

Optimizing The Role of Pokdarwis in Ecotourism Management in Karang Sidemen Village, Central Lombok Regency, Indonesia

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Article History	Abstract
Accepted: 30 September 2022 Revised: 15 Oktober 2022 Published: 30 December 2022	<p><i>One of the villages that has developed the ecotourism concept is Karang Sidemen Village, North Batukliang District, Central Lombok Regency, West Nusa Tenggara. The destinations in Karang Sidemen Village are managed by the Selendang Biru Rinjani Tourism Awareness Group (Pokdarwis). This Pokdarwis has been active since 2018. Pokdarwis in its function as a subject or community actor, has a role and responsibility to jointly encourage the success of tourism management in Karang Sidemen Village, which is now a pilot tourism village. However, the quality of Human Resources services in Karang Sidemen Village is still minimal, especially for Pokdarwis as a tourism driver. The purpose of this study is to describe the optimization of the role of Pokdarwis as an effort to manage the ecotourism potential of Karang Sidemen Village. The method used in this research is a qualitative approach. Qualitative narrative is obtained from field research. Data collection techniques by means of observation, interviews, and documentation. The data analysis technique used is SOAR analysis. Based on the research conducted, the results obtained are strategies for optimizing the role of Pokdarwis Selendang Biru Rinjani as an effort to manage ecotourism potential in Karang Sidemen Village, including conducting service quality training for Pokdarwis members, collaborating with well-known social media to promote promotions, collaborating to apply seven categories of assessment in ADWI regularly participates in various trainings outside of Pokdarwis, and optimizes Karang Sidemen Village in holding the title of Tourism Village.</i></p> <p>Keywords: Role of Pokdarwis, Optimization, Ecotourism, Management.</p>



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INTRODUCTION

The tourism sector is one of the activities that has a very strategic role in supporting economic development. However, in the world of tourism, there are positive and negative impacts (Kurniawati, 2013). Related to this impact, sustainable tourism development is an effort to maximize the positive impact and minimize the negative impact of tourism activities on the three aspects of society, economy, and environment (Murianto and Masyhudi, 2021). The concept of tourism that is responsible for the welfare of local communities and environmental preservation is the concept of ecotourism by taking into account 3 principles, namely, conservation, education, and community participation (Damanik and Weber, 2006). One of the villages that has developed the concept of ecotourism is Karang Sidemen Village, North Batukliang District, Central Lombok Regency, West Nusa Tenggara. Karang Sidemen

Village is one of the villages located directly adjacent to the Lombok Rinjani Geopark area. The natural potential there is Nuraksa Forest Park, Nyeredet River, Heaven Valley Glamping, Penimpoh Datu Bajang, Horti Park, and the main attraction icon is Blue Lake.

Destinations in Karang Sidemen Village are managed by the Selendang Biru Rinjani Tourism Awareness Group (Pokdarwis). The Tourism Awareness Group (Pokdarwis) or tourism activist group as an informal institutional form formed by community members (especially those who have concerns in developing tourism in their area), is one of the elements of stakeholders in the community who have an important relationship and role in developing and realizing Tourism Awareness and Sapta Pesona in their area (Rahim, 2012). developing and realizing Tourism Awareness and Sapta Pesona in the region (Rahim, 2012). This Pokdarwis has been active since 2018. According to information obtained from Pokdarwis, the number of tourist visits was 1200 people in 2018, reaching around 1400 tourists in 2019, and in 2020 to 2021, the Covid 19 pandemic reached 800 domestic tourists. However, the quality of service of Human Resources (HR) in Karang Sidemen Village is still minimal, especially Pokdarwis as the driving force of tourism.

Things that need to be optimized are in the application of hospitality according to tourism standards, accessibility to destinations, and facilities such as toilets and trash bins. Pokdarwis in its function as a subject or community actor has a role and responsibility to jointly encourage the success of tourism management in Karang Sidemen Village, which is now a pilot tourism village. The development strategy has a key to the role of the tourism pentahelix and by taking into account the strengths, weaknesses, threats, and opportunities that exist from the conditions and potential possessed (Jamroni, 2021). From the existing phenomenon, optimizing the role of pokdarwis towards management with the concept of ecotourism is very necessary, in order to create sustainable tourism, so that the formulation of problems based on this background is how to optimize the role of pokdarwis in ecotourism management in Karang Sidemen Village, Central Lombok Regency.

RESEARCH METHOD

The research location is located in Karang Sidemen Village, North Batukliang District, Central Lombok Regency, Indonesia. The approach taken in this research is a qualitative approach. qualitative is a narrative obtained from field research. Data collection by direct observation of the object under study or observation, interviews, FGD (Focus Group Discussion), and documentation. These methods are combined to obtain facts related to the condition of the determining component.

