

# Empowering Tourism Awareness Group Based on *Sapta Pesona* Concept to Actualize Agro-Tourism Villages in West Bangka

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## ABSTRACT

**Background:** Financially independent village seems to be a must to support the local economic freedom. Tourism becomes one among some promising sectors. However, the low level of local understanding towards the concept of agro-tourism is much needed to support the local government development, especially in Tebing Village, West Bangka.

**Contribution:** Support the actualization of an agro-tourism village based on green rice fields through the formation of a tourism awareness group and counseling on the concept, role and function of it in Tebing village, Sub-district of Kelapa, West Bangka Regency.

**Method:** Assisting, mapping and giving a lecture on the concept of tourism awareness groups to actualize the agro-tourism village.

**Results:** The result is proved by the formation of a tourism awareness group (Pokdarwis) in Tebing village. Besides, the growth of awareness and understanding related to the *Sapta Pesona* was well comprehend as qualitatively evaluated by interviewing the community. Finally, the mapping process of the location of agro-tourism was done using DJI Phantom 4 Pro.

**Conclusion:** Existing natural resources can be utilized to increase income financially through agro-tourism villages. In addition, the happiness index can also be increased by the presence of green open space or agro-tourism nearby as a rest area from Pangkalpinang to Muntok or vice versa, as the village is located in the main route of it. Finally, this service still requires further assistance until the agro-tourism village can be established and support the village's independent income and the welfare of the local community.

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## INTRODUCTION

Indonesia is a country that is sectorally rich in tourism, both marine and non-marine based tourism. According to BPS (2019), the contribution of the tourism sector to the national Gross Domestic Product (GDP) in 2017 has reached 4.11%. Meanwhile, foreign exchange from the tourism sector in 2014 reached IDR 120 trillion and contributed to employment opportunities of 11 million people [1] [2]. In other words, this income shows that the tourism sector has an important role in the quality of life of the community. Independent village income is something that can support the sustainability of the community's economy both locally and nationally.

Referring to the information above, it might be concluded that tourism is a very promising incoming sector in Indonesia. Since years ago, one of the tourism sectors that is currently in vogue is agro-tourism not only in Indonesia but also in the other countries [3] [4]. However, agro tourism is a sector that must involve many resources in order to get its sustainability, one of which is the availability of good both in natural or human resources [5]–[8].

Bangka Belitung, is one of the contributors to the tourism sector that has a high value in Indonesia. However, the majority of tourism in the Bangka Belitung Islands is marine tourism based on the beauty of the beach and underwater world. There are only a few non-beach tours known to the public in Bangka Belitung. In fact, green natural resource is one of the attractive and promising sectors that can be improved [4] [5]. It is because people's lives are also inseparable from traveling. In addition, besides the easy access, the intergration between agro-tourism and agricultural activities is one of the considerations in developing this agro-tourism area [9].

Tebing Village, Kelapa Sub-district, West Bangka Regency is one of the villages in which its location is located in the main route of the capital of the Province of Bangka Belitung, Pangkalpinang, to Muntok, as the capital of West Bangka Regency. It has It is the only route taken on the way to and from the two cities. The distance from Pangkalpinang to Muntok is 138 km and there is only one rest area. The area of Tebing Village is 26.00 km<sup>2</sup> [10]. This village is categorized as small compared to others in the the sub-district of Kelapa. However, due to its strategic location, its potential nature should also be managed in a proper and strategic plan. Therefore, this green land consisting of rice fields is projected to become an agro-tourism point that people can stop by and rest. In addition, the agritourism in Tebing village is also expected to provide financial independence for the local village community. However, the natural resources need to be also accompanied by the improvement of human understanding towards the process of its improvement. It is need to formulize and establish the Tourism Awareness Group (POKDARWIS) as its absence at the day. Besides, it is also prominent that the group or community to get well understanding on the concept, role and function of it to support the actualization of the agro-tourism of Tebing Village. It is also to support the local government development in the agro-tourism side. In general, the effect of a lack of understanding of the agro-tourism concept will be an obstacle to development by the local government. This is a problem because the regional development process must be followed by all elements of society from ordinary civilians to government officials.

