

## CAPACITY BUILDING TRAINING FOR POKDARWIS GROUP IN NGESTIREJO TOURISM VILLAGE

Tristanti<sup>1</sup>, Yudan Hermawan<sup>2</sup>, Adin Ariyanti Dewi<sup>3</sup>

<sup>1,2,3</sup>Universitas Negeri Yogyakarta

### ABSTRACT

This capacity building training aims to increase ability and motivation as well as equip Pokdarwis groups to develop tourist villages in the Ngestirejo area. This training activity begins with needs analysis, planning, implementation, evaluation, and mentoring. The program target of this activity is the Pokdarwis Asmadewi group in the tourist village of Ngestirejo, totaling 25 people. The methods used include: lectures, discussions, and practice. The results of this activity are: (1) 25 people from the Asmadewi Pokdarwis group have been trained who are able to make tourism village development plans. (2) the Asmadewi Pokdarwis group is able to make an action plan which will later be implemented in the development of the Ngestirejo tourist village.

**Keywords:** training, capacity building, pokdarwis, tourism village

### INTRODUCTION

A tourist village is a rural area that offers authenticity both in terms of socio-culture, customs, daily life, traditional architecture, village spatial structures which are presented in an integrated form of tourism components such as attractions, accommodation and supporting facilities (Darsono, 2005). The concept of nature tourism generally involves village communities as managers, so now there are many tourist villages that focus on natural development. The existence of a tourist village has its own impact on the welfare of the surrounding community. In addition, the concept of returning to nature is based on the challenges of development in the 21st century, a) demands to accommodate the increasing population faced with limited resources, b) challenges in eradicating poverty, c) challenges to the growing demand for natural resources. (Ahmad Rosyidi S, 2016).

To become a tourist village that attracts the community, it must have the ability to manage a tourist village optimally both in terms of its natural resources and also the human resources that manage it. According to Muliawan (2008) CIT aTMOKO (2014) the principle of developing a tourist village is as an alternative tourism product that can provide impetus for sustainable rural development and has management principles, including: a.) Utilizing local community facilities and infrastructure, b. .) Benefiting the local community, c.) Small-scale to facilitate the establishment of reciprocal relationships with the local community, d.) Involving the local community, e.) Implementing the development of rural tourism products. Ngestirejo Village is one of the villages in Gunungkidul Regency with attractive natural potential to be managed. The potentials are Goa Tritis and Telaga Tritis. The existence of a very beautiful nature is the main attraction, but the current condition of the natural potential is still not well maintained. The current condition is that they do not have much knowledge in

managing tourist villages. In addition, supporting infrastructure facilities are still minimal. On the other hand, the enthusiasm and motivation of the people of Ngestirejo village is very high. The condition of the community around Goa and Telaga Tritis currently earns a living as farmers. The agriculture developed in Ngestirejo village is corn and shallots. Related plantations produced are bananas and mangoes. There are many hopes from them to be able to manage Goa and Telaga Tritis so that they become attractive tourist attractions for outsiders. The limited knowledge in managing tourist villages makes them confused about which thing to start with first. Therefore, it is necessary to increase capacity building for Pokdarwis groups so that they have knowledge in managing tourist villages.

## **THEORETICAL FRAMEWORK**

### **Training Concept**

The term training cannot be separated from the word exercise, this is because the two have a very close relationship. Training is an activity or work to train to acquire skills or abilities. While training is part of education which is a means of coaching and career development as well as one of the efforts to improve the quality of human resources in accordance with job needs. According to Dearden (1984) in Kamil (2012) which states that training basically includes the teaching and learning process and training aimed at achieving a certain level of competence or work efficiency. Sastradipoera (2006) also mentions that training can be considered as a process of delivering knowledge, skills, and developing attitudes and personality.

Dale S. Beach (in Mustofa Kamil: 2012) stated, "The Objective of Training is to achieve a change in the behavior of those trained". Meanwhile, from the definition of training put forward by Edwin B. Flippo, in more detail it appears that the purpose of training is to increase one's knowledge and skills. In community development, training is provided as an effort to improve the ability of community members to face demands and changes in the surrounding environment. The provision of training for the community aims to empower, so that community members become empowered and can actively participate in the change process.

