
The Role of Tourism Awareness Groups in Management Pancur Cave Attractions

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Abstract

Tourism is one of the world's leading industries, contributing greatly to many developing countries. Tourism is increasingly regarded as the savior of rural areas, with many governments recognizing the industry's potential in driving regional economic development. This study aims to identify the role of the Tourism Awareness Group (Pokdarwis) in managing the Pancur Cave tourist attraction. This research uses descriptive research method with qualitative approach. The research location is in Jimbaran village, Kayen district, Pati Regency. The subjects of the study were 6 people consisting of the chairman of the Pokdarwis, vice chairman, 3 administrators of the Pokdarwis and 1 advisor of the Pokdarwis as informants. Data collection techniques are observation, interviews and documentation. Data validity using triangulation of sources and methods. Data analysis techniques are carried out by researchers through data reduction, data presentation and conclusions. The result of this study is that Pokdarwis through its role as a motivator, mover and communicator is carried out with direct assistance to the community to foster a tourism awareness attitude. While the management carried out by Pokdarwis in the implementation of the program through planning steps is carried out by looking at the needs of the program, organizing is carried out by dividing tasks and responsibilities, direction is carried out directly from the chairman to members and control in the form of rules and appeals to control members and visitors.

Keywords: *management of tourism; tourist attraction, pancur cave attractions*

INTRODUCTION

The management of tourist attractions in a place cannot be separated from interference by the community around the tourist area (Butowski, 2019; Wijayanti & Damanik, 2019), namely as a party that manages by directly intervening in the field (Liu, 2003). In the packaging of a tourist attraction can not run alone, between the government and the community they are mutually sustainable (Jubaedah & Fajarianto, 2021). All levels of society are involved in the management of tourist attractions. Starting from the upper class to the lower layers of society, namely both government, private and ordinary people (Sidiq & Resnawaty, 2017). All levels of society are expected to be involved and assist in the development of tourist attractions. The tourism sector is one of the country's number one foreign exchange supplier sectors (Nandi, 2016). The number of tourists, both local and foreign, who are interested in visiting various tourist destinations in Indonesia needs to be maintained and even improved. Because from each tourist destination will create jobs that certainly absorb labor so that it can improve the community's economy.

According to Muarifuddin et al., (2016) said that rural development is an important part of national development, considering that rural areas are still dominant rather than urban areas. Development in the field of tourism is one of the breakthroughs to increase regional and state revenues (Christian, 2017). That it is important for the village to explore the existing potential, the potential in question is in the form of tourist attractions. Tourism is essentially to develop and utilize tourist objects and attractions in the form of natural wealth, diversity of flora and fauna, cultural arts, historical relics, antiquities and cultural diversity (Indayani & Dewi, 2018). Management of tourist attractions, the government cannot run alone as well as the community. Each has a role in the management of tourist attractions, the government as a facilitator and policy maker needs the community in managing and developing tourism (Carlina & Pandoyo, 2020a). In the management of a tourism involves all levels of society, ranging from the upper class to the lower layers of society, namely both government, private and ordinary people. All levels of society are expected to be involved and assist in the development of tourist attractions.

Running activities related to tourism must involve all stakeholders involved in the field of tourism. The existence of success in running, developing and developing tourism needs to get support from the people of tourist areas, support from these communities to determine the success of tourism development. The creation of a conducive environment and atmosphere certainly needs the role of the community as a subject or actor of tourism development along with other development actors. The importance of support from the community requires an institution as a forum for people who are responsible for tourism development in their area. In increasing regional income, the government makes new breakthroughs in the community, namely in the form of tourism actors who have awareness of the potential of their areas of residence to join a Tourism Awareness Group or abbreviated as pokdarwis. This Tourism Awareness Group (POKDARWIS) will later become the driving force and initiator of Tourism Awareness in the area where he lives.

