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EFFORT MANAGEMENT TOURISM OBJECTIVE THROUGH THE EXISTENCE OF SOCIAL GROUPS IN THE COMMUNITY

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Abstract: The tourist attraction is developed synergistically by developing tourist facilities, public facilities, infrastructure, and community empowerment in a complete and sustainable system. In Banjarmasin City, in Banua Anyar Village, tourism management is carried out with community involvement in synergy with the Government through tourism awareness groups known as Pokdarwis. The purpose of writing this article is to identify the management of tourism objects through the existence of social groups. The approach used in this research is qualitative with a descriptive method. The data collection technique was carried out through observations in the culinary tourism area in the Banua Anyar Culinary Area. The results of the study ensure that the management of tourism objects through Pokdarwis in Banua Anyar Village is carried out in three forms of activity, namely the realization of Sapta Pesona, providing facilities and infrastructure and increasing knowledge of the community around tourism objects. These activities need to be carried out so that the existence of Pokdarwis can determine realistic strategic steps to realize the vision and carry out the mission of the existence of the government and the community in managing tourism objects through the existence of social groups. Therefore, it can be concluded that the existence of Pokdarwis in Banua Anyar Village is a form of real effort from the authority to the region to plan, develop and manage tourism in the region. So that local people get the opportunity to get involved in tourism development.

Keywords: management, tourism objects, social groups, pokdarwis, tourism development

Abstrak: Daya tarik wisata dikembangkan secara sinergis dengan pengembangan fasilitas wisata, fasilitas umum, sarana prasarana serta pemberdayaan masyarakat dalam sistem yang utuh dan berkelanjutan. Di Kota Banjarmasin, tepatnya di Kelurahan Banua Anyar manajemen obyek wisata dilakukan dengan keterlibatan masyarakat yang bersinergi dengan pemerintah melalui kelompok sadar wisata atau dikenal dengan sebutan Pokdarwis. Tujuan penulisan artikel ini adalah untuk mengidentifikasi pengelolaan obyek wisata melalui keberadaan kelompok sosial. Pendekatan yang digunakan dalam penelitian ini yaitu kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui pengamatan di kawasan obyek wisata kuliner di Kawasan Kuliner Banua Anyar. Hasil penelitian memastikan bahwa pengelolaan obyek wisata melalui Pokdarwis di Kelurahan Banua Anyar dilaksanakan dengan tiga bentuk kegiatan yaitu perwujudan Sapta Pesona, penyediaan sarana dan prasarana dan peningkatan pengetahuan masyarakat sekitar obyek wisata. Kegiatan tersebut perlu dilakukan agar keberadaan pokdarwis dapat menentukan langkah-langkah strategis yang realistis untuk mewujudkan visi dan melaksanakan misi keberadaan pemerintah bersama masyarakat dalam pengelolaan obyek wisata melalui keberadaan kelompok sosial. Oleh karena itu, dapat disimpulkan bahwa keberadaan pokdarwis di Kelurahan Banua Anyar merupakan bentuk upaya nyata dari kewenangan untuk melakukan perencanaan, pengembangan dan pengelolaan pariwisata di daerah. Sehingga masyarakat setempat mendapatkan kesempatan untuk ikut terlibat dalam pengembangan pariwisata.

Kata kunci: pengelolaan, obyek wisata, kelompok sosial, pokdarwis, pengembangan pariwisata

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INTRODUCTION

The tourism sector is still a part of national development that aims to develop an area. Various tourism potentials in each region continue to be developed as sectors that can contribute to improving the country's economy (Abbas et al. 2021). Developing countries such as Indonesia are no exception. This is in line with Ministerial Regulation No. 12 of 2020 concerning the Strategic Plan of the Ministry of Tourism and Economy Creative / Tourism and Creative Economy Agency for 2020-2024 states that in the context of developing tourism destinations, there are several potential as well as Indonesia's strengths to be able to develop as a competitive and sustainable tourism destination. Synergistic with developing tourist facilities, public facilities, accessibility, and community empowerment in a complete and sustainable system (Ajidayanti & Abbas, 2019).

Based on data accessed through the Central Statistics Agency's page until 2020. It is noted that the private sector manages 2,201 tourism objects in Indonesia, local governments manage 574 tourism objects, authority institutions manage 119 tourism objects, and the central Government manages 51 tourism objects. However, along with the development of tourism in Indonesia, until now, there are still problems encountered. These problems include overlapping regulations, lack of quality human resources, lack of publications, poor infrastructure, lack of investment, lack of attention to environmental aspects, and lack of attention to the quality and quantity of tourism objects (Putri et al. 2021; Sunarsa, 2019; Suteja & Wahyuningsih, 2019; Wijayanti, 2020).

