

## UTILIZATION OF ART, CULTURE, AND TECHNOLOGY IN THE DEVELOPMENT OF TOURIST VILLAGES THROUGH POKDARWIS

Rita Inderawati <sup>1\*</sup>, Ardi Saputra <sup>2</sup>, Yin Yin Septiani <sup>3</sup>, Deria Sepdwiko <sup>4</sup>

<sup>1,2,3</sup> Universitas Sriwijaya

Jl. Raya Palembang – Prabumulih KM.32 Indralaya, Ogan Ilir 30662, Indonesia

E-Mail: [rita\\_inderawati@fkip.unsri.ac.id](mailto:rita_inderawati@fkip.unsri.ac.id)

<sup>4</sup> Universitas PGRI Palembang

Jl. Jenderal A. Yani, Lr. Gotong Royong 9/10 Ulu, Palembang, Indonesia

### Abstract

Abstract. Purwosari Village gained recognition with the Embung Puri Idaman tourist attraction, the only tourist village in East Ogan Komering Ulu Regency. Managed by the Pokdarwis (Tourism Awareness Group), formed in 2022, the site is now facing challenges, including a decrease in the number of visitors. The causes include limited tourism creativity and innovation, economic capital, suboptimal marketing, and low community cohesion. To overcome this, online cultural arts and marketing training programs were held to boost Pokdarwis creativity, attract more visitors, and provide educational value for tourists. This training used the Asset Based Community Development (ABCD) approach and involved 40 participants, including Pokdarwis members, village officials, children, and village residents. The material provided includes training on the mini *saron* musical instrument, the *bancakan weton* procession, tourism management, and social media marketing. The results showed an increase in participants' knowledge from 11.5% to 75.5%, as well as an increase in creativity from those who only relied on nature and facilities as tourist attractions, now being able to play mini *saron* and understand the *bancakan weton* cultural procession. Interviews revealed that participants gained new motivation to promote local arts and culture, aiming to increase recognition and provide economic value for the village community.

**Keywords:** Training, Arts and Culture, Tourist Villages

### INTRODUCTION

Purwosari Village, located in the Belitang II District of Ogan Komering Ulu Timur Regency, South Sumatra, has gained recognition due to the emergence of the Embung Puri Idaman tourist attraction, making it the only tourist village in Ogan Komering Ulu Timur. On March 1, 2022, Purwosari Village was officially designated as a tourist village by the Regent of Ogan Komering Ulu Timur. The Embung Puri Idaman tourist attraction is centered around a reservoir that naturally functions as a water catchment area. However, with the collaborative efforts of the local community to maximize its potential, the reservoir has been transformed into a tourist site featuring amenities such as swimming pools, water play areas, relaxation spots, and culinary attractions. In the same year, to support the sustainability of the Embung

Puri Idaman tourist village, a local tourism awareness group (Pokdarwis) called Pokdarwis Puri Idaman was formed through a village head's decision, following community deliberations.

Pokdarwis is expected to innovate and be creative in developing Embung Puri Idaman as a tourist village. With the ability to recognize and seize opportunities, Pokdarwis can make a significant impact on the sustainability of the village's tourism. Purwosari Village has substantial potential. First, from a demographic standpoint, the population of Ogan Komering Ulu Timur Regency in 2021 was 653,062, with 42,137 residing in Belitang II District, making it the fifth most populous district out of 20 in the regency. This large population presents a considerable target market for local tourism. Moreover, there are few competitors in the tourism sector within Belitang II District and even at the regency level, providing a significant opportunity for Purwosari Village to attract local tourists.

In addition, Purwosari Village holds substantial social and natural potential. The village has received donations of 1,000 fruit and aesthetic plant seedlings, which Pokdarwis can utilize to enhance the village's tourism development. The village is also home to bamboo weavers and has thriving fishing and agricultural businesses. However, Pokdarwis and the village have been primarily focused on expanding recreational facilities, infrastructure, and amenities rather than introducing innovations or creative new attractions. Visitors mainly come during weekends, holidays, and school breaks, with peak visits occurring on national holidays or during the year-end. However, based on visitor data, there has been a significant decline in tourist numbers. The highest number of visitors was recorded in January (467 visitors during New Year's), while the lowest was in November (only 26 visitors). This indicates that tourism in Embung Puri Idaman is seasonal and not consistently active throughout the year.

