

POKDARWIS Participation in The Creation of the Tourism Object of Coban Talun in Tulungrejo Village

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Abstract:- Community-based tourism is an effort to engage and directly track the management and growth of tourism in the region through local communities with three main elements, i.e., community engagement, economic equity, and local communities as decision-makers. POKDARWIS Tulungrejo is a growing community with an active role in the maintenance and protection of tourist artifacts that have as main objective the growth of regional tourism and potential regional development. Based on interviews with the POKDARWIS head of the village of Coban Talun and the management of the tourist attraction of Coban Talun, the number of tourists to the Coban Talun attraction has decreased significantly since 2020 to almost 100% due to the COVID-19 pandemic. Thus, the role of POKDARWIS in the growth of tourism is crucial for tourism to grow immediately.

Keywords:- POKDARWIS, Community Based Tourism, Tourism.

I. INTRODUCTION

Tourism is a sector that plays a significant role in national development. It can generate income and increase foreign exchange, besides tourism can help people improve the economy and the community's welfare [1]. The realization of tourism development is supported by the community's involvement at large, both in communities and individuals. The development process can take full advantage of existing social and economic relationships [2]. Based on the 2020-2024 RPJMN (Indonesia Long Term Development Plan), the Indonesian government targets several increases, including an increase in tourism GDP by 4.8% in 2020 and the number of tourism workers to 13 million people in 2020 and can increase according to global conditions.

Amidst the predetermined target, it is hoped that all cities in Indonesia will be able to compete and provide the largest foreign exchange with a target of 31 million foreign tourists by 2025. Batu City is a growing city based on tourism and agriculture, where the focus of its development

is on agriculture and managed by POKDARWIS (community based tourism) [3]. Tulungrejo Village is one of the villages in Bumiaji District, Batu City. It has the potential for natural tourism objects such as the Selecta Baths, Coban Talun Waterfall, religious tourism objects in the form of Luhur Giri Arjuna Temple, Tuan Dinger's Tomb, and agro-tourism objects such as Apple Picking Tour [4].

The existence of a tourist attraction in Tulungrejo Village encourages Tulungrejo Village to become a tourist village under local government policies in the 2017-2022 Batu City RPJMD (Regional Long Term Development Plan), which aims to increase regional economic independence that is inclusive, quality based on primary sectors. It increases the capacity and quality of the available human resources. Tulungrejo Village's application as a community-based tourism village is a form of sustainable tourism development that focuses on community involvement in institutions, starting from the initial stages of formation, development to the evaluation stage [5]. Some of the agricultural lands in Tulungrejo Village has been converted to become a tourist attraction. The most prominent factor affecting a different land use is the physical influence (activity system, accessibility, infrastructure policies, and supporting facilities). Social factors include changes in inhabits, landowners' relationship with their land, population growth, and land distribution [6].

The concept of developing Community-Based Tourism refers to how much influence the community has on a group or organization to affect the community's living environment, including the use of existing social resources and capital [7]. POKDARWIS is a growing group with an active role for the community to maintain and preserve tourist objects with the primary objective of increasing regional tourism development and tourism village development [8].

To ensure the success of an activity that involves community participation, it is necessary to pay attention to three critical things, which are inclusive community involvement at all stages of activities, the role of the main actors as a strategic node in delivering information, and

knowing who are important actors in charge of encouraging the progress of activities to be more efficacious [9]. A group or community with good ties can regulate a system where the bond is influenced by social interactions between households, in this case, the interactions between individuals in a community that is followed [10]. Besides, the government and related parties must encourage investment in necessary infrastructure and transportation to improve regional economic performance in a sustainable manner [11].

Following the interviews with the Head of POKDARWIS Tulungrejo Village, since March 2020, there has been a significant decrease in the number of tourists in all tourist objects in Tulungrejo Village. This has impacts the economy of Tulungrejo Village people, whose livelihoods depend on the tourism sector. Previous research stated that the COVID-19 pandemic directly impacted the tourism and travel industry, especially on MSME businesses, and decreased employment opportunities [12]. One of the most developed tourist objects in Tulungrejo Village and currently also affected by the COVID-19 pandemic is Coban Talun Tourism Object. Coban Talun is a tourist attraction with a primary attraction in the form of a waterfall on Mount Arjuna's slopes in Dusun Wonorejo, Batu City [13].

