

Pokdarwis Dewi Sri Contribution in Development Sendangsari Tourism Village, Wonosobo

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ABSTRACT

Purpose: This study aims to determine the contribution of the local community and the government to the development of tourism in Sendangsari Village, to discuss the government's steps in mobilizing the community to develop tourism, and to find out the tourism potentials in Sendangsari Village.

Research methods: In this study, researchers used descriptive qualitative research with data collection techniques using observation and interviews from several informants related to tourism development in the Sendangsari Tourism Village. To obtain information, researchers used a purposive sampling technique.

Results and discussion: The benefits that are expected from this research are to be able to add insight and experience that researchers have gained while undergoing lectures and add new insights and knowledge about tourism for the community and local government in developing tourism in Sendangsari Village. The results of this study show the contribution of local communities to tourism development in the Sendangsari Tourism Village by becoming local guides, homestay providers, souvenirs, culinary delights and assisting in tourism village promotion activities.

Implications: Sendangsari Village is located at an altitude of 1013 meters above sea level and has temperatures ranging from 18°-28°C so it is suitable for tourists who want to travel here. In addition, Sendangsari Tourism Village also has tourist attractions that can be visited such as cultural tourism, nature tourism, agro tourism, and live-in. The government's role in mobilizing the community in Sendangsari Village is quite optimal because the government helps in financing facilities and infrastructure and provides guidance to tourists in Sendangsari Village

Keywords: Sendangsari Tourism village, Community Contribution, Tourism Development

INTRODUCTION

Tourism has an important role in economic development in Indonesia because it is wrongthe country's second largest foreign exchange earner after oil and gas. Tourism also has an impact very big for the community, especially the

people who are around the tourist area. At the moment the government wants to develop tourism in Indonesia evenly to the regions in the hope of increasing the economy for the local community in the area itself. At this time tourism villages can be alternative tourism where the development process is based on exploring the potential of existing resources in the village along with empowering local communities. Of all many tourist destinations in Indonesia, tourist destinations in Wonosobo Regency, Central Java quite a favourite. This is evident from the number of tourist visits in 2019 reaching 1,205,629 (Data Visitors and Revenue 2019, 2019). This condition is supported by the potential of tourism objects varies. like Tour natural, tour culture and history, tour religious, too village tour.

Sendangsari tourism village is a pioneer tourism village located in Garung district, Wonosobo Regency, Central Java. It is 10 Km from the district capital Wonosobo, and approx 128 km from capital province Java middle. Village This is at in height 1013 masl And own temperature air range between 18°- 28°C so that very suitable for traveler Which want to travel in area This Because air here belong very cool. Region village tour happy or Which more known as GODDESS SRI own a number of object tour Which Enough interesting For visited like tour culture, tour natural, tour agro, And live-in (stay And stay the night At home inhabitant with do activity become public village). Tourist based public is tourist Which Its people have an important role in the development of society as well as its development aims to change and improve the quality of their lives. With the participation of Local people can assist the government in developing tourism in the area itself so that a community like POKDARWIS (Tourism Awareness Group) was created. POKDARWIS is a community that must exist in every area of tourist attraction because it is able to help government so that the community can provide input to help develop tourism in the area.

Based on the description above, the formulation of the problem in this study are: 1) What is the contribution society local and government in develop tourist in Village Sendangsari; 2) How step government area in move public for help develop tourism in Sendangsari Village; 3) What are the tourism potentials in Sendangsari Tourism Village. As for the purposes of this study are: 1) To determine the contribution of local communities in tourism development in the Sendangsari Tourism Village; 2) To find out how the government in mobilizing the community in the field of tourism in developing the Sendangsari Tourism Village; 3) For know potency existing tours in Village Tour Sendangsari.

Tourist

Law of the Republic of Indonesia No. 10 of 2009 concerning tourism explains that Tourism is a wide range of tourism activities and is supported by various facilities and services provided by public, businessman, Government, And Government Area. Whereas

Tourism is the whole activity related to tourism and is multidimensional as well as multidisciplinary Which appear as exists need every person and country as well as interaction between traveler and public local, fellow traveler, Government, Government Area, And businessman. The term tourism is closely related to the notion of tourism travel, namely as a change in a person's temporary residence outside his place of residence for a reason and not for do activity Which produce wages. With thereby can said that travel is a journey undertaken by someone to get enjoyment and fulfil desire want to know something. Can Also

because interest Which relating to sporting activities for health, conventions, religious and business purposes others.