Developing tourist attractions in an area requires a long process because various obstacles will be faced. These obstacles can be influenced by internal factors as well as external factors. External factors such as funds, facilities, and infrastructure Apart from external factors, several internal factors that generally can hinder the development of tourism programs in an area are due to the lack of public understanding of tourism objects and the lack of appreciation of the surrounding community towards tourism objects in the surrounding environment (Setiawan et al. 2020; Syaharuddin & Mutiani et al. 2020; Syahrin et al. 2020).

In efforts to develop a tourist attraction, apart from being the responsibility of the Government, the community must be interrelated to actively participate in the planning, implementation, and control of a tourist attraction area. This is because tourism development is a very complex effort that needs to involve all stakeholders. Therefore, excellent and functioning institutions that play an active role are needed in tourism management. These institutions include informal institutions formed by the community itself and formal institutions by the Government. According to (Putro & Jumriani et al. 2020; Takaendengan et al. 2022), synergies between formal and informal institutions can make tourism more well-organized and minimize the negative impacts of tourism. Identification of potentials and problems is a step for organizations to analyze their strengths and weaknesses and opportunities and challenges that will be faced. This needs to be done so that the organization can determine realistic strategic steps to realize the vision and carry out the organization's mission (Putro & Jumriani et al. 2021).

In the local context, in Banjarmasin you can find a tourist attraction known as the Banua Anyar culinary area. This area was formed with the aim of elevating traditional culinary arts as part of regional tourism. The area is a form of government attention to the tourism aspect in Banjarmasin City. Therefore, to make it easier for tourists to access, the government has opened two transportation routes that can be passed, namely through river transportation known as the river crossing route and land transportation which can be taken about 5 minutes from downtown Banjarmasin (Abbas, 2020; Subiyakto, 2019).

The development of tourism objects certainly cannot be separated from the role of the community and government on an ongoing basis. Developing tourism in an area is usually managed by related parties. Research on the management of tourist objects in an area through management carried out by an institution has been carried out by (Utami et al. 2021) Management Development Program for the Paseban Culinary Center, Candi Kembar, Bugis Village, Prambanan District, Klaten Regency, Central Java. The study results ensure that Bugisan Village has resources in the form of culinary products used as a livelihood by the community. However, keeping books has no order, so sales turnover cannot be known with certainty. Therefore, the social institutions in the village introduced the centralized

bookkeeping and payment process at one point as a first step to making the management of the Paseban Candi Kembar Culinary Center even more stringent. The research related to tourism areas in Banua Anyar Village has been carried out by (Jannah et al. 2022).

In contrast to this research, this study focuses on identifying the management of objects in the culinary area through tourism awareness groups (Pokdarwis) in Banua Anyar Village. This research is expected to provide information about the role of Pokdarwis as a government partner in increasing public awareness in the field of tourism, increasing human resources, encouraging the realization of Sapta Pesona, and improving product and tourism quality to increase competitiveness and restore tourism as a whole.

METHODS

This study used a qualitative approach with a descriptive method. This study aims to identify the management of tourism objects through the existence of social groups. Data collection was done by interview, observation, and documentation. Various data collection techniques are carried out in research activities to obtain data relevant to research (Sugiyono, 2017).

Data sources consist of primary data and secondary data. Primary data in this study is data obtained directly from research informants in Table 1. Secondary data was obtained from several literature studies: research results in scientific articles describing tourism, Pokdarwis, and management. The documents used in this research are Pokdarwis profiles in the Banua Anyar sub-district, obtained directly from the Banua Anyar Village.

The data analysis technique carried out follows the pattern of Miles and Huberman, which begins with data reduction, data presentation, then verification (Moleong, 2010). In the reduction stage, the researcher summarizes the main data in accordance with the research objectives so that the research focuses on achieving the goals. At this stage, data reduction is also carried out from the findings obtained, and focuses on essential things related to the research objectives.

The data analysis process selects data relevant to the research focus. Then the data is presented in the form of narratives, schematics, and tables to get a conclusion. Finally, the data is arranged in a pattern of relationships

between categories through the presentation of the data. In this study, data presentation was carried out by describing a description of Pokdarwis activities in Banua Anyar Village for a culinary tourism area in Banua Anyar Village and supported by documents in the form of pictures to conclude.

In analyzing the data until it reaches the verification stage, the researcher also continues to test the validity of the data. Drawing conclusions or verification is the last step in qualitative research. Verification is carried out after combining the data obtained regarding Pokdarwis activities. In this last step, the researcher draws the initial conclusions put forward are still temporary. They can change if they do not find strong evidence supporting the next stage of data collection, but if the conclusions put forward at an early stage are supported by evidence. If the evidence is appropriate or valid when the researcher makes observations in the field to collect data, the conclusions put forward can be said to be valid. In this study, researchers used extended observations and triangulation of sources, techniques, and time to test the validity of the data.