According to the interviews with Coban Talun Tourism Object Coordinator, Mr. Samsul Huda, income from Coban Talun Tourism Object decreased sharply to reach 100% during the pandemic; therefore, many people who work in the tourism sector are affected. Many people who previously worked in the tourism sector lost their jobs during the pandemic and became freelancers. Hence, the role of POKDARWIS in tourism development is very much needed so that tourism can rise immediately.

Following this background, this study aims to determine the chronology of POKDARWIS members' participation in the development Object Coban Talun tour before the COVID-19 outbreak until the new normal. Knowing the chronology can be used as a strength and reflects the community's force and shifts the community's identity at large. Besides, it is also hoped that knowing POKDARWIS 'participation in developing community-based tourism can refer to the concept of developing Batu City tourism in the future.

II. METHOD

This research is a qualitative descriptive study. The data from this study were obtained by conducting thorough interviews with all POKDARWIS members in Tulungrejo Village. Three crucial things focus on this research: How the chronology of POKDARWIS members' participation in the development of Coban Talun Tourism Object before the COVID-19 pandemic, at during the COVID-19 pandemic, and at the time of New Normal.

III. RESULT AND DISCUSSION

A. POKDARWIS Tulungrejo Village

The tourism awareness group or better known as POKDARWIS was formed on May 28, 2010. The initial formation of POKDARWIS in Tulungrejo Village began with village youth members who were members of the youth organization and had long focused on developing village tourism regardless of having no institution to accommodate them.

The Tulungrejo Village youth organization has the idea of establishing apple picking tours supported by apple farmers. At the beginning of the formation of apple farmers, they complained that apples' selling price was so low that it required innovation in marketing. This idea was supported by the Head of Tulungrejo Village so that the POKDARWIS of Tulungrejo Village was formed with its leading tourist attractions: Picking Apples and Coban Talun.

The election of the POKDARWIS of Tulungrejo Village is following the guidance of the Head of the Batu City Tourism Office and the Tulungrejo Village Head as advisors. Based on the deliberations' results, the POKDARWIS management composition resulted, including Arochman Mustafa as the Head of POKDARWIS Tulungrejo, Endik Cahya deputy chairman of POKDARWIS, Bagus as POKDARWIS secretary, and Sigit Harnadi as POKDARWIS treasurer. The management of POKDARWIS Tulungrejo has not changed its composition until 2020 so that the duties and positions of each manager do not change every year. The following is the organizational structure of POKDARWIS Tulungrejo in 2010-2020.