According to Muljadi (Muljadi, 2010) the term tourism (tourism) just appeared in the community around around the 18th century, especially after the Industrial Revolution in England. The term tourism comes from carrying out tourism activities (tour), namely an activity of changing temporary residence from somebody, outside place stay daily with something reason whatever besides do activity which can produce wages or wages. In other side word Tourism organization (WTO) explain tourist is activity somebody Which traveling to or stay in something place in outside environment Which normal in time no more from one year in a manner Keep going continuously, for pleasure, business or other purposes.

Development tourist

Tourism development is aimed at enhancing a tourist destination and heritage assets culture so that it becomes an attractive tourist attraction based on culture and can encourage investment. According to (Anindita, 2015) development tourist is something business for develop or advance tourism objects to make them better and more attractive in terms of place and all Which There is inside it for can interesting interest traveler for visit it. Meanwhile, according to (Wibowo, 2010) tourism development is an attempt to advance something object become more Good and have results to use interest together. as for factor supporters in tourism development according to (Sunaryo, 2013).

Village Tour

Village tour is development in something region rural Which optimized in accordance with characteristics Which There is so that become A product, items the Which Then marketed in a manner area with its virtues, where there is rural community life with all activities Which become a activity tourism (Raharjo, 2019). kindly comprehensive village tour is something region rural Which offer whole atmosphere Which reflect authenticity of the village, both in terms of socio-cultural life, customs, daily activities, architecture buildings, and village spatial structures, as well as the potential that can be developed as an attraction tour, for example: attraction, food and drink typical, souvenir, lodging And etc (Fandeli, 2012). Based on this understanding, the tourist village is a village that lives independently with potency Which owned as well as can utilise and sell various attractions as Power pull tour without involve investors.

Contribution Public Local

Contribution comes from English, namely contribute, contribution means participation, involvement or donation. Contributions can be in the form of materials and actions, for contributions material in nature is an individual or an institution that provides assistance to other parties for the common good. While the contribution that is action is behavior carried out by an individual or an institution which can then have a positive impact nor negative to party other. Contribution according to dictionary big

Language Indonesia is dues money (to association and e.t.c.) or donation. In matter This means contribution is everything that is given by a person or an institution to another person or country form theory or action.

Meanwhile, contribution according to (Soerjono, 2006) defines "contribution as a form of contribution of money or funds, energy assistance, thinking assistance, material assistance, and all kinds of other forms of assistance hopefully it can help the success of activities in a form, association and so on". Contribution according to (Ahira, Terminology vocabulary Say, 2012) contribution in understanding as action that is form behavior Which done by individual Which Then give impact positive or negative towards others. for example, someone does community service in his home area for the sake of create a beautiful atmosphere in place area he lives so that impact positive for resident as well as immigrants.

Public in term Language English is society, originate from say other socius Which means (guys). Say public originate from Language Arab syakara Which means (follow as well as and participate). Society is a group of people who get along with each other, in scientific terms is mutual interact. Something unity can have infrastructure through its citizens Which each other interact. definition other Also explain that public is something unity life manwho interact according to a certain system of customs that is continuous, and bound by something flavor identity Together. Continuity is unity public Which own fourth characteristic that is interaction between citizens, custom customs, continuity time, flavor identity strong Which tie allinhabitant (Koentjaraningrat, 2009).

Society is a place to form the personality of each human group or tribes that are different from each other. In addition, society is a group of people Which stay stay in something region Which No too clear the boundaries, interact according to similarity pattern certain, which tied by something hope and interest Together, existence going on continuously with a taste identity the same one.

Pokdarwis (Group Tourism Awareness)

Pokdarwis or Tourism Awareness Group is an institutional form There is in public, members perpetrator tourism Which own concern And responsibility, and play an active role as a driving force in supporting its creation conducive atmosphere for the growth and development of tourism (Rahim, 2012). Role Pokdarwis really important in every area as well as need Keep going supported and developed both in quality and quantity in sustaining development and the growth of tourism destinations, more specifically the increasing role of the community in development tourism in the area each.

Meaning from the formation of Pokdarwis (a tourism awareness group) is to develop group public Which can role as motivator, mover as well as communicator in effort increase readiness and concern public in around tourism destinations or tourist attraction locations so that they can act as masters a good home for the development of tourism, and have an awareness of opportunities and value benefits that can be developed from tourism activities so that increasing well-being economy public.