According to discussions with Pokdarwis, several factors contribute to the decline in visitors. First, there is a lack of creativity and innovation in the attractions offered, compounded by limited financial resources. Currently, tourism development relies heavily on village development funds, which are not fully allocated to tourism but are distributed across various village projects. Second, the marketing strategy is inadequate, as it primarily relies on word-of-mouth, with limited digital marketing efforts. As of now, there is no dedicated team for comprehensive digital marketing. Lastly, there is a lack of collective community support, as some residents perceive Embung Puri Idaman as a village government-owned enterprise, which hinders broader participation.

Given these issues, the proposed solution involves providing training on cultural creativity as an innovative new tourist attraction, along with online marketing strategies. These efforts aim to enhance Pokdarwis' creativity, increase tourist numbers, and provide educational value to visitors. In the long term, this will help Pokdarwis become more independent in generating new innovations and improve the village's revenue through sustainable tourism.

## **IMPLEMENTATION METHOD**

This community service program was conducted in Purwosari Village, Ogan Komering Ulu Timur Regency, South Sumatra Province, over the course of one month, in August 2024. The primary targets of this program are the Puri Idaman Tourism Awareness Group (Pokdarwis) and children residing in Purwosari Village. The empowerment method used in this activity is Asset-Based Community Development (ABCD), an approach that focuses on utilizing local potential as the primary strength for community development (Maulana, 2019). In this context, Pokdarwis Puri Idaman plays a key role as the community responsible for developing the village's tourism sector. The stages of this empowerment method are:

a. **Strength Identification**

The initial phase of this community service activity involves identifying the existence and sustainability of the Puri Idaman Tourism Awareness Group (Pokdarwis). This phase includes a preliminary study comprising direct field observations and in-depth interviews with various relevant parties. The objective of this stage is to obtain a comprehensive understanding of the potential and resources in Purwosari Village, including natural, cultural, and social aspects. This identification is crucial for determining strategic steps in developing sustainable village tourism.

b. **Strength Mapping**

After completing the identification process, it was found that Purwosari Tourism Village possesses several significant strengths. Naturally, the village has potential in the form of a reservoir or small dam that can be developed as a natural tourism attraction. Additionally, the village community is known for its creativity, as evidenced by groups producing handicrafts, such as bamboo products and handmade bags initiated by the PKK women's group. On the social side, the strength lies in the synergy and strong cooperation between the village community and the village government, which is an essential asset in developing the tourism sector in the area.

c. **Community Economic Analysis**

Economically, the Pokdarwis community and most of the Purwosari Village residents rely on agriculture and plantations, particularly rubber plantations, as their main source of livelihood. This reflects the community's dependence on the agricultural system, which is characteristic of transmigration areas like Purwosari Village. Although this sector remains the economic backbone, there is potential to develop alternative sources of livelihood through tourism, which can provide additional income for the village community.

d. **Action Plan**

To concretely advance the tourism potential of Purwosari Village, this community service program will implement two main interventions. First, training and mentoring in the production of arts and culture. The proposing team, along with expert speakers, will provide training on traditional music performances and the implementation of the Javanese traditional *bancakan weton* ceremony, which can be used as attractions for tourists. Second, the focus will be on tourism marketing through online media. The village community will be trained to create and manage accounts on social media platforms such as Instagram and TikTok, enabling more effective tourism promotion and reaching a

wider audience.

e. **Monitoring and Evaluation**

The final stage of this community service program is monitoring and evaluation to measure the impact of the activities carried out. This process includes assessing the changes that occur in the field, both in terms of community skills and the growth of the tourism sector. The evaluation will also record any challenges encountered and identify other needs that may arise during the program, which can serve as a basis for improvements in future program implementation.

The evaluation method in this activity was carried out through three approaches. First, a questionnaire was used to measure participants' knowledge before and after the training through pre-tests and post-tests. The questionnaire covers four aspects of knowledge: playing musical instruments, understanding the *bancakan weton* tradition, knowledge of tourism management, and understanding of online marketing. Second, interviews were used to gather more in-depth information about participants' experiences and understanding during the training. Third, a practical exam was conducted in the form of an art performance by the participants as part of the evaluation of the skills they had acquired during the training.