Based on the importance of the existence of Pokdarwis in a tourist area, it is a community group that is very useful in tourism management. In addition, with the existence of tourism awareness groups, community empowerment can be done through tourism awareness programs. An existing tourist destination should be able to make tourists who visit feel a different experience and feel a pleasant atmosphere. This is a concern that will be focused on the important existence of the Pokdarwis itself which has a share and responsibility for development and development. Of course, to revive a tourist destination, there needs to be a visit from tourists to that destination, if there is no visit to a tourist destination, the destination will regress. Tourists come to visit a tourist destination because there is a certain attraction and environment that supports comfort in traveling, so management in tourism development needs to be done.

Pati Regency has a lot of tourism potential that has not been managed properly because Pokdarwis has not been formed in the tourism potential area. In tourism management is still not developed so that these tourist attractions are not widely known by the community, in this case awareness of the benefits of tourism, especially in Jimbaran village which has natural tourism potential in the form of Pancur Cave. After the establishment of a program that focuses on tourism management and development, the community has an awareness of the potential of Pancur Cave

tourist attraction. Awareness of tourism potential in Pancur Cave has many benefits, one of which can improve the economic level of the community. In addition to the economy, the tourism potential of Pancur Cave can increase rapidly, namely with the development of cave tourism, lakes equipped with water rickshaws and gazebos and prayer rooms in completing the facilities of Pancur Cave tourist attractions. Pancur cave located in Jimbaran village, Kayen district, Pati regency is one of the natural attractions that has the city of Pati with extraordinary potential when it can be developed properly.

Natural potential that is still natural with the existence of caves that have natural destinations has attracted the people of Pati city and outside Pati to visit it. Pancur cave has its own peculiarities considering that the cave is still natural that releases water and drips water from the rocks. In front of the cave has a fairly wide lake that is developed while considering the preservation of nature in the tourist attraction area. The potential of nature is very amazing without losing the characteristics of the fountain cave in the mountains and without losing the sustainability and authenticity of the environment. Based on this, a more in-depth study of Pancur Cave tourism, namely the role of tourism awareness groups (pokdarwis) in the management of Pancur Cave attractions in providing awareness to the public of tourism potential, while maintaining beauty, environmental sustainability and being able to bring tourists is something that wants to be known further. The description of the problem above, the purpose of this study is to find out how the role of tourism awareness groups (pokdarwis) in the management of Pancur Cave tourism, Jimbaran village, Kayen district, Pati regency.

METHOD

This research uses descriptive research with a qualitative approach qualitative method, in a qualitative approach researchers make observations that are what they are on the object under study using descriptive methods (Sugiyono, 2019) . Tourism Awareness Group (Pokdarwis) in the management of Pancur Cave tourist attraction. The research location is in Jimbaran village, Kayen district, Pati regency. The subjects of the study were 6 people consisting of the chairman of the Pokdarwis, vice chairman, 3 administrators of the Pokdarwis and 1 advisor of the Pokdarwis as informants. Data collection techniques are by observation Rosenbaum (2020), which is done by observing the management activities in the tourist attraction, observing the role of the Pokdarwis of Jimbaran village in providing awareness of tourism potential and observing the results obtained from the role of the Pokdarwis in the management of the Pancur Cave tourist attraction. Furthermore, the interview technique is carried out by giving questions to the resource persons regarding their role as Pokdarwis in managing tourist projects and finally documentation is carried out by taking documentation during the activities of the Pokdarwis' role in managing tourist attractions. Data validity using source triangulation and methods, source triangulation is carried out by researchers to obtain data credibility through checking from various sources, namely from Pokdarwis administrators and Pokdarwis advisors. While triangulation methods are carried out through observation, interviews and documentation. Data collection in the field is certainly related to data mining techniques, and it is also related to the source and type of data, Data sources in qualitative research are: (1) words and (2) actions, the rest are additional data such as documents or written data sources, photos, and statistics. The words and actions of the people observed or interviewed are the main source of data (Rijali, 2019).