RESEARCH METHOD

On design study This writer use study qualitative Which is type study Which his findings No obtained through procedure statistics or form count othersand aims to reveal symptoms holistically-conceptually by collecting data from the background naturally by utilizing the researcher himself as a key instrument (Sugiarto, 2015). in general study qualitative Lots used in study in field social Because results his research No obtained through statistical procedures or

other quantification methods and usually uses approach in a manner naturalistic on something phenomenon certain for get enlightenment, understanding against a phenomenon and extrapolation on the situation the same one.

In study This procedure withdrawal sample Which used is *purposive sampling* and *nonprobability sampling*. *purposive sampling* is determine sample based on consideration or objective And mark To use individual to study. Individual the made sample because the sample contains a lot of necessary information. The *purposive sampling* technique is also known with term other that is *judgment sampling* or *expert choice* (Ishmael, 2018). Whereas *nonprobability sampling* is Technique taking sample Which No give opportunity / opportunity The same for every element or member population for chosen become sample (Sugiyono, Method Quantitative Research, Qualitative, And R&D, 2017).

In this research, to obtain relevant data and can be used as a basis for the process study, writer need gather data information Which originate from observation, interview, documentation, as well as efforts to record or record information. The process of data analysis on study This own three stage that is, 1) reduction data 2) Presentation data and 3) Conclusion Verification.

RESULTS AND DISCUSSION

Profile Village Tour Sendangsari

Sendangsari Village or known as DEWI SRI which means fertility philosophy. Located in Garung District, Wonosobo Regency, Central Java. Located 10 Km from the district capital Wonosobo, And around 128 km from capital Province Java Middle. Which in a manner administrative own area of 287.67 Ha consisting of 174.25 Ha of paddy land, Moorland of 87.53 Ha, and Yard of 25.89 Ha. Sendangsari Village is bordered by 5 (five) village, between other:

1. North: Ward Garung
2. south: Village Blender
3. West: Village Sitiharjo
4. East: Kayugiyang Village and Gumblegan Village

Village Sendangsari divided become 4 (four) hamlet ie hamlet Sendangsari, hamlet Gondang, hamlet Kalikuning, and Penampelan Hamlet. These hamlets are covered in 29 Neighborhood Associations (RT) and 8 Rukun Warga (RW). The total population of the 4 (four) hamlets is 4,775 people Which consists from 1,399 families (head of family).



Figure 1. Structure Government Organization Village Sendangsari Source: Sendangsari Village Office

Profile Public

Based on data village on month October 2021, Amount resident Village Sendangsari as much 4,775soul Which consists from 1,399 KK.

Table 1. Data Amount Resident

| NAME hamlet | RT | RW | KK | SOU L |
|--------------------|----|----|------|-------|
| hamlet SENDANGSARI | 21 | 5 | 957 | 3266 |
| hamlet GONDANG | 2 | 1 | 80 | 277 |
| hamlet KALIKUNING | 4 | 1 | 252 | 852 |
| VILLAGE APPEARANCE | 2 | 1 | 110 | 380 |
| AMOUNT | 29 | 8 | 1399 | 4775 |

[Source: Sendangsari Village, October 2021]

Majority resident Village Sendangsari religious Islam and ethnicity Java. Part big eye their livelihood as farmers, gardeners, breeders and artists. Since tourism was introduced by the Village Government and Tourism Manager a new profession emerged, namely as a local guide and profession other Which related with sector tourist Which can help increase economy public.

Contribution Society Local and Government in Develop Tourist in Village Sendangsari

In developing the Tourism Village in Sendangsari Village, initially the community developed independently or *autodidact* by forming a group, namely the Tourism Awareness Group (POKDARWIS) Because previously public in village Sendangsari No own knowledge and insight into tourism. Therefore the steps they take are as follows following:

1. Public move independent for develop potency – potency Which There is in Village Sendangsari by creating Pokdarwis despite the knowledge and insight into tourism Still limited.
2. The village community conducted a comparative study to other tourist villages to increase their knowledge and insights about the tourist village. Then apply

- in Sendangsari village accordingly with existing criteria.
3. Public village donate power Work and provide a number of facility for traveler who visited Sendangsari village.
 4. Public Work The same with government local for help all activity tourist in the village Sendangsari started from the side licensing tourism and help fund.