Mangkunegara (2005) describes the components of training into four types, including:

- a. Training and development goals and objectives must be clear and measurable
- b. The trainers must be qualified experts (professional)
- c. Training and development materials must be adapted to the objectives to be achieved
- d. Participants in training and development must meet the specified requirements

In the development of training programs, so that training can be useful and bring benefits, systematic stages or steps are needed. In general, there are three stages in the training, namely (1) the needs assessment stage, (2) the training implementation stage and (3) the evaluation stage.

### **Capacity Building Concept**

Capacity is defined as a person's ability to do something in order to achieve a goal. This is reinforced by the opinion of Deborah (1998) which states that "capacity is ability to carry out stated objectives". Based on this understanding, it can be interpreted that capacity building is a process that can improve one's ability. Organization or system to achieve the goals to be

achieved. This opinion is in line with Yap (Gandara 2008:9) which states that capacity building is a process to improve individuals, groups, organizations, communities and society to achieve the goals that have been set.

Keban (1999:75) in the field of government argues that capacity building is a series of strategies aimed at increasing the efficiency, effectiveness, and responsiveness of government performance by focusing on the development of dimensions, human resources, organizational strengthening, and institutional or environmental reform. In this case, capacity building implies an effort related to improving the quality of human resources, efforts to encourage organizations to run according to their functions, and efforts to create environmental conditions needed by organizations to function properly.

Based on the expert opinion above, the explanation shows that the purpose of capacity building can be divided into 2 parts, namely:

a. Generally identified with the realization of the sustainability of a system

b. Specifically aimed at realizing better performance in terms of: (1) efficiency in terms of time and resources needed to achieve an outcome, (2) effectiveness in the form of appropriateness of effort carried out for the desired result, (3) responsiveness, namely how synchronizing the needs and abilities for that purpose, (4) learning that is indicated on the performance of individuals, groups, organizations and systems

The characteristics of capacity building according to Gandara (2008:16) are characterized as follows: (1) It is a continuous process, (2) .Has essence as an internal process, (3) Built from existing potential, (4) Has its own intrinsic value, (5) Managing change issues, (6) Using an integrated and holistic approach

From the characteristics above, it can be interpreted that capacity building is a process that takes place in a sustainable manner, not departing from the achievement of results alone, where the learning process will continue to carry out sustainability to remain able to survive environmental changes that occur continuously.

Capacity building is not a process that starts from nothing or nothing but starts from building on existing potential and then processed to further improve the quality of self, groups, organizations and systems so that they can survive in an environment that is undergoing continuous change. Capacity building is not only aimed at achieving quality improvement in a component or part of the system, but is intended for all components, not partial but holistic. This is because capacity building is multi-dimensional and dynamic which is characterized by multi-activity and learning for all system components that lead to the realization of joint performance.

### **The Concept of Tourism Awareness Group (Pokdarwis)**

Tourism Awareness Group (Pokdarwis) is an institution at the community level whose members consist of tourism actors who have concern and responsibility and act as a driver in supporting the creation of a conducive climate for the growth and development of tourism and the realization of *Sapta Pesona* in increasing regional development through tourism and utilizing it. for the welfare of the surrounding community (Rahim, 2021). The group included in the Pokdarwis category above is a community organization called the Tourism Driving Group (Kompepar).

Pokdarwis is a self-help and community-based group that in its social activities seeks to:

- a. Improve tourism understanding
- b. Increasing the role and participation of the community in tourism development
- c. Increase the value of tourism benefits for the community or Pokdarwis members
- d. The success of tourism development

The purpose of the formation of Pokdarwis is to develop community groups that can act as motivators, movers and communicators in an effort to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations so that they can act as good hosts for tourism development, and have awareness of opportunities. and the value of benefits that can be developed from tourism activities to improve the economic welfare of the community. While the objectives of the formation of Pokdarwis itself are as follows:

1. Improving the position and role of the community as an important subject or actor in tourism development, and being able to synergize and partner with relevant stakeholders in improving the quality of tourism development in the region
2. 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 and its benefits for regional development and community welfare
3. Introducing, preserving and utilizing the potential of tourist attractions in each region