Therefore, the assistance of this program aims to: (1) Form a Tourism Awareness Group (POKDARWIS) that will be the driving force of the agro-tourism village program in a sustainable manner; (2) Provide an understanding of the concept of agritourism not only to Pokdarwis members, but to the community in general to support the formation of an agritourism village in Tebing village. In this stage, the topics were specified to introducing the concept of SAPTA

PESONA or the seven principle of the charm should be existed in a tourism object; (3) Provide strengthening and assistance to support the village in conceptualizing the agro-tourism area in the village by introducing the drone of DJI Phantom 4 Pro to the community. It is used to mapping process as well as opening up the marketing video towards the process of the agro-tourism development program. In shourt, with the formation of agro-tourism in Tebing village, it is hoped that it can open up employment opportunities and strengthen Micro, Small and Medium Enterprises (MSMEs/ UMKM) owned by the local community. Because with this agro-tourism, the community can carry out the buying and selling process. In addition, the purpose of establishing this agro-tourism is to raise the happiness index of the local community.

With this program, several outcomes are expected to be provided: (1) The establishment of a tourism awareness group (POKDARWIS) in Tebing village with the formation of members or administrators of the Pokdarwis in the village; (2) Increased understanding of the concept, role and function of POKDARWIS not only for the internal membership but for the local village community as a form of collaborative work in welcoming the formation of an agro-tourism village in Tebing village; (3) The publication of a concept map and agro-tourism area in Tebing village based on green rice fields that can become a place of stopover and recreation for both the local community and tourists from outside the area.

## **METHOD**

This program was conducted in January 2023 at the meeting room of the village office of Tebing Village. This program is a form of cooperation between the village and the Universitas Muhammadiyah Bangka Belitung. Participants who attended this program were the general public, tourism awareness members, youth and village officials. This program employed a mentoring approach that aims to provide understanding and skills. besides, it is also to establish the tourism awareness group (POKDARWIS) as managers and driving force of agro-tourism villages in a sustainable way. In detail, this community service activity is divided into several stages (1) The preparation stage includes a needs evaluation by interviewing the chief of the local village. (2) The implementation stage, which consists of presenting lessons related to the concept, role and function of POKDARWIS for all members of the Tebing village community, especially for those who belong to the board of POKDARWIS. In addition, introducing the DJI Phantom 4 Pro was done together with the mapping of areas that will become agro-tourism points. (3) Evaluation and follow-up assistance which consists of evaluating the understanding of the concept, role and function of the group.

In this program, several problems and solutions are formulated as a way to measure the accomplishment of the mentoring that is currently being undertaken.

**Tabel 1. Problem Formulation and Solution Offered.**

<b>Problems</b>	<b>Offered Solution</b>
The Absence of the Turism Awareness Group in Tebing Village	Establish and develop the organizational structure of POKDARWIS in collaboration with village officials and the community
Lack of public knowledge related to agro-tourism villages	Provide counseling related to agro-tourism villages

The solution offered is considered suitable to fulfill the needs of its absence as to strengthen human resources in supporting the natural resources owned by Tebing Village. Through this community service program, it is hoped that it can improve the quality of understanding of human resources in Tebing Village, especially related to tourism.

## RESULTS AND DISCUSSION

This community service program was carried out to provide assistance of forming and strengthening to the tourism awareness group (POKDARWIS) of Tebing Village. It is due to support the legal formation of an agro-tourism village. In practice, this community service program is carried out in three stages as follows:

### 1. Preparation Stage

This initial stage was carried out to adjust the program carried out with the needs of the local village. This stage was carried out by means of a focused discussion with the chief of the local village together with the community service team. Right after, the internal coordination between the team was also carried out. This was done to find a match between the program carried out and the needs of the village. It was firstly discussed and held on the beginning of December 2022. Furthermore, after knowing the needs that are in accordance with the program, the service team prepares the required lesson or materials and equipment. The concept, role and function of the tourism awareness group (POKDARWIS) became the topic of the presentation to be delivered to the local community.



**Figure 1.** Discussion on Matching the Proposed Program with Village Needs.

In short, this discussion stage was carried out as an initial effort to plan for the establishment of agro-tourism in Tebing Village, District of Kelapa, West Bangka Regency. The importance of this discussion is to adjust the needs of the partners so that the program carried is well-targeted [11].

