

## Support for the Development of Cultural and Art Edutourism in Mentaraman with the POKDARWIS Institution Strengthened by Competencies in Rural Tourism Management

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### Abstract

*The arts and culture of each region in Indonesia have unique authenticity, making them difficult to imitate and giving each area its characteristics. This uniqueness can be developed, particularly in tourism. Community participation is crucial in tourism development, making the formation of POKDARWIS essential in areas with tourism potential, such as Mentaraman village. Initial observations show that Mentaraman village has yet to form a POKDARWIS, prompting this study to recommend its establishment. This study outlines the targets and stages needed to form a POKDARWIS, including the preparation, formation, and formalization stages. The planning stage involves mapping the village's potential to identify the need for POKDARWIS. The formation stage begins with information dissemination and agreements among stakeholders. The formalization stage ensures community recognition through relevant agencies. The results demonstrate successful POKDARWIS formation. Positive community responses highlight that the program aligns with their needs, fostering a sense of ownership and enthusiasm for tourism development. This initiative not only meets the community service program output target but also lays the foundation for sustainable tourism practices by integrating local arts and culture into the program's framework.*

**Keywords:** edutourism, POKDARWIS, village tourism

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## **Introduction**

The essence of art and culture lies in its ability to reflect the identity, values, and life of a community. Art and culture are forms of expression that depict history, traditions, and views on life that are passed down from generation to generation. Art and culture function as a means of communication that goes beyond words, depicting deep meanings about morality, spirituality, and the relationship between humans and their surroundings. In addition, art and culture are also tools for preserving ancestral heritage, strengthening social solidarity, and enriching human experience. In the context of globalization, art and culture play a role in maintaining the uniqueness and authenticity of a society, while also being a medium that connects local communities with the outside world.

The authenticity of art and culture is what makes art and culture have their own appeal that allows them to be developed, part of which is development for the tourism sector. Through cultural tourism, visitors can gain a deep and authentic experience of the lives of local communities. They are invited to learn more about how local values are reflected in various forms of art, such as traditional music, dance, theater, and handicrafts. Tourists are not just spectators, but can also participate in an interactive learning process, where they can experience for themselves the uniqueness and authenticity of local art and culture.

Not only does it provide an immersive cultural experience for tourists, arts and culture-based tourism also plays a major role in preserving traditions and of course driving the local economy (Nurfadila & Anugrah., 2022). Through community involvement in every aspect of tourism management, from organizing art events to craft productions, this potential can be utilized to create jobs, increase income, and maintain the sustainability of local culture. Tourism development will be sustainable if the local community actively contributes to its management and supervision. Herdiana (2019) and Suryadi (2020) emphasized that community involvement aims to build a sense of belonging that will be formed when the community feels the benefits, especially economically and socially (Pribadi et al., 2021). Pawson et al. (2017) stated that the idea of community-based tourism began to strengthen in the 1990s, with a focus on the importance of community involvement (Ernawati et al., 2017). Reggers et al. (2016) also stated that tourism activities can be a means for the community to communicate with other parties.

An effective way to enhance community engagement in tourism is by establishing a community organization known as the Tourism Awareness Group (POKDARWIS). POKDARWIS is a social society institution whose members have concern, responsibility, and play a role in creating a conducive climate for tourism and realizing the concept of *Sapta Pesona*, which includes: safe, orderly, clean, cool, beautiful, friendly, and providing memories. The existence of POKDARWIS is expected to support increased regional development and provide benefits to the well-being of the local community (Ministry of Tourism and Creative Economy, 2012; Aprianto et al., 2023). POKDARWIS is a forum of community stakeholders, which has a strategic role in developing and managing tourism potential (Putrawan & Ardana, 2019; Kholil et al., 2023). POKDARWIS also functions as a motivator, driver, and communicator in tourism development (Riannada & Mardiyah, 2021).