RESULTS AND DISCUSSION

Management of Pancur Cave Tourism Object

The planning carried out by Pokdarwis in the implementation of the Pancur Cave tourist attraction program is carried out by looking at the needs of the program needed in the tourist attraction, the implementation of the physical program namely greening activities in tourist attractions and along the road to the tourist attraction is carried out because of the lack of plants in the place. The greening program aims to turn tourist attractions and tourist attraction areas into shady environments. Then the fish seed planting program is carried out by Pokdarwis in collaboration with

the Marine and Fisheries service which provides fish assistance every year, which aims to increase the function of developing water rides in tourist attractions. Making sinks for washing hands with the aim of suppressing the transmission of the corona virus in tourist areas. Furthermore, the non-physical program, namely the MSME assistance program, is carried out by Pokdarwis and the Trade and Industry office of Pati regency which aims to improve the quality of MSME products from taste, maturity and business licensing. Basically, tourism products that are prepared are something that is needed as a prerequisite to provide satisfaction for tourists who are always experiencing changes in demand (Carlina & Pandoyo, 2020).

The implementation of the program in the management of tourist attractions requires other people and various parties to collaborate so that the program runs according to the objectives that have been formed. The results of observations made by researchers in the field found that the form of organizing in the implementation of the program is by dividing the duties of the Pokdarwis management according to their respective tupoksi. Inside the tourist attraction there is a division of duties, including: security officers 2 people, guard entrance tickets 3 people, parking officers 1 person, public toilet guards 1 person, person in charge of the cave crossing 3 people, water park officers 3 people, and cleaners totaling 3 people. The division of tasks cannot be separated from mutual cooperation with each other. Cooperation between Pokdarwis and other parties, namely from the local government to promote, communities and organizations in the form of visits, then cooperation in the security of the Pokdarwis of Jimbaran village, namely with the police and military, the tourism office as a shelter of the Pokdarwis cooperation in the form of determining programs, coaching, delegation, then the environmental office, namely collaborating in the form of providing tree seeds for reforestation programs. All organizations, however small, have some sort of structure because in general a structure is designed with the intention of ensuring that the organization is designed in the best way to achieve its goals and objectives. The statement also refers to six key elements consisting of elements of job specialization, departmentalization, chain of command, span of control, centralization and decentralization and formalization. (Wahjono & Surabaya, 2022).

Based on the results of research conducted by researchers through observations, it was found that the direction carried out by the Pokdarwis in the implementation of the program was carried out by the head of the Pokdarwis by giving directions directly through discussions with Pokdarwis members aimed at making Pokdarwis members always compact in implementing the program, carrying out responsibilities according to their respective duties and maintaining cleanliness. From the results of the study, it can be concluded that each member is directed to always maintain compactness, discipline, and cleanliness so that the benefits can be felt together with both members and visitors. Briefing from the head of the Pokdarwis by monitoring and reminding other members in carrying out their duties, then the Pokdarwis advisor gave advice that for each member of the Pokdarwis to always maintain its unity so as not to be divided.

In addition, there is a direction from the tourism office in the form of instructions to Pokdarwis to carry out the program properly, continue to improve and evaluate the program in the tourist attraction. From the briefing, it aims to maintain the unity of Pokdarwis members in carrying out their duties, advancing tourism objects and making Pancur Cave tourist attractions as leading tourism in Pati district. This is in line with the belief that constructive motivation for subordinates is needed by a leader as a form of direction to individuals so that they can be more invited to cooperate in achieving organizational goals effectively (Rohmah, 2020).

Based on the results of observations made by researchers in the field, it was found that the control carried out by Pokdarwis in the implementation of the tourist attraction program was by an appeal through writing boards to maintain health protocols and hygiene and safety rules. Then for visitors who violate the rules and appeals will be reprimanded directly by the officer. However, in terms of security rules, officers do not check directly, such as checking sharp weapons when visitors enter tourist sites, only in the form of written appeals. Then the control for Pokdarwis members is to be polite and friendly to visitors. Each village has certain advantages, namely the uniqueness of the lifestyle complete with handicraft products, arts typical of the region or village. The competitiveness of tourism villages is also inseparable from the role of the government in providing excellent and total services as well as active participation of the community as the spearhead as well as tourism actors. Therefore, it is the village community that must first be addressed to strengthen the bargaining

power and competitiveness of tourism villages as a superior product of domestic tourism (Village et al., 2023).