In general, the functions of Pokdarwis in tourism activities are as follows: (a) As a driving force for Tourism Awareness and Sapta Pesona in the regional environment in tourist destinations, (b) As a partner of the government and local governments (districts/municipalities) in an effort to realize and develop Tourism Awareness in the regions

### **Tourist Village**

According to Maharani et al (2019), a tourist village is a village administrative area that has the potential and uniqueness of a distinctive tourist attraction, namely experiencing the unique life and traditions of rural communities with all their potential. Tourist villages can be seen based on the following criteria: (a) Has a potential tourist attraction (nature, culture, artificial / creative work), ( b) Have a community, (c) Have the potential of local human resources who can be involved in tourism village development activities, (d) Have a management institution, (e). Having the opportunity and support for the availability of basic facilities and infrastructure to support tourism activities, (f) Has the potential and opportunities for the development of the tourist market.

In the development of tourist villages, the principles of developing tourism village products include the following: (a) Authenticity: the attractions offered are genuine activities that occur in the community in the village, (b). The local community: is a tradition carried out by the community and is a daily activity carried out by the community, (c) Community involvement: the community is actively involved in activities in the tourist village, (d) Attitudes and values: maintaining the values adopted by the community and in accordance with existing everyday values and norms, (e). Conservation and carrying capacity: not destructive in terms of both physical and social aspects of the community and in accordance with the carrying capacity of the village in accommodating tourists

Tourism villages are able to reduce the urbanization of people from villages to cities because many economic activities in villages can be created. In addition, tourist villages can be an effort to preserve and empower the potential of local culture and local wisdom values that exist in the community. There are types of tourist villages that can be used as references, including:

- a. A tourist village based on the uniqueness of natural resources, namely a tourist village that makes natural conditions the main attraction such as mountains, valleys, beaches, rivers, lakes and various other unique landforms.
- b. The tourism village is based on the uniqueness of local cultural resources, namely the tourist village which makes the uniqueness of traditional customs and daily life of the community the main attraction such as livelihood activities, religion and other forms of activity.
- c. Creative tourism village is a tourist village that is unique in creative economic activities from home industry activities of local communities, both in the form of crafts, as well as typical artistic activities, which are the main attraction.
- d. Combination-based tourism village is a tourist village that combines one or more tourist attractions such as nature, culture and creativity

According to Darsono (2005), a tourist village is a rural area that offers authenticity both in terms of socio-culture, customs, daily life, traditional architecture, village spatial structures which are presented in an integrated form of tourism components such as attractions, accommodation and supporting facilities.

## METHOD

This training activity uses experiential and/or problem-oriented learning methods, and emphasizes adult learning. The methods of activities to be carried out include:

- a. Lecture method, used during the material delivery session, where the resource person provides material to the training participants prior to the implementation of the practice. The material provided is related to motivation and about tips for developing tourist villages.
- b. The Question and Answer method is used to reflect on the material that has been delivered by the resource person.
- c. Practical Method, this practical activity aims to practice the material that has been delivered by the resource person, so that the knowledge gained can be applied in real life.

The number of targets in this activity is 25 people. Evaluation of program implementation is carried out directly at the time of the activity, namely the ability of the target group to practice activities related to capacity building. In addition, evaluation is also carried out in writing through a questionnaire containing the usefulness and significance of the training program for the target group.

## RESULTS AND DISCUSSION

### Result

This capacity building training activity is carried out through various stages:

#### 1. Doing Preparation

The activity begins with preparing a permit in the form of administrative correspondence addressed to the Village Head of Ngestirejo Tanjungsari in order to obtain a permit for the implementation of the activity. Next, coordinate with related parties to determine the time of training and prepare the equipment and materials needed for capacity building training. In this case, the PPM team met with Mr. Hendri as the Head of Ngestirejo Tanjungsari Gunung Kidul Village to collaborate to help carry out the training activities.