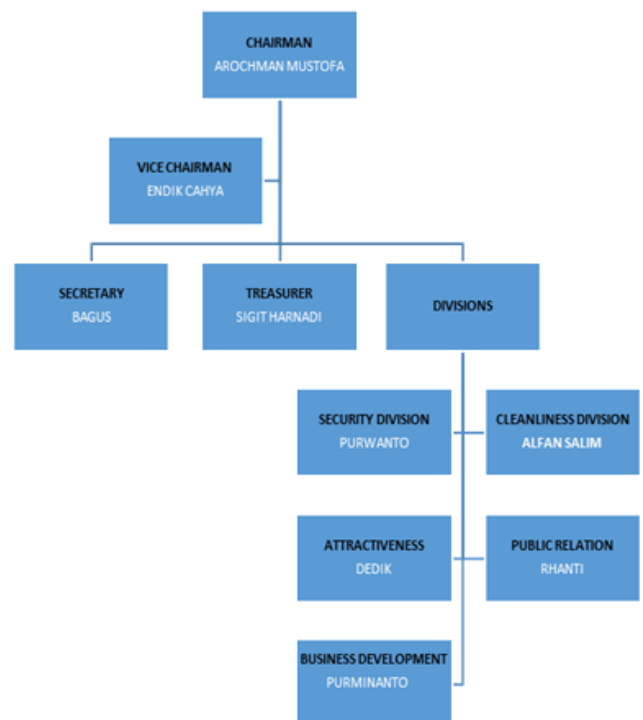


Fig.1 Structure of POKDARWIS

B Coban Talun Tourism Object

Coban Talun tourist attraction was initially known as a campsite located in a forest area managed by PERHUTANI (Indonesian State Forestry Company). This tourist attraction began to be packed by many visitors in November 2016. Coban Talun is a natural tourist attraction where most of the area is forest, and there are waterfalls. Coban Talun comes from the word Coban, which means waterfall and Talun is the name for Coban Talun's area. Perhutani has managed the Coban Talun tourist attraction in collaboration with the Wonolestari LMDH (Forest Village Society Institute) and the Tulungrejo Village POKDARWIS. The Coban Talun tourist attraction development was executed by the people of Dusun Wonorejo for six months and was officially opened on December 13, 2017. Funds used for the construction and development of Coban Talun Tourism Object are obtained from community organizations and do not accept foreign investors. Coban Talun offers several tourist spots that can be visited, such as waterfalls, Kalindra hills, Japanese caves, Omah Oyot, apache camps, flower gardens, a thousand swings garden, and a campsite. The ticket price for the Coban Talun is Rp. 10,000 per person, and a photo spot fee ranging from Rp. 5000- Rp. 15,000.



Fig.2 Coban Talun Tourism Object

From March to June 2020, the Coban Talun tourist attraction will not operate due to the COVID-19 pandemic. This outbreak dramatically affects the income of people engaged in tourism due to the absence of tourist visits and other tourism-supporting activities. The termination of these tourist objects is under the Batu City government's appeal to reduce gathering points that cause crowds. In July 2020, the government began to announce the New Normal phase in which in this condition tourist objects can start operating with predetermined health protocols. Health protocols for tourist objects that must be in place include washing hands, an officer who measures body temperature and provides hand

sanitizers. The number of visitors who come is also limited to 50% compared to normal conditions to avoid tourists' accumulation. Upon these conditions, the role of POKDARWIS is genuinely essential so that the development of Coban Rondo Tourism Objects continues and can immediately rise from the COVID-19 pandemic.

C. Chronology of POKDARWIS 'Participation in Coban Rondo Tourism Object Development

The chronology of POKDARWIS 'participation in the development of Coban Talun Tourism Object is following the function and role of POKDARWIS in Tulungrejo Village. The chronology of POKDARWIS 'participation in Coban Talun is divided into three periods. The first is the period before the COVID-19 pandemic, the second is during the COVID-19 pandemic, and the last is during the New Normal. Before the pandemic is from 2019 to March 2020, the pandemic period is April to mid-July 2020 and the New Normal period is from mid-July to November 2020.

- a. Help establishes order and protection for the Coban Talun Tourism Object and works with security forces to protect the Coban Talun Tourism Object.
 - Before the COVID-19 Pandemic
 1. POKDARWIS members participated in creating security and order for Coban Talun
 2. POKDARWIS collaborates with security forces, namely the Bumiaji Police and the Batu City Police, in securing the location of the Coban Talun tourist attraction, esp. on holidays since the number of tourists who come to Coban Talun is quite a lot reaching approximately 1000 people/day
 3. POKDARWIS collaborates with BPBD (Regional Disaster Relief Company) Batu City in overcoming disasters such as landslides and forest fires that occurred in the Coban Talun forest area
 4. POKDARWIS collaborates with LMDH and PERHUTANI in improving the security of Coban Talun by coordinating with Forest Police to maintain forest security in Coban Talun
 - During the COVID-19 Pandemic
 1. POKDARWIS members participated in creating security and order for Coban Talun during the COVID-19 pandemic by continuing to communicate and coordinate with LMDH
 2. POKDARWIS and LMDH reciprocally coordinate in complying with the government decree of Batu City to close tourist objects from 18 March 2020 to 18 July 2020
 3. POKDARWIS collaborates with security forces, namely the Bumiaji Police and the Batu City Police, in securing the location of the Coban Talun tourist attraction during the COVID-19 pandemic since there is no activity on the tourist attraction and requires security
 4. POKDARWIS collaborates with BPBD Kota Batu in overcoming disasters such as landslides and forest fires that occurred in the Coban Talun forest area
 5. POKDARWIS and LMDH collaborate with BPBD Batu City in overcoming the COVID-19 pandemic, esp. in the provision of medical devices such as masks, hand