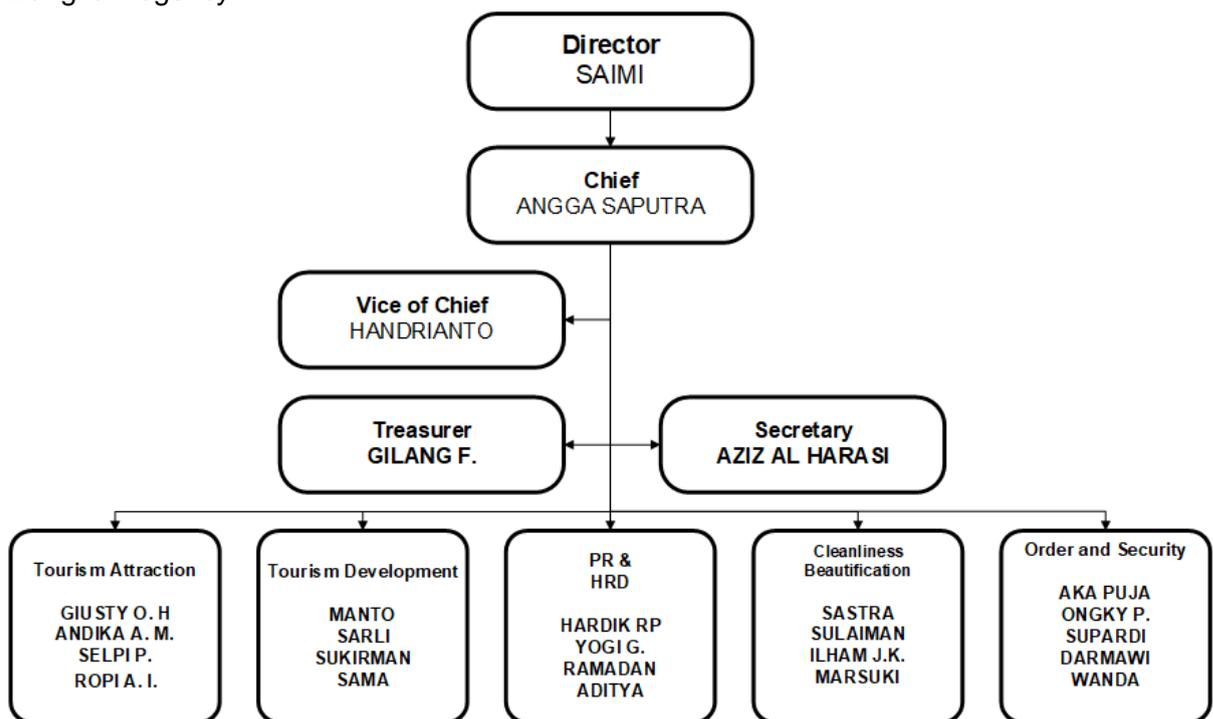
### 2. Implementation Stage

The program implementation stage is divided into several sub-activities started from establishing the organizational structure of the Tourism Awareness Group, presenting of information related to the concept, role and function of the tourism awareness group (POKDARWIS) for all local community, especially for members and management of the tourism awareness group. Lastly, the activity was mapping of areas that will become agro-tourism points.

a. Establishing of the Organizational Structure of the Tourism Awareness Group (POKDARWIS)

The first stage carried out as an effort to assist the tourism awareness group is to organize and establish the formation of an organization since previously there was no organization and management of the Tourism Awareness Group (POKDARWIS) in Tebing village. The importance of it is as a first step to determine the main tasks in the development of the Agro-tourism village [12]. In other words, the main task of the group is as a mobilizer consisting of the youth organization [13]. Although in practice, this agro-tourism village will be formed perfectly if it is done collaboratively from all elements of society [14], [15]. Unfortunately, in recent times, the POKDARWIS of Tebing village has not yet been formed. Therefore, at the first meeting, in December 2022, the initiation of the formation of a tourism awareness group was made with Number of 188/46/19.05.04.2009/SK/2022 concerning the Establishment of a Tourism Awareness Group (POKDARWIS) through the Decree of the Chief of Tebing Village with the formulation of several departments that refer to the SAPTA PESONA concept. They are namely the Tourism Attraction Department, Tourism Development, Public Relations and Human Resources Development, Cleanliness and Beautification and Order and Security.

The following is the organizational structure that has been formed as a taskforce that is in charge of driving the tourism awareness group in Tebing Village, District of Kelapa. West Bangka Regency.



**Figure 2.** The Organizational Members of the Tourism Awareness Group of Tebing Village.

b. Counseling and Lecturing on the Concept of Agro-tourism

In an attempt to improve the community's understanding regarding the concept, role and function of tourism, a presentation was delivered containing seven principles that must be prioritized especially for agro-tourism, which is called SAPTA PESONA. Since 2012, Sapta Pesona has been developed with the aim of encouraging and developing the

Indonesian tourism industry [16], [17]. Sapta Pesona is the elements that determine the image and success of a tourist attraction. This approach is conducted for the sake of realizing reliable tourism not only for visitors but for tourism organizers. Thus, by the lecturing session it is hoped that the community gains well understanding towards the SAPTA PESONA concept.



