

# Organization of Tourist Awareness Groups in the Development of Bedengan Tourism Park in Kaliasri Village, Kalipare District, Malang Regency

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## Abstract

Community organization is a group of individuals who come together to create a program or activity aimed at bringing about change in their community. When a community is capable of taking action towards positive change, it is considered empowered. This is evident in the case of the community in Kaliasri Village, which has recognized its local potential and managed to turn it into a tourism attraction. To manage this tourism effort, the community of Kaliasri Village established a group known as the "tourism awareness group" to develop the Bedengan Tourist Park in Kaliasri Village. The purpose of this research is to describe the organization of the tourism awareness group, including the challenges and efforts involved. This study employs a qualitative approach with a case study design. Data collection techniques include observation, interviews, and document studies. The collected data is analyzed through data reduction, data presentation, and conclusion drawing. Data validity is ensured through source triangulation and technique triangulation. The findings of this study indicate that the organization of the tourism awareness group involves several stages: 1) setting goals; 2) forming a management structure; 3) determining programs; 4) planning and allocating resources; and 5) evaluating activities. The group faces challenges related to development capital and natural resources. Despite these challenges, the organization of the tourism awareness group has had a positive impact on the economic conditions of the Kaliasri Village community.

**Keywords:** Community Organization, Tourism Awareness Groups, Tourist Village

## 1. Introduction

Tourism awareness groups, or POKDARWIS (Community Tourism Awareness Groups), play a crucial role in the development of tourist villages, managing tourist destinations, and building networks with local communities to advance the village through tourism. According to Putrawan & Ardana (2019), the role of POKDARWIS includes acting as a promoter of tourism awareness and the "Sapta Pesona" (Seven Wonders) in tourist areas, aimed at increasing tourism awareness, enhancing community participation in tourism development, and ensuring the success of tourism or tourist villages. Thus, POKDARWIS can drive development, advancement, and improvement in the tourism sector, which benefits the local community's welfare. Tourism awareness groups have responsibilities in various tourism activities as part of tourism development and management. According to Salsabila & Puspitasari (2023:246), the roles of tourism awareness groups include: 1) Planning: They contribute to the preparation of committee plans or tourism development strategies; 2) Implementation: They are involved in providing manpower or economic assistance during this stage; 3) Utilization: They can contribute to the maintenance of tourism sites through labor or other physical support.

In Kaliasri Village, a tourist destination was developed by utilizing the local natural resource of water, leading to the establishment of the Bedengan Tourist Park. The development involved the local community, which has become empowered to recognize their potential and plan the tourism project. Therefore, a tourism awareness group was formed to manage the tourism effort. The organization of this tourism awareness group in developing the Bedengan Tourist Park is the focus of this study. This research aims to describe how the tourism awareness group is organized, along with the challenges and efforts encountered, which are part of community empowerment as an implementation of developmental programs in Non-Formal Education.

## **2. Literature Review**

Community organization refers to a group of individuals who are connected to each other within a group and each has their own roles and responsibilities to achieve the set goals. According to Ismail (2022), organization is an effort to build community strength so that the community can maximize its potential. At the same time, the community should be able to think critically about their surroundings and make wise, independent decisions based on consensus, without coercion from any external parties, to address various issues.

Community empowerment, also known as community empowerment, is a government program aimed at creating self-reliant local communities. It involves providing policies that enable communities to manage, regulate, and utilize all

available resources in their respective areas, ultimately leading to economic, social, and sustainable resource independence (Gautama et al., 2020). Jim Ife's theory of empowerment posits that empowerment is a series of processes designed to help groups or individuals compete more effectively with others (Widodo, 2018:109).

According to Law Number 10 of 2009 (as cited in Putrawan & Ardana, 2019:41), a tourist village is a form of tourism management in Indonesia aimed at advancing tourism. The objectives of tourism management are: 1) to introduce, utilize, preserve, and enhance the quality of tourist attractions and sites; 2) to foster a love for the homeland and strengthen unity among nations; 3) to equalize and expand business opportunities and employment; 4) to increase national income to achieve the welfare and prosperity of the Indonesian people; and 5) to encourage and influence the use of national and local products. It can be concluded that a tourist village is a tourism concept that involves local community participation in exploring the village's potential while considering the preservation of natural, social, and cultural environments, with the goal of bringing about economic and social changes in the village.

## **3. Method**

This study uses a qualitative research approach with a case study design. The presence of the researcher is crucial in qualitative research, as the researcher is the primary key instrument. The researcher acts as both the interpreter of the truth and meaning of the research, and as the main data collector. Therefore, the researcher is required to be directly involved in the field or research object to experience firsthand what is happening in the field and to understand the facts or truths occurring in the field.

This study employs data collection techniques including observation, interviews, and document analysis. The observation technique aims to provide an overview of the actual conditions or situation in the field and to optimize data regarding the organization of community groups and community empowerment occurring through the development of the Bedengan Tourist Park in Kaliasri Village, Kalipare District, Malang Regency. The interview technique is used to obtain accurate data and information related to the focus of the research. The researcher conducts interviews with several informants while adhering to interview guidelines to ensure the interviews stay focused on the research objectives. Document analysis is used to support data collection by examining relevant documentation such as photos related to the situation in the field and the structure of the tourism awareness group

The study uses data analysis techniques including data reduction or filtering relevant data, data presentation in narrative or descriptive form, and drawing conclusions from all collected data to address the research questions and achieve

the research objectives. To ensure data validity, this study employs source triangulation and technique triangulation. Source triangulation involves comparing information from different informants and verifying data obtained from various sources. Technique triangulation involves comparing and cross-checking data collected using qualitative data collection techniques, such as interviews, observations, and documentation.