Previous studies have shown that the role of POKDARWIS is very important in maintaining the sustainability and preservation of tourist villages. Therefore, the development of POKDARWIS by involving the surrounding community in Mentaraman village is very crucial to ensure its sustainability through community participation in its management and supervision. By involving the community in supervision and management, it is expected that a sense of ownership will emerge that will foster responsibility to maintain its sustainability.

Mentaraman village has at least two art groups that routinely carry out various art activities. Both groups continue to maintain and preserve their traditions in the field of art that were brought and inherited by their ancestors when they migrated from Mataram to Mentaraman village in the early 19th century due to the Java War and the eruption of Mount Merapi. The traditional arts that are often played are diverse, such as *karawitan*, *wayang*, *kentrung*, *ludruk*, *campursari*, *ketoprak*, and *seni tari* which are typical of the Mataram region (Yogyakarta). With the existing tourism potential, the Pagelaran village government aspires to build a Mataraman art and cultural edutourism village in Mentaraman village. In realizing this, several activities have been carried out by the village government since 2019. However, the results have not been very satisfactory, the level of visits to Mentaraman village is still rare and tends to be unstable. Based on a survey conducted by the community service (PkM) team of Malang State University, several problems were found that caused the potential of the tourism sector in Menteraman village to be less than optimal, one of which was the lack of community involvement, especially the role of youth in driving tourism potential in Mentaraman village.

Therefore, this community service activity aims to form a Tourism Awareness Group (POKDARWIS) in Mentaraman village as an effort to make Mentaraman village an art and cultural edutourism village. The role of the community is to ensure the sustainability of Mentaraman village as a center for family tourism and edutourism in the beautiful, clean, and orderly Pagelaran village. POKDARWIS is also expected to serve as a catalyst for the growth of the culinary industry, creative youth activities, and encourage the creative economy of the community by utilizing the arts and culture potential in Mentaraman village.

## Methods

The method of implementing community service activities aims to develop village potential through the formation of Tourism Awareness Groups (POKDARWIS). The purpose of forming POKDARWIS is to involve the community in every activity that supports the development of Mentaraman village, (which is a part of Pagelaran village) as an educational tourism village. To achieve this, there are three stages of implementation, namely: 1) Preparation stage, 2) Formation stage, and 3) Formalization stage (Figure 1). The preparation stage includes the implementation of field observations and surveys related to the potential of Mentaraman village. In addition, the community service team from the State University of Malang also conducted observations of the behavior and lifestyle of the residents of Mentaraman village. This preparation stage was carried out for four weeks involving students, supervising lecturers, and community representatives. Furthermore, the data obtained would be used as the basis for the formation of POKDARWIS Mentaraman village.

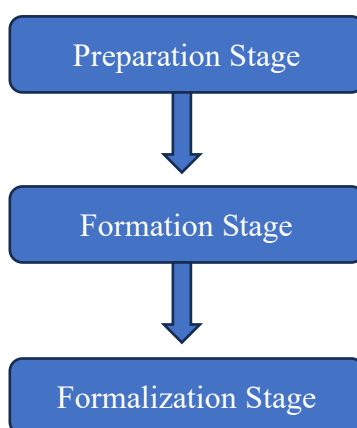


Fig. 1. Stages of community service activities

The stages of POKDARWIS formation began with a proposal from the community service team to stakeholders of Pagelaran village in a Forum Group Discussion (FGD) held at one of the art studios in Mentaraman village. The offer from the community service team from Malang State University was well received by the people of Mentaraman village. In principle, POKDARWIS is a group that grows and develops based on the awareness and needs of the local community to advance tourism in their area. Therefore, the approach taken by the community service team from Malang State University in this formation process is a bottom-up approach that grows from the awareness of the people of Mentaraman village itself, accompanied by a top-down approach through guidance from the community service team from Malang State University. Finally, there is a formalization stage. After the POKDARWIS and its organizational structure are formed, the next step is the official ratification of the POKDARWIS by the relevant government agencies. In the initial stage, formalization is carried out by the Head of Pagelaran village, after the process is complete it will be registered and officially recognized by the Malang Regency Tourism and Culture Office.