Data analysis in this study is descriptive qualitative applied to each analysis of existing problems (Kaharuddin, 2021), namely by explaining or using detailed explanations obtained from respondents and sources. Furthermore, using SOAR analysis (Strength, Opportunity, Aspiration, Result). The SOAR model strategy has 4 (four) main keys that are applied, including: 1) determine the greatest assets 1) determine the greatest assets owned by the organization and the strength of the strengths possessed by the organization, 2) determine the best opportunities owned by organizational people that can be planned to achieve, 3) determine the goals to be achieved, 4) determine the achievement of measurable results (Auliya, 2019). From the SOAR analysis, the strengths and aspirations that influence the formulation of the problem

will be obtained so that the solution ideas for optimizing the role of Pokdarwis towards ecotourism management can be known.

<div>Internal Eksternal</div>	Strengths List of internal strength factors owned	Opportunities A list of external opportunities
Aspirations List of internal expectation factors	Strategi SA Create a strategy that use strengths to achieve aspirations.	Strategi OA Create a strategy that aspiration-oriented that are expected to capitalize on opportunities
Results List of measurable outcomes to be realized	Strategi SR Create a strategy that based on strengths to achieve measurable results	Strategi OR Opportunity-oriented strategy to achieve results

RESULT AND DISCUSSION

Pokdarwis Selendang Biru Rinjani can be identified as being in the partnership stage because Pokdarwis always participates in decision-making by village officials, but the full decision is taken by the village head. So it can be said that Pokdarwis Selendang Biru Rinjani can have full control over development.

Furthermore, using SOAR analysis (Strength, Opportunity, Aspiration, Result). The SOAR model strategy has 4 (four) main keys that are applied, including: 1) determine the greatest assets owned by the organization and the strength of the strengths possessed by the organization, 2) determine the best opportunities owned by organizational people that can be planned to achieve, 3) determine the goals to be achieved, 4) determine the achievement of measurable results (Auliya, 2019). From the SOAR analysis, the strengths and aspirations that influence the formulation of the problem will be obtained so that the solution ideas for optimizing the role of Pokdarwis in ecotourism management can be known.

A. Strengths

Internal strengths

- Pokdarwis members have experience in tourism.
- Adequate educational background
- Member cohesiveness in tourism management

B. Opportunities

external opportunities

- Has collaborated with various parties
- There is support from the government
- Anugerah Desa Wisata Indonesia (ADWI) event.

C. Aspirations

Internal expectation factors

- Improve the quality of human resources in the tourism sector
- Involve the outside community to participate in activities initiated by Pokdarwis.

- c) Participate in the ADWI (Anugerah Desa Wisata Indonesia) event.
- d) Improving accessibility to Blue Lake

D. Results

Measurable results to be realized

- a) Pokdarwis Selendang Biru Rinjani is trained in implementing hospitality
- b) Promotion target achieved
- c) Karang Sidemen Village participated in ADWI and won a title in one of the categories
- d) Development of proper accessibility.

Soar Analysis Matrix of Optimizing The Role Of Pokdarwis In Ecotourism Management In Karang Sidemen Village.

<p>Internal</p>	<p>Strengths</p> <ul style="list-style-type: none"> a) Pokdarwis members have experience in tourism. b) Adequate educational background c) Member cohesiveness in tourism management 	<p>Opportunities</p> <ul style="list-style-type: none"> a) Has collaborated with various parties b) There is support from the government c) Anugerah Desa Wisata Indonesia (ADWI) event.
<p>Eksternal</p> <p>Aspirations</p> <ul style="list-style-type: none"> a) Improve the quality of human resources in the tourism sector b) Involve the outside community to participate in activities initiated by Pokdarwis. c) Participate in the ADWI (Anugerah Desa Wisata Indonesia) event. d) Improving accessibility to Blue Lake 	<p>Strategi SA</p> <ul style="list-style-type: none"> a) Conducting service quality training on Pokdarwis Selendang Biru Rinjani b) Cooperate with well-known social media to boost promotion c) Optimizing Karang Sidemen Village in holding the title of Tourism Village 	<p>Strategi OA</p> <ul style="list-style-type: none"> a) Through cooperation, we can conduct 5 forms of training a year on capacity building b) Through cooperation and utilization of social media, more tourists can be attracted. c) improve accessibility and any shortcomings in tourist attractions d) Collaborate with stakeholders for road construction
<p>Results</p> <ul style="list-style-type: none"> a) Pokdarwis Selendang Biru Rinjani is trained in implementing hospitality b) Promotion target achieved c) Karang Sidemen Village participated in ADWI and won a title in one of the categories 	<p>Strategi SR</p> <ul style="list-style-type: none"> a) Continuous training Continuous and regular training b) Regular application of the seven assessment categories in ADWI c) Expand cooperation by attending various trainings outside 	<p>Strategi OR</p> <p>Cooperation between members and Pokdarwis cooperation with external parties</p>

d) Development of proper accessibility	Pokdarwis.	
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Formulation of Optimizing the Role of Pokdarwis as an Ecotourism Management Effort in Karang Sidemen Village:

A. Strategy S-A (Strengths-Aspirations)

The strengths that Pokdarwis Selendang Biru Rinjani has to achieve its aspirations.