#### **4. Results and Discussion**

Bedengan Tourist Park is an implementation of the tourist village concept. The development of this park aims to increase village and community income by creating new job opportunities. This aligns with the objectives of tourism management as outlined in Law Number 10 of 2009 (as cited in Putrawan & Ardana, 2019:41), which include: 1) introducing, utilizing, preserving, and enhancing the quality of tourist attractions; 2) fostering national pride and strengthening unity among nations; 3) equalizing and expanding business opportunities and employment; 4) increasing national income to achieve the welfare and prosperity of the Indonesian people; and 5) encouraging and influencing the use of national and local products.

Local community involvement in the development and management of Bedengan Tourist Park represents a successful effort to preserve the environment by transforming it into a tourist attraction while promoting values of togetherness, mutual assistance, and family spirit. The recognition and exploration of local potential, along with continuous community engagement, have a positive impact on the welfare of the village (Komariah et al., 2018).

The development of Bedengan Tourist Park is an example of community empowerment, where the Kaliasri Village community recognizes and manages their natural potential collaboratively, forming a tourist village aimed at improving the local economy and village income. This aligns with Muljadi's view (as cited in Prayogi et al., 2022:120) that a tourist village is a product involving both the local community and village officials, focusing on economic change and environmental preservation, while maintaining values of togetherness, mutual assistance, and family spirit.

To ensure the sustainability of tourism, the village government and community established a tourism awareness group. The formation of this group involves several stages:

1) setting objectives to increase community income and improve living standards through tourism management; 2) establishing an

organizational structure and assigning tasks to members of the tourism awareness group to ensure clear roles and responsibilities; 3) determining programs focused on local economic development, such as local entrepreneurship and community participation. According to Winardi (as cited in Rachman, 2015:291), organization

involves creating a structure with defined roles, tasks, authority, and responsibilities, which integrate to achieve common goals. The structure of the tourism awareness group is established openly and includes roles such as chairperson, secretary, treasurer, and members responsible for security, beauty and cleanliness, and tourism maintenance.

The programs implemented by the tourism awareness group focus on local economic enhancement through tourism. The first program involves local entrepreneurship, encouraging community members to start businesses related to tourism, such as food services and event supplies. This program also provides opportunities for promoting their businesses through the tourist park. The second program involves community participation, inviting locals to invest in or contribute resources to tourism development. This program aims to raise awareness about tourism and develop local potential, aligning with Miftah's view (as cited in Rahmi et al., 2019:21) that community organization aims to enhance economic and social roles, strengthen existing organizational capacities, and increase income and welfare through expanded opportunities and skill development.

Planning for tourism development by the tourism awareness group includes both short-term and long-term plans. Short-term planning includes using the park for public events and collaborating on local entrepreneurship, such as costume or event equipment rental. Long-term planning involves improving tourism infrastructure and building new attractions, like an adult swimming pool, to meet local needs. Resource allocation for these plans involves revenue from tourism, village funds, or investor contributions.

Evaluation activities by the tourism awareness group include meetings to discuss tourism development, infrastructure improvements, and visitor attraction strategies. Annual evaluations review program outcomes and distribute any remaining profits to group members and investors. Manda (2016:90) states that evaluation is used to assess a program's effectiveness and sustainability based on its processes and results.

The organization of the tourism awareness group in developing Bedengan Tourist Park has had positive effects on the village community. These effects include providing job opportunities that improve economic conditions and increasing awareness of the tourism potential, leading to better management and improved social structure. The entrepreneurship program provides additional income for those with businesses and opportunities for new ventures, while community participation fosters unity and supports tourism development through material, labor, or ideas. Moreover, the park provides employment for those without jobs and teaches environmental management skills.

The organization efforts by the Kaliasri tourism awareness group aim to empower the local community to manage and utilize natural resources effectively. This ongoing learning process helps the community to sustain and enhance the established tourism project. The

organization's efforts fit into developmental programs as they focus on improving local living standards by managing natural resources, consistent with Moedzakir's classification (as cited in Pradana et al., 2016:9), which differentiates between developmental, institutional, and informational programs in non-formal education

## 5. Conclusion

The development of Bedengan Tourist Park exemplifies the implementation of the tourist village concept, aimed at enhancing local income and creating new job opportunities. This aligns with the objectives of tourism management outlined in Law Number 10 of 2009, which emphasizes the introduction, utilization, preservation, and enhancement of tourist attractions, as well as fostering national unity, expanding business opportunities, and increasing national income.

The involvement of the local community in both the development and management of Bedengan Tourist Park demonstrates their successful efforts to preserve the environment and promote communal values such as togetherness and mutual assistance. The continuous engagement of the community has led to significant improvements in their welfare, showcasing the positive impacts of such initiatives on local economies and social structures.

The establishment of the tourism awareness group has been instrumental in organizing and managing the tourist park. The group's structured approach, including setting objectives, forming an organizational structure, and implementing programs focused on local entrepreneurship and community participation, has contributed to the overall success of the tourism project. This approach aligns with theoretical perspectives on community organization, emphasizing clear roles and responsibilities and effective resource management.

Short-term and long-term planning by the tourism awareness group, including infrastructure improvements and the introduction of new attractions, has further supported the sustainability and growth of the tourist park. The evaluation processes ensure that the programs are effective and that profits are reinvested into the community, enhancing the overall impact of the initiative.

In conclusion, the organization and management of Bedengan Tourist Park have had a profound positive effect on the Kaliasri village community. The project has provided job opportunities, increased awareness of local tourism potential, and improved the community's social and economic conditions. The efforts of the tourism awareness group in empowering the community to manage and utilize local resources effectively represent a successful example of developmental

programming, contributing to the improvement of living standards and sustainable tourism development.

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