The Role of Tourism Awareness Groups (Pokdarwis)

The role of Pokdarwis as a motivator is to provide knowledge about tourism awareness of the potential of Jimbaran village, namely the Pancur Cave tourist attraction. The results of the observations of researchers in the field were obtained due to the role of Pokdarwis as a motivator, namely in increasing public awareness of the importance of tourism with the efforts made by Pokdarwis as a motivator carried out through a greening program with a direct approach to the community, namely providing awareness that the importance of a conducive and beautiful environment in tourist attractions and tourist area environments, these activities involve the community to participate in the program. This was done by Pokdarwis by gathering residents at the Jimbaran village hall in providing motivation related to tourism awareness in the program to be implemented. But at first in pioneering the management of tourism objects, Pokdarwis held meetings with Jimbaran villagers one year 3 meetings, in these meetings the community was given socialization about the importance of tourism awareness and village potential, to make it easier for the community to digest this understanding, what Pokdarwis did was by displaying profile videos of tourist villages from other villages that had developed to be used as enthusiasm. The benefits of counseling activities are expected to increase public awareness of tourism and foster a tourism-conscious attitude and increase community participation in tourism development (Yatmaja, 2019) (Febrianto & Fitriani, 2019).

The role of Pokdarwis as a mobilizer is Pokdarwis as an actor who mobilizes the community to participate in the management of tourist attractions and the implementation of programs to support the creation of advanced tourism, especially Pancur Cave attractions. Researchers collected data through observations in the field, it was found that the role of Pokdarwis as a mobilizer, namely in every implementation of the Pokdarwis tourism program, was directly involved in the program, then invited the community by visiting from house to house to invite the community to participate in tourism program activities, including reforestation and sowing fish seeds.

Based on the results of field research, it can be concluded that Pokdarwis will always encourage people who have the desire and initiative to participate in the Pokdarwis program and manage tourist attractions. However, if there are people who are not supportive, Pokdarwis will still communicate well with these residents, then appoint respected residents in the neighborhood to approach slowly. So that the public has a willingness to follow the tourist attraction program. In addition, Pokdarwis in maintaining the willingness of the community to continue to follow the direction of the Pokdarwis, namely by conducting good communication with the community, providing understanding to the community of the benefits of tourism, providing opportunities for the community to open sales stalls at tourist attractions, involving the community in every activity carried out by Pokdarwis and forming a community of traders in the Pancur cave tourist attraction. According to Maulana & Yuyun Yuningsih (2019) That the existence and social functioning of tourism driving groups in community empowerment is to emphasize that people have sufficient skills, knowledge and power to influence their lives and the lives of others in achieving tourism goals (Hidayat & Warsono, 2020).

Based on the observations made by researchers, it was found that the role of Pokdarwis as a communicator is as a conveyor of information to the community related to activities carried out in the management of Pancur Cave tourist attractions. This is done by Pokdarwis by visiting the community directly to the house or when meeting on the street, besides that the role of Pokdarwis as a communicator in delivering information to the community is carried out through Whatsapp groups carried out from the chairman to members of the Pokdarwis and Pokdarwis to the community. Pokdarwis in establishing good communication with the community, namely through polite attitudes towards the community, mingling with the community, participating in mutual cooperation every time there are activities in the community, greeting the community and involving the community in every event or activity of tourist attraction programs such as greening tourist areas and in tourist attractions, sowing fish seeds in the lake of tourist attractions and mentoring community MSMEs in the Pancur Cave tourist attraction. The factor that affects the level of

participation is communication, because good communication can facilitate Pokdarwis and the community in managing tourist attractions (Abdul, 2023).