RESULTS

Banua Anyar Culinary is a traditional culinary area in Banjarmasin City. Administratively, the address is Banua Anyar East Banjarmasin District, Banjarmasin City. There are a variety of local cuisines available from drinks to traditional foods.

Culinary tourism is part of tourism to attract tourists through the uniqueness of an area as a tourist attraction (Juliana, 2019; Lestari et al. 2021). As in the excellence program in the Decree of the Banua Anyar Village Head Number 11, of 2020, that the culinary area was formed as a media to support the potential of the region and the culture of the local community.

Good institutions in the management system do not forget to be supported by good socialization and control so that On this basis, the existence of Pokdarwis Ceria in Banua Anyar Village is a social unit between the community and the local Government to anticipate and overcome tourism development problems in the form of increased knowledge of the number of human resources, publication of tourist areas, infrastructure development that supports tourism, incentives for investors in the tourism sector, and strict law enforcement for

violations causing environmental damage (Hasanah et al. 2021; Widjaja et al. 2021). Therefore, specifically, the management of tourism object management carried out by Pokdarwis cheerful in Banua Anyar Village is illustrated in the following Figure 1.

The Embodiment of Sapta Pesona

Concepts of tourism awareness related to the support and role of the community as hosts to create a conducive environment and atmosphere that can encourage the growth and development of the tourism industry through the embodiment of safe, orderly, clean, calm, beautiful, and friendly elements memorable (Abbas et al. 2021; Jumni et al. 2019). In this regard, the manifestation of the implementation of Sapta Pesona, which the cheerful Pokdarwis carry out, is to carry out activities in cooperation.

Pokdarwis Cheerful around a restaurant in the culinary area. This activity is carried out once a month by the members together with the community. This activity aims to create a clean environment around the tourist attraction area. There is an equal sense of ownership in the community because they were both clean and cared

for tourist objects in their environment. There is no coercion in this gotong royong activity. The community all intervened and took part in every activity and work. Cooperation is carried out around the culinary tourism area of Banua Anyar Village as a form of activity that indicates that every human being cannot live alone. Likewise, the community around the culinary tourism area must cooperate in every activity (Syaharuddin & Handy et al. 2020; Kuninggar et al. 2021).

The Ceria Pokdarwis in Banua Anyar Village is doing cooperation with the community by beautifying the area through the treehouse. Although the construction of the treehouse has not yet been fully completed, the Pokdarwis management is still trying to find funding for the construction of the treehouse. This FAD was created to instill awareness and concern for the people of Banua Anyar towards the cleanliness the beauty of the river so that the Banjarmasin Bungas river program can be fulfilled. Pokdarwis also collaborates with the South Kalimantan Provincial Environmental Service. This FAD is expected to provide sensitivity awareness and the concern of the people of Banua Anyar for the beauty of the river.

Table 1. Research informants

Initials	Age (Years)	Description
MS	57	Head of Banua Anyar
MH	44	Head of Pokdarwis
SR	33	Treasurer of Pokdarwis
IS	47	Pokdarwis HR Development Public Relations
MF	22	Member of Pokdarwis
SW	37	Deputy Chairperson of Pokdarwis

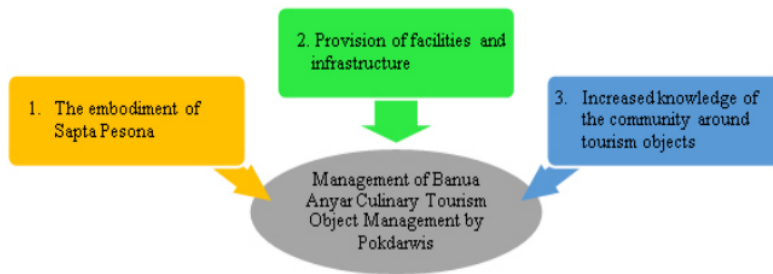


Figure 1. Management of culinary tourism objects in Banua Anyar Village

Provision of Facilities and Infrastructure

The form of Pokdarwis Ceria's concern in managing tourism objects in Banua Anyar Village is to make Rombong Sasirangan. Rombong Sasirangan is a place that can be used by culinary business owners to make culinary sales (Jumriani et al. 2021; Ramadhani et al. 2021). The Sasirangan Rombong is also a place for wadai market activities. The wadai market is located under the Banua Anyar Bridge or in front of the RPTRA to promote and make it easier for residents to find food and cakes and increase the income residents of Banua Anyar sell through tourism activities. Pokdarwis provides rombong for women who sell typical Banjar cakes, although it is only carried out at certain times. However, the interest of residents in selling is also a lot, so the rombong used can also be rented out to residents who want to sell cakes in the morning around the Banua Anyar bridge. Pokdarwis gave offers to residents, especially mothers who have expertise in making Banjar cakes to sell in the Sasirangan Rombong. Pokdarwis management hopes that later this activity will continue to help residents' income through the existence of culinary tourism areas.