After a number of Step Which done public village Sendangsari start understand about development carried out, in this case the community implements maintaining tourism awareness with uses the seven basic elements of Sapta Pesona as a benchmark for improving the quality of tourism products i.e. Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memory. Then society can contribute with method plunge direct in help provide facilities Which needed by tourists during activities carried out in Sendangsari Village such as homestays, facilities infrastructure, gifts, souvenirs as well as culinary.

In the promotion of the Sendangsari Tourism Village, the community uses two promotion methods, namely offline And on line Which Where promotion with method offline that is with spread brochure package tour to several schools and agencies, then introduced the Sendangsari Tourism Village to Pokdarwis Village Other, And introduce Village Tour Sendangsari in a number of program like exhibition – exhibition, workshops, etc Which usually attended Also by public general and for promotion with use online method that is with media social like website, Instagram and facebook.



Figure 2 Sendangsari Tourism Village social media
[Source : <https://desawisatasendangsari.com/>]

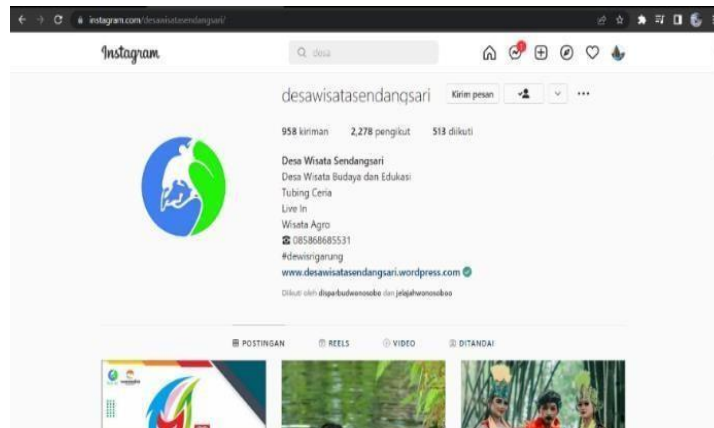


Figure 3. Sendangsari Tourism Village Instagram
[Source : <https://www.instagram.com/desawisatasendangsari/>]



Figure 4. Sendangsari Tourism Village Facebook
[Source : <https://www.facebook.com/wisataalamdandaya.desasendangsari/>]

In developing a Tourism Village the community cannot move on their own because it is in the process community tourism village pioneers do not yet have sufficient capital. Hence society work with the local government to assist in permitting tourism activities, then help complete the facilities and support tourism activities in Sendangsari Village as well as funding infrastructure needed to help develop tourism potential in the village Sendangsari.

Step Government Area In Develop Tourist In Village Sendangsari

From the information obtained, the role of the government is to mobilize the community in Village Sendangsari through planning and program – program Which government have Which channeled to the community by way of deliberation, working together with Pokdarwis to mobilize people who want to be directly involved in developing tourism potential based on local wisdom owned by Sendangsari Village. And the government is very supportive of all community activities in development Power pull tour in Village Sendangsari, following a number of program Which made government in help society in Village

Sendangsari that is:

1. Give facility place meeting and help give data in accordance results mappingvillage potential based on local wisdom and friendly environment
2. Make program discussion empowerment public in design developmenttour in Sendangsari village
3. Do coaching and training to public about outlook and knowledge tourist
4. Provide assistance Which required form thought, power and material
5. Follow plunge direct in help in development tour in Village Sendangsari
6. Always coordinate with pokdarwis in supervise and guide public in development tour in Sendangsari Village

Potency Tour Which There is In the village Sendangsari

Sendangsari Village has several tourist objects that have the potential to be introduced in the sector tourist. Where this potential consists of cultural potential, natural potential, special food traditional and source Power man. There is 7 art traditional in Village Sendangsari between other, the arts of Lengger Dance, Shadow Puppets, Karawitan, Rudad, Lionsi, Barongsai, and Braided Horses. Art – art that Still attached in life public Sendangsari especially since the existence of tourism activities these arts are more often presented as power tourist attraction as well as visitors can while learning to dance, play gamelan and paint mask.

In addition to arts, Sendangsari Village has agricultural land such as rice, corn, cassava, chilies, mustard greens, tobacco, and watercress as the superior products of Sendangsari Village because they have very clean springs so that the plants that grow have good quality very Good.