Benefits of Pokdarwis in the Management of Pancur Cave Tourism Objects

Economic benefits. The results of research obtained by researchers through observations found that the role of Pokdarwis in the management of tourist attractions has economic benefits for Pokdarwis members and the Jimbaran village community, marked by the existence of businesses in the form of stalls opened by the community and Pokdarwis members to get a source of income from Pancur Cave attractions. The stalls in the tourist attraction are 40 stalls selling processed snacks, wooden crafts, souvenirs, and children's toys. With 12 stalls as the main source of income and 28 others as additional sources of income. Then additional income for the management of Pokdarwis with a levy on entrance tickets to tourist areas and entrance tickets for the cave trail program. This is in line with the statement submitted (Indrianti et al., 2019) The success of tourism village development is the extent to which tourism village activities are able to improve the economic welfare of the local community.

Improved quality of life. The role of Pokdarwis in the management of tourism objects also has an impact on improving the quality of life of the people of Jimbaran village, namely in terms of knowledge that initially the community did not know about tourism awareness and village potential, but now the community has known about it. Marked by the availability of the community in utilizing the potential of Jimbaran village, namely participating in the management of tourist attractions, participating in program activities held by Pokdarwis and selling in tourist attractions.

The role of Pokdarwis in the management of tourism objects also has an impact on improving the quality of life of Pokdarwis members, namely in terms of knowledge that initially Pokdarwis did not know about tourism object management, tourism awareness and village potential, but now Pokdarwis has known about it. Characterized by structured management of tourism objects and the implementation of programs as tourism development. The condition of rural communities tends to focus only on aspects of rural life, tourism has not become a medium for rural development. The idea of rural tourism and tourism villages arises along with the potential of the village to become the next destination, will be a locomotive of community development to create a conducive environment (Junaid, 2023). The creation of a conducive environment can benefit the community and members of Pokdarwis, because initially before the management of tourist attractions, the place was used for things that were not good, such as drinking parties, brawls and indecent acts. Therefore, with good management, the environment becomes safe and conducive.

This is inseparable from the role of Pokdarwis in the management of tourist attractions to create a conducive environment within tourist attractions and tourist area environments, namely in terms of cleanliness in tourist objects provided garbage dumps and cleaners and appeals to maintain cleanliness while in a safe environment there are also officers who maintain security inside and tourist areas and there are rules not to carry sharp weapons. So that the community can enjoy and feel the real role of Pokdarwis in the management of Pancur Cave tourist attraction. Stability and good conditions are important aspects in rural tourism management (Manuel et al., 2019). Rural revitalization also has an impact on rural tourism management (Yang et al., 2021). Research on rural tourism has contributed to village management as part of tourism assets.

CONCLUSION

The form of management carried out by the Pokdarwis of Jimbaran village in the implementation of the Pancur Cave tourist attraction program is with the following steps, namely planning, organizing, directing and controlling. The management carried out by Pokdarwis in the implementation of the tourism program is an effort to minimize activities that are less useful, the distribution of tasks is carried out by coordinating and carried out according to their respective responsibilities so that the implementation of the program can run in accordance with the purpose, namely for the development of Pancur Cave tourism with a conducive environment. The role of Pokdarwis in the management

of Pancur Cave tourist attractions is as a motivator, communicator and mobilizer. This was done by the Pokdarwis of Jimbaran village through direct communication and assistance in awareness to the community in the form of socialization and Pokdarwis participated directly in the field as initiators in each program to provide examples to the community.

The results obtained by the community and members of Pokdarwis with the management of tourist attractions are related to economic benefits marked by sources of income in tourist attractions, increasing the quality of life in this case is the knowledge obtained by the community and members of Pokdarwis, for the community increasing knowledge about tourism awareness, the community is willing to utilize the potential of the village and participate in the implementation of the program, For Pokdarwis members, the knowledge of tourism can improve the management of tourist attractions, in addition to increasing a conducive environment, characterized by the absence of brawls, binge drinking and illegal logging in tourist attractions and tourist areas. For Pokdarwis to maximize and improve togetherness in the management of Pancur Cave attractions, especially in the distribution of duties and responsibilities of each member. To be able to increase priorities in the management of these tours, so that the division of tasks can be carried out from each section.

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