## **RESULTS AND DISCUSSION**

The community service program implemented in Purwosari Village aimed to empower the local community through a range of activities, including awareness sessions, providing financial assistance, and skill training. This program was designed based on an analysis of the village's needs, which indicated a necessity to improve the capacity and self-reliance of the community so they can become more empowered. The series of activities began with preparation and registration phases. Following that, various important speeches were given, starting with the Chairperson of the Community Service Program (PKM), who explained the objectives and expectations of the activities, followed by the Head of Purwosari Village. Additionally, the handover of technological innovation tools to the community was also part of the event, with the hope that these tools would help enhance the community's productivity and quality of life. This moment was captured in a group photo session between the organizers, the community, and the village representatives as a symbol of synergy among the involved parties. The event continued with a collective prayer to ensure smooth proceedings throughout the day. During the break, participants completed a pretest to assess their initial understanding of the materials that would be presented.

### **Socialization and Handover of Equipment**

The community service activities officially commenced with an opening ceremony at the Puri Idaman Reservoir in Purwosari Village, Ogan Komering Ulu Timur Regency. The event was attended by several key figures, including Mr. Muhammad Taufik, the Head of Purwosari Village. Participants in this event included members of the Puri Idaman Tourism Awareness Group (Pokdarwis), children, and other local villagers. During this occasion, a general socialization session was held to provide a comprehensive overview of the series of

community service activities conducted by the PKM team.

This program was funded by the Ministry of Education, Culture, Research, and Technology. One of the main focuses of the program was the preservation and development of the village's cultural heritage through innovations that could strengthen the potential of the village as a tourism destination. These innovations were realized through two main activities: providing knowledge and skills training, and providing financial assistance in the form of art equipment. After the socialization session, the event continued with the handover of art and production equipment, which is expected to bring direct benefits to the community by supporting cultural preservation and the development of the creative economy in the village, as seen in Figure 1 and Figure 2.



**Figure 1. Socialization Session**



**Figure 2. Musical Instrument Handover**

Figure 1 depicts the Community Service Program (PKM) team explaining that this program is supported by the Ministry of Education, Culture, Research, and Technology. The main focus is on preserving and developing cultural heritage to strengthen the village's potential as a tourist destination. Meanwhile, Figure 2 captures the moment when the team hands over traditional musical instruments, specifically a mini *saron*, to village representatives. This instrument is expected to play a role in preserving the village's traditional arts and serve as a future tourism attraction.

### **Cultural Arts Training and Marketing**

Art is an inseparable part of community life and plays a crucial role in various aspects of social, cultural, and economic life (Tindaon, 2012). One prominent form of art is music, which plays a central role in preserving cultural values and creating space for creative expression. To engage the younger generation, various art training sessions were held, one of which focused on mini *saron* music training aimed at introducing and teaching traditional musical instrument skills.

This training program was conducted under the direct guidance of experts with specialized skills and deep experience in traditional music. One of the key figures involved in this training was Mr. Suwandi, the head of the Mudhoraharjo art studio, known for its contributions to preserving traditional music arts in the Belitang region. The training aims to introduce and develop children's interest in local music arts from an early age.

Additionally, the program included presentations on tourism management, cultural potential as a village asset, and online marketing strategies. Topics covered included: reasons

for tourism, tourism cycles, data on tourism growth, the essence of tourism, tourism principles, community-based tourism, cultural tourism, sustainable tourism, culture as a village potential, the theory of *bancakan weton*, marketing strategies, examples of social media as a tool for online marketing, and guidelines for creating social media accounts.



**Figure 3.**  
**Process of Mini Saron Music Training**



**Figure 4.**  
**Presentation on Tourism Management and Online Marketing**

Figure 3 shows the training process for the mini saron musical instrument conducted by the resource person with participants at the Embung Puri Idaman pavilion. Participants practice through several stages, starting with learning about musical notes. Second, an explanation of how to use the mini saron. Third, the trainer demonstrates how to play the mini saron. Fourth, the application of the musical instrument is practiced repeatedly until participants memorize it. Fifth, the trainer will provide detailed corrections on the use of the musical instrument by checking each participant individually. Furthermore, Figure 4 illustrates the presentation of material on tourism management and marketing through online media.