Time Gondang is source eye water experience Which biggest in Village Sendangsari besides used to irrigate rice fields and plantations, this spring is also used locally swimming because the water is clean and cold makes those of us who swim there feel fresh. then other tourism potential is River tubing which is a mainstay, and is suitable for visitors who have an adventurous spirit because the track is located on the Serayu River. This river tubing has two track tubing, namely tubing Glad throughout two kms, And Track Wanganaji throughout One km.

As for potency tour other that is Live-in or Which We know as activity stay at home villagers by participating in all the activities carried out by the house owner and interacting with local residents. Which is where visitors will follow all the activities of the home owner starting from farming, gardening, art or others. This activity is usually combined with outbound like play games, team buildings, catch catfish in rice fields, etc. Activity This made with objective so visitors don't feel bored.

Sendangsari Tourism Village also has traditional specialties such as corn rice, key vegetables, tempeh kemul, gehuk, geblek, etc Which what we can be certain of is very delicious and can evoke appetite para visitors. Then in the village of Sendangsari there is also a very beautiful small waterfall called Kedung Pawon and Kedung Siwuluh, but because access is very difficult and sometimes it still is a lot of garbage so that this waterfall is not ready to be promoted as an attraction tour.



Figure 5. The tourism potential of Sendangsari Village River Tubing
[Source: Personal Data]



Figure 6. Live-in (follow activities owner House with plowing ricefield)
[Source: Personal Data]



Figure 7. Agrotourism (study plant, take care to harvest plant lettuce water)
[Source: Personal Data]



Figure 8. Learn art with methodsStudy play tool music gamelan
[Source: Personal Data]



Figure 9. Gondang River (source eye water)
[Source: Personal Data]

CONCLUSION

Based on results from study, researcher will expose a number of conclusion Which based on findings research result. Following is a number of that conclusion recommended:

1. The local government conducts training to the community regarding knowledge and insight about tourism, follow as well as in making program and designing about tourism development in Sendangsari Village, providing the necessary assistance in form of finance, mind, and energy, and help guide and supervise society in tourism development in Village Sendangsari.
2. The potentials of the Sendangsari Tourism Village are art and cultural tourism various type like dance perch, puppet skin, karawitan, ruad, lionsi, lion dance, And horse braid. The next tourism potential is agro- tourism which this tour aims to educate visitors about agriculture, plantation, farm, and art Which owned Sendangsari Village. Then River tubing and Live-in (staying and participating in all activities public local do as well as interact with public around). Process tourism development in Sendangsari Tourism Village was first carried out by a group youth who want to develop and are aware of the tourism potential that Sendangsari Village has. Then they form group or organization that is Group Aware Tour (POKDARWIS). The contribution of the people of Sendangsari Village is quite good because they are aware with potency tour Which Village Sendangsari have Which what we can be certain of is can increase economy in Sendangsari Village. The form of contribution made is like participating as well as in conceptualizing and managing tourism potential in Sendangsari Village some people there are renovating their homes to be used as lodging, selling culinary typical of Sendangsari Village, selling souvenirs and souvenirs, becoming a local guide, and always go help in form development to use develop Village tour Sendangsari as well as promoting tourism potential in Sendangsari Village. So are with government local Which follow help in development Village Tour Sendangsari start from process licensing SK Village Tour, give fund for activity tourism in Sendangsari Village and help promote Sendangsari Village tourism through media offline and online.
3. In addition to the people who are directly involved in tourism development in Sendangsari Village, government Also follow role active in process development tourist in Village Sendangsari

SUGGESTION

Based on the assessment of research results in the Sendangsari Tourism Village, the researcher intends provide suggestions that hopefully can be useful for the people of Sendangsari Village and government local, among others following:

1. For public Village Sendangsari
The tourism potential in Sendangsari Village is very large and society must have outlook Which more wide Again about tourism with method often do association to exchange ideas in the development of tourism in the village and mobilize, As well electrify promotion Village Tour Sendangsari through on line mapun offline. As well as responsible answer for awake continuity tourism in the village Tour Sendangsari.
2. For government

The government must always provide support and motivation to local communities by how to provide training or debriefing activities for the development of Tourism Villages. Then hold regular evaluations of the community in tourism development in Sendangsari Village, and is responsible for the sustainability of tourism in the Tourism Village Sendangsari.

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