9	10	11	12
1	Event Planning	v					
2	Implementation of Activities		v	v			
3	Mentoring			v	v	v	
4	Evaluation				v		
5	Reports and Publications						v

Source: Processed Author 2023

RESULTS AND DISCUSSION

This guide-related material is interesting material for participants, especially with this training opening participants' insights on how to guide well as the provision of vocabulary and delivery of material in English so that when one day facing foreign guests there is no panic and ready to guide the guest. The participants were very enthusiastic about participating in training activities, even though some participants did not have higher education backgrounds, especially in the field of tourism but had a high willingness to develop their abilities. Therefore, the delivery of material is carried out in sequence equipped with examples from daily life, and the opportunity given to conduct discussions and questions and answers by the speaker (Djamarah & Zein, 2006), to be able to provide a clear picture to the participants.

Image of material delivery



Source: Author's documentation 2023

Participants began by reopening insights related to tourism awareness by applying tourism elements, namely Sapta Pesona as the basis for tourism development. Sapta pesona which consists of elements of security, order, cleanliness, coolness, beauty, hospitality, and memories, is not just a slogan but must become a culture and even become a local kerifan that is very inherent in everyday life. Furthermore, material related to tour guiding techniques, which explains how to be a good tour guide, interpretation techniques, speech techniques to ethics related to guidance. In addition to delivery related to theory, participants are given questions and tasks that must be discussed together and compiled guiding materials in tourist villages and practice the results of the tasks done. Similarly, the English guidance material is well delivered and acceptable to all participants and the participants practice it well.

As part of the evaluation stage, before the training activity, the participants were asked to fill out an initial test to see the extent of the participant's abilities and as initial data for indicators of the results of the training activities. From this data, a figure of 39% accuracy in filling out pretest questions was obtained. As stated in the following table:

Pretest results table

Name	Value
Game Started On	Mon 28 Aug 2023,09.00 AM
Game Type	Live Quiz
Participants	15
Total Attempts	15
Class Accuracy	39%
Game Ends On	Mon 28 Aug 2023,09:38 AM

Source: Quizizz Processed Data 2023

From the table, it can be concluded that before starting training activities, the ability of participants is still minimal related to the material to be delivered. So that the material to be delivered is indeed needed by the participants.

After the end of the training, participants were again given a posttest to get indicators of changes in training results. From the data obtained, it shows that 71% of participants answered questions accurately as stated in the following table:

Post test results table

Name	Value
Game Started On	Mon 28 Aug 2023,04:16 PM
Game Type	Live Quiz
Participants	15
Total Attempts	15
Class Accuracy	71%
Game Ends On	Mon 28 Aug 2023,04:26 PM

Source: Quizizz Processed Data 2023

From these data, it can be concluded that there has been a fairly good increase in participants in terms of knowledge and ability thanks to the training activities. Participants on average experienced an increase of 2x from the pretest results. So it can be interpreted that this training activity can be said to be successful and acceptable to the trainees.

In addition to the pretest and posttest, participants were also asked to fill out a survey to be able to assess several indicators in the training, namely training materials, resource persons, and usefulness. From these three indicators, data related to the assessment of training materials using a scale of 1-5 were obtained where: value 1 was interpreted as not good, value 2 meant

not good, value 3 meant enough, value 4 meant good and value 5 meant very good.

The results of the training activity survey are as follows:

Indicator	Valuation					Total	Average
	1	2	3	4	5		
Training Materials	0	0	0	0	15	75	5
Narasumber	0	0	0	0	15	75	5
Usefulness	0	0	0	0	15	75	5
Total Average							5

Source: author's processed data 2023

From the table, it can be concluded that all participant indicators gave a number 5 assessment which shows that the number is the best which shows that all indicators are given a very good rating. So that the training in terms of training material is by needs, can be easily understood and the material can be mastered properly. In terms of resource persons, mastery of material and delivery of material is very good so that the material can be accepted and easily applied so that participants feel satisfied with the speakers. Meanwhile, from the indicators of usefulness, all training tools are very suitable for the needs and are very useful for increasing the knowledge and ability of the training participants.

CONCLUSION

The results of providing guidance training materials in this tourist village can increase understanding for participants to be able to apply leadership well. Here participants can apply training materials by being able to practice training materials well so that they can apply all the material that has been delivered when providing services to guests who come.

From the pretest and posttest results, it was also seen that there was a significant increase in participants' knowledge and skills. In addition, it was also revealed through a survey that the material presented, the resource persons involved had been given a very good assessment and the usefulness of the training material and mentoring activities were very useful and very by existing needs. As suggestions and inputs for further activities, more training and ongoing assistance can be given so that all aspects of weaknesses and shortcomings owned in this Tourism Village can be overcome properly.

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