### **Training on the Weton Bancakan Process**

*Weton bancakan* is a tradition in Javanese culture that involves a ritual of thanksgiving to commemorate a person's birthday or weton. In this tradition, the community celebrates and prays for the safety and blessings of the birthday person. Each individual has a weton calculated based on their birth date in the Javanese calendar, known as the lunar calendar. This tradition illustrates the importance of the relationship between individuals and time and nature in Javanese culture. The *weton bancakan* tradition is not merely a celebration; it also serves as a form of respect for an individual's existence within society. In Javanese cultural views, each individual has a unique role and responsibility. Therefore, celebrating *weton* is regarded as an acknowledgment of a person's life journey. According to Koentjaraningrat (1994), local traditions often function as tools to strengthen cultural identity within the community.

During the training on the *weton bancakan* process, Mr. Suwandi explained that this process consists of two main stages: a communal prayer and a communal meal. The prayer is led by a religious leader and demonstrated by Mr. Suwandi using the Javanese Krama Inggil language. After that, participants sit cross-legged in a circular formation to eat together. The

weton bancakan includes various types of offerings, such as Nasi Tumpeng, Inkung Ayam, Bubur 7 Warna, Jajanan Pasar, 7 Types of Vegetables, Chicken Eggs, Gudangan, Polo-Poloan, Kembang Setaman, Coins, and The Tubruk or coffee.



**Gambar 5. Proses pelatihan prosesi bancakan weton**

### **Product Marketing Training**

The final training conducted by the service team focused on marketing Embung Puri Idaman and the products provided there. This training included creating online marketing media with the aim of introducing cultural heritage to the broader community. The participants involved were a group of teenagers, as they are already familiar with online media usage and considered suitable for receiving this material. The activities took place at the Embung Puri Idaman pavilion, where participants received explanations regarding digital marketing strategies. After the explanations, participants engaged in hands-on practice using their mobile devices. Therefore, they are expected to apply the knowledge gained to promote Embung Puri Idaman and its products through digital platforms. The marketing media taught included *Instagram and TikTok*.



**Figure 6. Instagram Account of Embung Puri Idaman**



**Figure 7. TikTok Account of Embung Puri Idaman**

Figures 6 & 7 show the online marketing media resulting from the training that will be used for wide-reaching promotion. The use of Instagram has the advantage of sharing visual content in the form of photos and short videos, which is essential for highlighting the natural beauty and cultural activities at Embung Puri Idaman. According to Smith (2020), engaging visual content has a higher appeal and is more effective in influencing consumer decisions compared to regular text. Instagram provides various features, such as stories, feeds, and reels, that can be utilized to showcase the uniqueness and beauty of Embung Puri Idaman in both images and videos. Meanwhile, TikTok allows for more creative and viral content through short videos. TikTok is known for its algorithm that facilitates the rapid spread of content, thus providing a significant opportunity for videos related to Embung Puri Idaman to gain wide exposure. The short yet interactive video format enables the audience to enjoy information in a lighter and more entertaining manner, which can, in turn, stimulate interest in visiting the location.

Both platforms support marketing efforts by leveraging the immense power of online communities, where users can like, share, and comment on content, creating a viral effect that can enhance public awareness of Embung Puri Idaman. Additionally, the paid advertising features available on both platforms provide opportunities for managers to target a more specific audience based on age, interests, and geographical location.

### **Performing Arts and Evaluation**

The measurement of the success of community service activities at Embung Puri Idaman is conducted by observing the results of the arts performance, pre-tests, post-tests, and interviews. The measurement is important to do so that achievement can be assessed objectively (Dari, Inderawati, Mirizon, Petrus, & Hayati, 2024; Inderawati, et al., 2022; Maharani, Hartono, Syarifuddin, Inderawati, & Santri, 2024; Putri, et al., 2023). The first evaluation took place during a performing arts event organized in collaboration with the service team and the residents of Purwosari Village. This activity aims to assess the success of the training conducted and to introduce cultural heritage to the general public. The arts performance was held on August 31, 2024, at 4:30 PM. The event was attended by the Head of Purwosari Village, village officials, community leaders, religious leaders, youth groups, and the general public. The performing arts event began with a formal ceremony featuring a welcome address and a report by the head of the service team. Following this, Mr. Muhammad Taufik, the Head of Purwosari Village, delivered a speech. The performance activities can be seen in Figure 8. The performance is the result of the training activities that have been provided.