#### 2. Conducting Training Activities

This capacity building training activity is filled with three materials, namely:

##### a. Providing motivation for Pokdarwis groups

The material presented relates to how to establish cohesiveness in a group for mutual progress. In addition, in building a tour, it is not only of high quality but also has educational value. It was further explained that in becoming an administrator or tourism manager, one must motivate each other. This is important because progress and success itself is the ability and cohesiveness of the manager. Tourism management is also important to be developed so that activities can run well.

##### b. Presentation of materials on equestrian tourism by representatives of Pordasi

The presentation of this material was delivered by one of the representatives from the Indonesian Equestrian Sports Association (Pordasi). He provided material related to equestrian tourism which would later be held at a tourist location, namely Telaga Tritis, Ngestirejo Village. In the future, around the lake area, horse rental will be provided for visitors who want to travel around the lake area on horseback. In addition to traveling around the lake area, tourists can also ride horses to go to Goa in the Tritis Lake tourist location. With this equestrian tour, it can be a special attraction to attract tourists who want to travel in Tritis Lake. Similar to the first resource person, the delivery of this material was carried out by the resource person using the lecture and question and answer method.

##### c. Practice outbound activities by the Wirawisata team

This activity was carried out directly by the outbound team from Wirawisata, where the participants were guided directly by the team to carry out outbound. In this case, the trainees learn directly from the directions given by the Wirawisata outbound team on how to make outbounds that are interesting and fun and can build cohesiveness. This is done because later at the Telaga Tritis tourist location, an educational tour package will be provided which includes outbound activities. The selected tourist targets are not only from local and foreign communities, but also from groups of schools, universities, and agencies. With this outbound tour package, it can increase its own attraction for tourists who want to travel in Tritis Lake.

## Discussion

This capacity building training activity provides motivation, knowledge, and skills for the training participants, namely members of Pokdarwis Asmadewi, Ngestirejo village. This is in accordance with the concept described by Sastradipoera (2006) that training activities are able to provide knowledge, skills and attitudes for the trainees. The training participants were very enthusiastic about participating in this training activity, from the beginning of the material to the end of the practice of outbound activities. In general, this training activity was successfully carried out, the trainees gained motivation, knowledge and skills on how to develop a tourist village.

The experience of the training participants is very valuable to help increase the morale of the Pokdarwis members. Of course, to develop this training, continuous training must be carried out. The mentoring process for the target group must continue to be carried out with the aim that they are not only able to apply the knowledge that has been given, but are also able to develop tourist villages and create jobs for the surrounding community by selling entrepreneurship around tourist attractions. In this way, the capacity building process for members is in accordance with the characteristics according to Gandara (2018), which is based on the existing regional potential. The existing potential is in the form of human resources who have the desire to develop a tourist village.

In the training process, there are several things that need to be considered for the trainees, including: (1) The trainees are adults who already have a lot of experience. Experiences possessed by adults can be used as shared learning materials. Some of the participants have attended training activities with different materials. This experience from them can be used as learning material and joint motivation as an effort to develop a tourist village. (2) Regarding the condition of the training participants, namely Pokdarwis Asmadewi members who are adults who live in Ngestirejo village and have activities from the Ngestirejo village. Training activities must be carried out in accordance with the agreement between the servant and the target group and the Ngestirejo village. This is so that training activities can run optimally. (3) Regarding the facilities and infrastructure in the implementation of training activities. The availability of adequate facilities and infrastructure strongly supports training activities so that they can run smoothly. In addition, the availability of tools and materials used is very helpful in the successful implementation of training activities. (4) The motivation of the trainees in showing learning outcomes. After participating in the training activity, the training participants have high motivation to continue learning in developing the tourist village of Telaga Tritis Ngestirejo. With high motivation, trainees will always learn and strive to make the latest innovations. In this case, assistance must also be carried out to monitor how far the level of success of the training activities that have been carried out.

## CONCLUSION

Capacity building training activities for tourism-aware groups in the tourist village of Ngestirejo have been able to foster motivation, knowledge, and skills for members. As many as 25 Pokdarwis members who participated in this activity had the motivation to manage tourist villages. This motivation can be seen from their ability to make action plans for the management of tourism villages in the future.

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