## Results and Discussions

This community service activity is planned to be carried out for several years, with the first stage lasting for six months, starting from May to October 2024. In addition to being directly involved in field activities, the community service team from Malang State University also attempted to collect data from Mentaraman village to further explore its development potential. Data was obtained from primary data through interviews with village officials and secondary data through BPS 2024. The findings show unique demographic characteristics of Mentaraman village, namely that the majority of the population is male, with most of the population falling within the productive age range of 15 to 64 years (Table 1).

Table 1. Demographic characteristics of Pagelaran village

No.	Age Group	Men	Woman
1	0-14	800	786
2	15-64	2,590	2,564
3	65+	261	582
Total		3,651	3,932

In addition, several years ago, Mentaraman village routinely held various art events in an effort to revive the village's potential through tourism. However, the village government admitted

that these events had not fully succeeded in attracting the attention of the surrounding community. From this data, it can be concluded that human resources in Pagelaran village already have high enthusiasm and initiative to develop their village into a potential tourist destination. However, they also realized that the existing resources were not well organized so village government programs aimed at supporting the development of educational tourism in Mentaraman village had not been implemented optimally. Therefore, the next step after the formation of POKDARWIS was to provide comprehensive and sustainable training, counseling, and information dissemination from various related parties. Thus, residents would have adequate skills and understanding to manage tourism professionally, so that they could achieve their goal of making their village a tourist destination. At that time, the community had never received concrete and in-depth training. Therefore, an informative and applicable training program was needed that could provide new insights that are useful for improving their ability to manage tourism effectively and sustainably.



Fig. 2. Forum Group Discussion (FGD) at the Menteraman village art studio

After mapping the challenges faced in developing tourism in Mentaraman village, a discussion forum was held by the community service team and stakeholders in Pagelaran village. The aim was to share information and agree on the programs and use of the budget that will be run by the community team during the service period. Among the programs agreed upon were the establishment of the Mentaraman POKDARWIS, management training, development of art performance creations, arrangement of art equipment, creation of a web-based tourism information system, standardization of homestays, inventory of supporting SMEs, and improvement of the village environment, including designing icons as branding of village arts

and culture. In his presentation, the head of the community service team, Prof. Agung Winarno, emphasized prioritizing the establishment of POKDARWIS before implementing other work programs. This was intended so that in Mentaraman village there is an organizational forum that accommodates community participation, especially the youth. This was so that the agreed work program is more organized and on target so that the vision of Mentaraman village as an arts and culture edutourism village can be achieved. The majority of FGD participants agreed to the proposal and planned a follow-up meeting with the youth to formalize the formation of POKDARWIS (Figure 2).

After the last meeting between the community service team and stakeholders of Pagelaran village on Monday, August 26, 2024, at the Sanggar Lestari Budaya Dusun Mentaraman, Pagelaran village, each team began working independently. The community service team was tasked with conducting a study on the formation of POKDARWIS (Tourism Awareness Group) with a focus on legal aspects, organizational structure plans, and funding sources after the community service program ends. Meanwhile, the youth team from Dusun Mentaraman, Pagelaran village, continues to communicate routinely with the community service team from Malang State University regarding the realization of the formation of POKDARWIS. It was found that the legal basis for the establishment of POKDARWIS Dusun Mentaraman in Pagelaran village was through 1) Regulation of the Minister of Culture and Tourism Number PM.04/UM.001/MKP08 concerning tourism awareness and 2) Regulation of the Minister of Culture and Tourism Number 11 PM 17/PR.001/MKP concerning the Strategic Plan of the Ministry of Culture and Tourism for 2010-2014. The initial stage of formalization began after the community and government of Mentaraman village agreed to form POKDARWIS. The first step is to report the results of this formation to the Malang Regency Tourism and Culture Office as the supervising agency to obtain official approval and ratification. After obtaining approval from the district office, the report will be forwarded to the Provincial Tourism Office and then to the Ministry of Tourism and Creative Economy for recognition at the national level. The initial stage of formalization can be seen in Figure 3.