- sanitizers for Coban Talun administrators and the people around Coban Talun
- The New Normal
 1. POKDARWIS members participate in creating security and order for Coban Talun during the New Normal by continuing to communicate and coordinate with LMDH because tourists have started to come even though the number is only around 25%
 2. POKDARWIS and LMDH coordinate with each other in complying with the Batu City government decree to carry out health protocols by providing a place to wash hands, check the temperature of tourists who come and maintain distance and also reduce the capacity of Coban Talun Tourism Object by 50%
 - b. Organizing cleanliness, beauty, and green activities around Coban Talun Tourism Object
 - Before the COVID-19 Pandemic
 1. POKDARWIS participates in cleaning programs around Coban Talun Tourism Object
 2. POKDARWIS participates in cleaning up the Brantas River, which is carried out once a year
 3. POKDARWIS participated in planting tree seedlings in the forest around Coban Talun
 - During the COVID-19 Pandemic
 - POKDARWIS members participate in the sterilization activities of tourist objects from the COVID-19 virus, which is followed through every week
 - The New Normal
 - POKDARWIS members participate in the sterilization activities of tourist objects from the COVID-19 virus, which is followed through every week
 - c. Conducting guidance and exploring tourism potential and uniqueness of Coban Talun Tourism Object
 - Before the COVID-19 Pandemic
 - POKDARWIS collaborates with LMDH to guide the administrators of the Coban Talun Tourism Objects to explore the uniqueness of Coban Talun for the purpose of branding
 - During the COVID-19 Pandemic
 - There is no activity in the form of potential coaching during the pandemic period, but the implementation of guidance is related to health protocols in tourist objects
 - The New Normal
 - POKDARWIS collaborates with LMDH to guide administrators of the Wiasta Coban Talun Object to implement health protocols for tourists who come and conduct evaluations every day
 - d. Help to promote Coban Talun Tourism Object and make plans for promotion and publication of Coban Talun Tourism Object
 - Before the COVID-19 Pandemic
 - POKDARWIS promotes Coban Talun by creating tour packages with all tourist destinations in Tulungrejo Village, which makes Coban Talun and Apple Picking Tourism a leading tourist attraction
 - During the COVID-19 Pandemic
 1. POKDARWIS collaborates with LMDH to create a tourism marketing plan after the pandemic
 2. POKDARWIS actively participates in marketing planning activities carried out online (via WhatsApp group) and has several limited meetings with LMDH administrators
 - The New Normal
 1. POKDARWIS, in collaboration with LMDH began conducting tourism bookings by making announcements and providing family vacation packages with fewer people supported by health protocols
 2. POKDARWIS does marketing with various media such as Instagram and Facebook as one of the most influential media to promote tourism objects in the New Normal era.
 3. POKDARWIS evaluates the results of marketing followed out every week
 - e. Help to develop partnerships between Coban Talun Tourism Object both with the government and with other stakeholders and participate actively in collaborative activities with other institutions aimed at developing Coban Talun Tourism Object
 - Before the COVID-19 Pandemic
 1. Collaboration between POKDARWIS and BUMDes (Village-owned enterprises) Rejo Mulyo in the construction of a rest area to support parking facilities for tourists visiting Coban Talun
 2. Collaboration between Karang Taruna and POKDARWIS in implementing village clean-up, including the Coban Talun area, is regularly done once a year.
 - During the COVID-19 Pandemic
 1. POKDARWIS collaborates with the Tourism Office in handling COVID-19 at Coban Talun Tourism Object
 2. There was an announcement from the Batu City Government that the tourist attraction might start operating in July with a health protocol. Consequently, POKDARWIS, LMDH, and Coban Talun Tourism Object management began to build supporting facilities for health protocols.
 - The New Normal
 - POKDARWIS works with the Tourism Office in preparing Coban Talun Tourism Object health protocols and hopes that visitors can begin to fall in line with health protocols.

IV. CONCLUSION

Following the chronology of POKDARWIS participation in the development of the Tulungrejo Tourism Object, the focus developed by POKDARWIS in the development of the Coban Talun Tourism Object consists of 5 critical things. Those are related to security, cleanliness, guidance, and exploration of potential, tourism promotion and collaboration with other stakeholders in the pre-COVID-19 period, during COVID-19 and the New Normal era. In the future, the development of Coban Talun Tourism Object must anticipate the unexpected global conditions such as the spread of the COVID-19 virus so that Coban Talun Tourism Object can become a formidable tourist attraction.

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