**Figure 8. Mini Saron Music**

To evaluate the participants' knowledge about a given theme, the results of the pre-test and post-test can be seen in Table 1 and Table 2.

**Table 1. Recapitulation of Participants' Pretest Scores**

No.	Aspects	Low (%)	Medium (%)	High (%)
1	Knowledge about Tourism Management	29 (72.5%)	8 (20.0%)	3 (7.5%)
2	Knowledge about Marketing through Online Media	27 (67.5%)	10 (25.0%)	3 (7.5%)
3	Knowledge about Culture as a Tourism Potential	32 (80.0%)	5 (12.5%)	3 (7.5%)
4	Knowledge and Skills in Playing Saron Mini	29 (72.5%)	7 (17.5%)	4 (10%)
5	Knowledge and Skills in Conducting the Bancakan Weton Ceremony	15 (37.5%)	15 (37.5%)	10 (25.0%)
	<b>Average</b>	<b>66.0%</b>	<b>22.5%</b>	<b>11.5%</b>

Based on the pre-test results in Table 1, it shows that the participants' knowledge about tourism management, online media marketing, culture as a tourism potential, mini saron music, and *bancakan weton* is still low at 66.0%. Only 11.5% are categorized as high, while 22.5% fall into the medium category. This condition occurs due to a lack of understanding and education about Javanese arts and culture, especially among the youth. After the pre-test, the participants were then given guidance and training on the existing cultural arts potential. An assessment was then conducted again in the form of a post-test for the participants. The post-test results can be seen in Table 2.

**Table 2. Recap of Participants' Posttest Knowledge Scores**

No.	Aspects	Low (%)	Medium (%)	High (%)
1	Knowledge about Tourism Management	2 (5%)	8 (20%)	30 (75.0%)
2	Knowledge about Marketing through Online Media	2 (5%)	10 (25%)	28 (70.0%)
3	Knowledge about Culture as a Tourism Potential	3 (7.5%)	9 (22.5%)	28 (70.0%)
4	Knowledge and Skills in Playing Saron Mini	3 (7.5%)	5 (12.5%)	32 (80.0%)
5	Knowledge and Skills in Conducting the Bancakan Weton Ceremony	3 (7.5%)	4 (10%)	33 (82.5%)
<b>Average</b>		<b>6.5%</b>	<b>18%</b>	<b>75.5%</b>

The results of the post-test on participants' knowledge in Table 2 show that the low knowledge category is at 6.5%, the medium knowledge category is at 18%, and the high knowledge category reaches 75.5%. This condition indicates a significant increase in knowledge compared to the pre-test results. The increase is influenced by the high interest and motivation of participants in attending the training. Several studies and community service activities in the field of culture have also shown high interest and motivation. This aligns with the results of community service activities focused on training in designing Balinese ornaments, where the participating children displayed great enthusiasm and began to develop motivation to preserve their ancestral cultural heritage (Gunada & Pramana, 2021).

Similar results were also found in other training and outreach programs, which received positive responses from the community. During these activities, many participants showed interest in asking how to preserve culture, and some even mentioned cultural site locations that have not yet been identified (Onibala, 2017). Research findings reveal that the traditional Badud art from Pangandaran attracts tourists due to its unique features, such as the historical myths behind the emergence of this art, distinctive characteristics not found in other regions, and unique vocal performances that differ from other arts (Sofyan et al., 2018). Furthermore, the success of the community service activities is evident from the increase in participants' knowledge, measured through pre-test and post-test data, as well as the results of interviews documented on video before the training commenced (Supranoto, 2021).

## CONCLUSION

Based on the results of the community service activities at Embung Puri Idaman, Purwosari Village, it is evident that the lack of creativity has impacted the number of visitors to the tourist village. This community service program has had a positive impact on the village, one of which is the addition of artistic tools. Various training sessions provided through this program have also successfully enhanced the creativity of the residents, particularly in the fields of music and the bancakan weton procession.

## Acknowledgment

We would like to express our gratitude to the Directorate of Research, Technology, and Community Service, Directorate General of Higher Education, Research, and Technology, for providing funding for the community service program through the Community Partnership Program (PKM) scheme. We also extend our thanks to FKIP Universitas Sriwijaya for their support and permission to carry out the PKM. Our appreciation goes to the partners from Purwosari Village, Belitang II District, for their willingness to collaborate. Additionally, we acknowledge the contributions of all parties involved in the implementation of this community service program for their assistance and support.