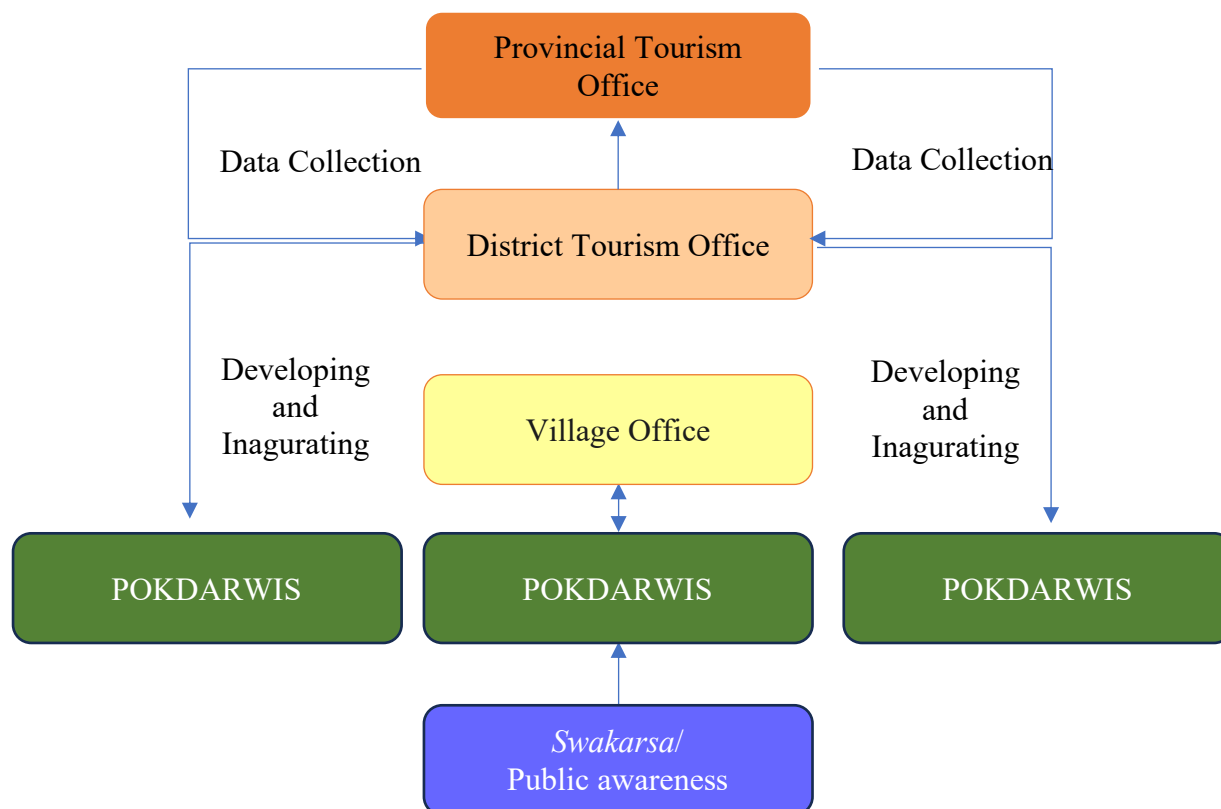


Fig. 3. Formalization flow of POKDARWIS (source: linkarsosial.org)

This formalization process marks the official establishment of POKDARWIS so that it can begin to initiate development programs that support Mentaraman village as a cultural and educational-based tourism destination. Currently, although still waiting for official recognition from the government, several partial activities have been carried out to accelerate the development of edutourism in the village. In addition, an agreement has been reached regarding the organizational structure of POKDARWIS, complete with the division of tasks and responsibilities designed to support the sustainability of tourism programs during the upcoming management period. The organizational structure of the Mentaraman village POKDARWIS was agreed as in Figure 4. This agreement is an important foundation for building synergy between the community, village government, and other stakeholders.