Increased Knowledge of the Community Around Tourism Objects

The Pokdarwis Party carries out this activity in meetings or deliberation conducted by the management and members. Based on the interviews regarding Pokdarwis management, which hold a meeting or deliberation once a month, internal management also has impromptu meetings. Therefore, it can be said that the Pokdarwis administrators carry out activities to increase the knowledge and insight of the members; in this case, they certainly discuss tourism around the Pokdarwis.

This is like developing an attraction not only paying attention to tourists' satisfaction but also paying attention to the carrying capacity of the local environment. Tourist satisfaction is expected to have a broader impact on the development of tourism products in the future (Liberato et al. 2020; Putro et al. 2020).

Achieving competitive community conditions in the management of a tourism object, according to (Subiyakto et al. 2019), the initial process must be carried out to develop community capacity because of the initial conditions of the community that not yet empowered. The community must first be made aware of all the potential, opportunities, and abilities they have and then be given an understanding that to achieve a better standard of living, only they can work on it because they are the ones who know the needs and opportunities that exist. Therefore, Pokdarwis Ceria, as a local institution, has the authority to regulate tourism development and development with the applicable provisions. Although, in this case, the Village Government and the Regional Government, through the Banjarmasin City Tourism and Culture Office, the Government only acts as a facilitator and regulator. Following the opinion of (Testa et al. 2019) explains that the main actors of tourism activities are left to the public. However, the private sector must participate and be active. Each of them is based on the values: transparency, ability to think anticipatively, upholding the rule of law, holding the principle of efficiency, being responsible, and having responsiveness that is responsive to the dynamics of environmental changes in tourism objects. Meanwhile, the Government's role is only limited as a facilitator and regulator in sustainable tourism governance (Putro & Rusmaniah et al. 2021; Wijaya, 2019).

Managerial Implications

Based on the findings in this study, the managerial implications include three aspects. First, several aspects of management carried out by Pokdarwis, namely Sapta Pesona, infrastructure, and strengthening tourism knowledge for the community, can be used as a pattern that other tourist areas can adopt. Second, tourism awareness groups' various achievements and obstacles can be used as the basis for determining regulatory policies between the government and the community in managing a tourist area. Third, this study also has implications for policymakers and other parties in promoting culinary tourism areas to see the need to support traditional culinary as an aspect of the tourism industry that will reduce unemployment, fulfill infrastructure, and create a meaningful economy for development in the community.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Tourism is an important sector in the economic development of a country. The existence of tourism objects is expected to become an important industry or sector that the Government can rely on in the future to become the central pillar of national economic development. Since the era of regional autonomy, it has given authority to regions to plan, develop and manage tourism management in the region. Therefore, the decision-making process and mechanism become more straightforward and faster. Opportunities to involve local communities in the tourism development process are also more open. In Banua Anyar Village, this opportunity is used by forming a tourism awareness group (Pokdarwis). Thus the existence of Pokdarwis Ceria is a tangible manifestation of the role of government officials in Banua Anyar Village to mobilize and pay attention to tourism, especially in the field of culinary tourism. The existence of Pokdarwis is part of local government partners to realize and develop tourism awareness in the Banua Anyar culinary tourism area. As the purpose of establishing Pokdarwis, it is hoped that it will act as a medium for driving the existing tourism potential and make the tourist area in Banua Anyar Village aware of and strive to increase tourist visits.

Recognizing the tourism potential of each region, one of which is in Banua Anyar Village, the government makes social groups like this a companion for the management of tourist areas. Pokdarwis conducts tourism development based on the local potential and creativity of each village or region. Therefore, it is hoped that the Tourism Awareness Group can help and develop tourism so that it has a positive impact on the economy of the surrounding community, especially the tourist area in Banua Anyar Village. Meanwhile, the Government can assist and participate in developing the Pokdarwis program in the village tourism area by participating in planning, implementing and evaluating every Pokdarwis activity that is carried out regularly and continuously.

Recommendations

This study has limitations because it has not analyzed the evaluation of the achievements of the Pokdarwis program as a social group in the community in supporting

tourism development in Banua Anyar Village. This research has only reached the program's exploration stage, so it has not included indicators for determining the achievement of the Pokdarwis program as a medium for regional tourism development. In addition, this study has not explored how the community and local government accept the existence of Pokdarwis groups. Therefore, it is hoped that the following study will expand the research aspect, especially in the evaluation section of the Pokdarwis program in Banua Anyar Village. This is important because knowing the results of a program is a form of evaluation of the achievement of goals. So that, the strengths and weaknesses of a program can be measured. This can be very important because tourism is now an area that continues to support a region's economy. Therefore, the government can establish policies to support the management of social groups as media to support tourism development.

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