## REFERENCES

- Dari, T. R., Inderawati, R., Mirizon, S., Petrus, I., & Hayati, R. (2024). Pendampingan Pembuatan Media Pembelajaran Interaktif Menggunakan Aplikasi Microsoft Power Point. *Jurnal Pendidikan dan Pengabdian Masyarakat*, 7(4), 274-281.
- Gunada, I. W. A., & Pramana, I. B. K. Y. (2021). Desain Pelatihan Menggambar Ornamen Bali Sebagai Implementasi Nilai Pendidikan Agama Hindu. *Jurdimas (Jurnal Pengabdian Kepada Masyarakat) Royal*, 4(1). <https://doi.org/10.33330/jurdimas.v4i1.909>.
- Inderawati, R., Amrullah, Sofendi, Mirizon, S., Purnomo, M. E., Ernalida, . . . Alwi, Z. (2022). South Sumatra Local Culture-Based Teaching Materials Training for Vocational School Language Teachers. *English Franca: Academic Journal of English Language and Education*, 6(1), 66-82.
- Koentjaraningrat. (1994). *Pengantar Antropologi*. Jakarta: Rineka Cipta.
- Maulana, M. (2019). Asset-Based Community Development: Strategi Pengembangan Masyarakat di Desa Wisata Ledok Sambi Kaliurang. *Empower: Jurnal Pengembangan Masyarakat Islam*, 4(2). [10.24235/empower.v4i2.4572](https://doi.org/10.24235/empower.v4i2.4572).
- Maharani, S. D., Hartono, Syarifuddin, Inderawati, R., & Santri, D. J. (2024). Developing Teachers Digital Competence Through International STEM Coding Training. *Unram Journal of Community Service*, 5(4), 330-334.
- okutimurkab.bps.go.id. Jumlah Penduduk Menurut Kecamatan (Total) (Jiwa), 2018-2021. [okutimurkab.bps.go.id](https://okutimurkab.bps.go.id). 2021;1.
- Onibala, H. (2017). Pelatihan Pelestarian Benda Cagar Budaya Dalam Pengembangan Pariwisata Budaya Bagi Aparat Desa Radey Dan Pakuweru di Kecamatan Tenga Minahasa Selatan. *EDUPRENEUR: Jurnal Pengabdian Kepada Masyarakat Bidang Kewirausahaan*, 1(1). <https://doi.org/10.36412/edupreneur.v1i1>.
- Putri, R. I., Zulkardi, Inderawati, R., Kurniadi, E., Lisnani, Rawani, D., . . . Septimiranti, D. (2023). Pelatihan Guru Profesional "Merdeka Belajar" Melalui Collaborative Learning bagi Guru Sekolah Menengah Kota Pagar Alam. *Jurnal Terapan Abdimas*, 8(1), 33-40.
- Saputra A, Andriani DS, Hartono DP. Utilizing the potential of local arts and culture as economic capital in the Sanggar Karawitan Mudo Raharjo Ogan Komering Ulu Timur district. *Transform J Pengabdi Masy*. 2023;19(2):356–68.
- Smith, J. (2020). The Power of Visual Content in Digital Marketing. *Journal of Online Marketing*, 12(3), 45-59.

- Sofyan, A. N., Sofianto, K., Sutirman, M., & Suganda, D. (2018). Pembelajaran Dan Pelatihan Kesenian Tradisional Badud di Pangandaran Jawa Barat Sebagai Warisan Budaya Leluhur. *Dharmakarya: Jurnal Aplikasi Ipteks Untuk Masyarakat*, 7(2).
- Supranoto, A. (2021). Seni Karawitan “Mudo Raharjo” Desa Margotani II. <https://youtu.be/iic1TzaYGFU?si=rob0JBIHpaGdKSpE>
- Tindaon, R. (2012). Kesenian Tradisional dan Revitalisasi. *Ekspresi Seni*, 14(2). <http://dx.doi.org/10.26887/ekse.v14i2.225>
- [www.aliainsinews.id](http://www.aliainsinews.id). [www.aliainsinews.id](http://www.aliainsinews.id). 2022. Bupati OKU Timur Resmikan Desa Wisata Embung Puri Idaman.