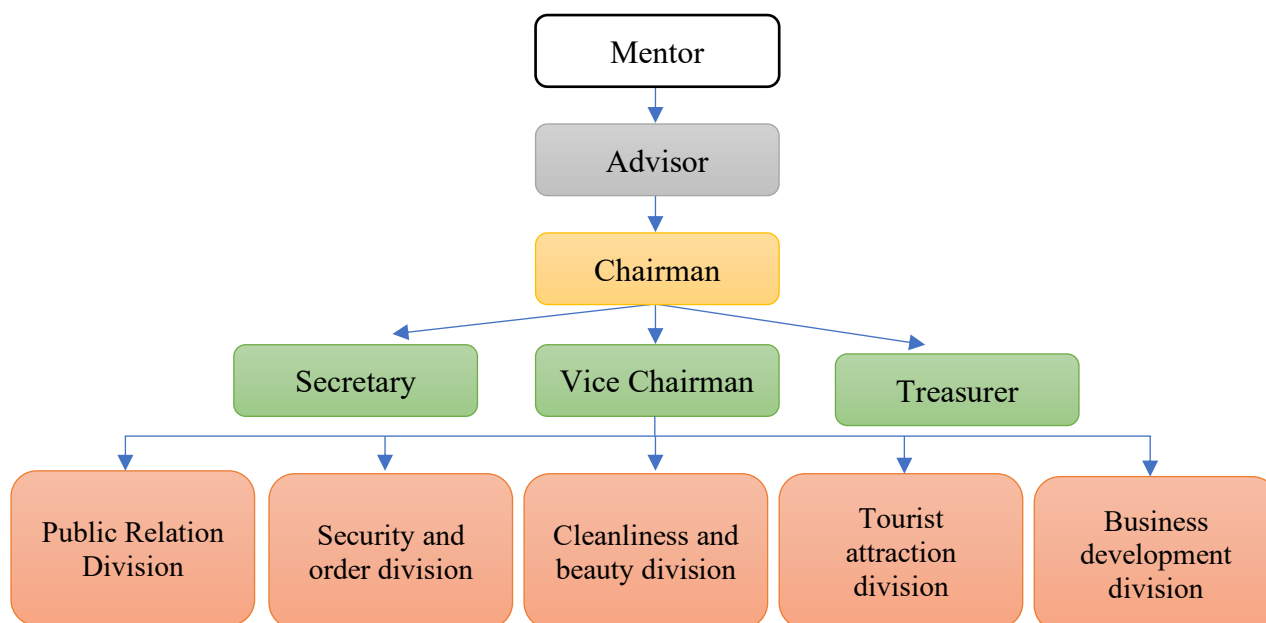


Fig. 4. Organizational structure of POKDARWIS Mentaraman village

## Conclusion

Community support is an important key in the development and progress of Mentaraman village in the Pagelaran village into an educational tourism village. Several policies that have been issued by the village government have not been able to bring Mentaraman village to receive significant tourist visits. As a result, the community has yet to experience the economic and social advantages of its unique potential of Mentaraman village. Through the process of observation and survey conducted by the community service team, it was found that most of the residents of Mentaraman village are male and of productive age. In addition, residents also feel that tourism development in Mentaraman village has not been managed properly. Therefore, the innovation carried out by the community service team is to form a POKDARWIS in Pagelaran village. Apart from just forming an institution, the community service team also made a clear plan related to the formalization of POKDARWIS. The stages carried out as part of the POKDARWIS formalization process are depicted in Figure 3, including compiling the organizational structure of Pokdarwis as in Figure 4. The formation of the Tourism Awareness Group (POKDARWIS) is real evidence of the contribution of the community who consciously see tourism as a source of benefits, both for individuals, society, and the region. Through the formation of this POKDARWIS, the community has a forum to work together to transform Mentaraman village in the Pagelaran village into an educational tourism village. In order to maintain the enthusiasm of POKDARWIS members in carrying out

the program, consistent guidance and assistance are needed from the municipal authority, namely the Tourism Office and Malang Regency as the POKDARWIS mentors throughout Malang Regency.

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