1. Conducting service quality training at Pokdarwis Selendang Biru Rinjani. There are several trainings that have been scheduled to be carried out in 2022, namely:
 - a) Capacity building training for local guides
 - b) Training on sustainable tourism village management
 - c) Training on tourism product development and MSMEs
 - d) Training on tourism attraction management
 - e) Training on tourism product marketing

The training that has been and will be carried out as well as continuous guidance from Dispar is expected to be able to improve the ability of Pokdarwis Selendang Biru Rinjani members to maximize their role in managing Karang Sidemen Village as a Tourism Village.

2. Cooperate with well-known social media to intensify promotion.

In an effort to achieve the target of foreign tourist visits, Karang Sidemen Village involves the help of visiting videographers to make profile videos at the visited destinations. Sometimes visitors themselves who are willing to make video creations about the existence of Blue Lake. In addition, broadcasts from local television have also covered the Blue Lake Karang Sidemen. Pokdarwis Selendang Biru Rinjani also utilizes social media such as Facebook, Instagram, Youtube to promote the tourism potential of Karang Sidemen Village. In addition, Pokdarwis is now working with the Putri Mandalika paguyuban as a visitor testimonial.
3. Optimizing Karang Sidemen Village in holding the title of Tourism Village.

The criteria for determining a village to be a tourist village are having tourism potential that can be utilized as a tourist attraction, having accessibility, and already having tourism activities or being close to existing and well-known tourism activities (Kemenpar, 2011). Karang Sidemen Village already has these criteria, but it is still constrained by human resources and the development of public facilities. So it is hoped that, in addition to training, there will be efforts to build facilities such as adequate toilets in each destination area and adequate trash bins.

B. Strategy O-A (Opportunities-Aspirations)

Expected aspirations to capitalize on opportunities

1. Through cooperation, we can conduct 5 forms of training a year on capacity building. It is expected to have a training calendar so that each Pokdarwis division is prepared for mentoring.

2. Through cooperation and utilization of social media, more tourists can be invited. After creating profile videos, social media, and attractive tour packages and loading them on social media, it is expected that Pokdarwis will actively seek foreign guests in international-scale activities in Mandalika SEZ, so that Karang Sidemen Tourism Village is realized as a buffer village.
3. Improve accessibility and all shortcomings in tourist attractions so that Karang Sidemen Village can participate in ADWI.
4. Collaborate with stakeholders for road construction. So far, accessibility to several destinations is quite good, it's just that access to Lake Biru is still rocky and slippery when the rain arrives. So it is hoped that there will be cooperation with the government to fulfill road construction.

C. Strategy S-R (Strengths-Results)

A strategy based on strengths to achieve results

1. Continuous and regular training. Maximize the training provided by Indecon and coaching from Dispar Loteng according to the agreed training calendar.
2. Periodic application of the seven assessment categories in ADWI.

As for the seven criteria of the assessment category, the tourist attraction category has been fulfilled because the exploration of natural potential already exists, but other criteria have not been fulfilled. So that the form of Pokdarwis Selendang Biru Rinjani's efforts in fulfilling ADWI criteria starts from improving the quality of human resources with various trainings, then intensive discussions and dividing the duties of each division in fulfilling ADWI requirements. Then start implementing CHSE to the maximum in various destinations. Maximum utilization of digital-based villages that are temporarily assisted by Dispar Loteng by filling in creative content, optimizing the management of homestays and residents' houses which can potentially be developed as a means of tourism huninan, empowering local products such as bamboo souvenirs and coffee products, and providing proper supporting amenities such as roads and public toilets.

3. Expanding cooperation by attending various trainings outside Pokdarwis.
To broaden the members' knowledge related to tourism science, it is necessary to collaborate with other parties, one of which is academics in the field of tourism. The goal is to provide understanding and awareness of the Karang Sidemen Village community regarding the existence of tourism so that they are able to manage it sustainably.

D. Strategy O-R (Opportunity-Results)

Based on the research results, it can be concluded that an opportunity/opportunity to achieve results is CCooperation between members and Pokdarwis cooperation with external parties carried out militantly, continuously, and diligently will optimize service quality and will automatically bring Karang Sidemen Village to the ADWI event.

CONCLUSION

Based on the results of the discussion, it can be concluded that Pokdarwis Selendang Biru Rinjani can be identified as being in the partnership stage because Pokdarwis always

participates in decision-making by village officials, but the full decision is taken by the village head. So it can be said that Pokdarwis Selendang Biru Rinjani can have full control over development. The strategy to optimize the role of Pokdarwis Selendang Biru Rinjani is by conducting various service quality training for Pokdarwis members on an ongoing basis, collaborating with various parties such as social media and the government for promotion, and collaborating to implement the seven ADWI assessment categories.

Pokdarwis Selendang Biru Rinjani is expected to maintain its strengths and take advantage of existing opportunities, so that through ideas it can realize the desired results, namely playing an optimal role in bringing Karang Sidemen Village as a tourist village. The community is expected to be moved and able to participate in various activities organized by Pokdarwis Selendang Biru Rinjani, and village officials as advisors always support Pokdarwis in the form of fulfilling facilities and partnerships.

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