**Figure 3.** Presentation of the Concept, Role and Function of POKDARWIS.

The seven elements of Sapta Pesona consist of the following elements: safe, orderly, clean, cool, beautiful, friendly and memorable [18].

- (1) Safe (Security) is the first element that must be maintained in order to realize a sense of comfort during a visit to a tourist attraction. The element of safety affects the level of tourist visits to an area quite significantly [19], [20]. This safe element can be in the form of being safe from all forms of crime and safe in the perspective of not endangering the visitors' safety due to natural forces such as wild animals or natural disasters. In detail, the form of service is the attitude of not disturbing the comfort of tourists during their visit [21]. In addition, it also helps and protects tourists, feels friendly towards tourists, maintains environmental safety, helps provide information, maintains an environment free from the danger of infectious diseases, as well as minimizes the risk of accidents.
- (2) Order (Order) is the second element of Sapta Pesona which relates to environmental conditions in tourism destinations that reflect a high attitude of discipline, professional, orderly and efficient. It also provides a sense of comfort for tourists in their trip. This should include some activities such as; realizing a queue culture, maintaining the environment by obeying applicable regulations, time discipline, orderly and tidy [22]. Therefore, by conducting order, the tourism activity might have well impressed to re-invite the tourist to come again.
- (3) Clean (Cleanliness) is a quality that spearheads the success of a tourist attraction. This element of cleanliness will give the impression of beauty and comfort that will attract the attention of tourists who come to visit. The forms of action that can be taken include not littering; maintaining the cleanliness of the tourist attraction environment [23]. In addition, it also maintains an environment free from air pollution; preparing hygienic food and beverage offerings; preparing clean food and beverage serving equipment, and clean and neat clothing and appearance of officers.
- (4) Cool (Coolness) is a condition that a tourism destination must show provide. This will give a feeling of comfort for tourists in making a visit to the area as the purpose of visiting to get a calm. The forms of action that need to be manifested include: carrying out reforestation by planting trees; maintaining greenery in the tourist attraction environment, and; maintaining cool conditions in various areas in tourist destinations [16], [18]. Meanwhile, the agro-tourism planned to be developed in Tebing Village already provided

the natural green spaces as to be additional creation of nature. Thus, the feeling of coolness might easily be obtained by the tourists.

- (5) Beautiful (Beauty) A condition that reflects a beautiful and attractive situation. Besides, it also gives a deep impression to tourists so as to actualize the potential for repeat visits and encourage promotion to a wider tourist market. This beauty can be achieved with several elements of the previous elements such as coolness, cleanliness and order. The actions that need to be implemented include: maintaining tourist objects in an aesthetic, natural and harmonious order; arranging the environment in an orderly manner, and maintaining the beauty of vegetation, ornamental plants and shade [24]. Therefore, the arrangement carried out is in an effort to determine the layout that can support the creation of a beautiful agro-tourism village which will have a high selling value as expected to increase the economic value of the local area [25].
- (6) Hospitality (Friendliness) as an environmental condition in tourism destinations that reflects a situation of friendliness, open and highly receptive atmosphere. It will provide a feeling of comfort, acceptance for tourists. Some of the principles that must be carried out are acting as a good host and willing to help tourists, providing information about polite customs and manners, showing an attitude of respect and tolerance towards tourists, displaying smiles and good hospitality [20], [26]. Therefore, a good mapping was also created to provide a good information of all elements both to the community and visitors.
- (7) Memories as memorable feelings in tourism destinations that will provide a sense of pleasure and beautiful experiences. The forms of action that need to be manifested are exploring and promoting the uniqueness of local culture; serving clean and healthy local food and drinks; souvenirs that are attractive, unique/typical and easily available [27], [28]. Its purposes are to maintain a good experience of them. Besides, a highly enjoyable experience for tourists becomes a key part of promotion to the tourism experience.

All of these elements summarized in *Sapta Pesona* will be the main concept in the development of agro-tourism in Tebing Village, Kelapa Sub-District, West Bangka Regency. With the realization of the seven elements of *Sapta Pesona* in tourism development in the region will lead to: increasing interest in tourist visits to destinations, fostering a prospective tourism business climate, and increasing employment and income opportunities, as well as the multiple economic impacts of tourism for the community.

c. Introducing DJI Phantom 4 Pro to the Group to Mapping Area Process.

Drones are a tool that can assist in making documentation in the form of pictures or videos and mapping areas. Drones' potential application is for virtual tours of open-air tourism locations online. The application of drones for providing the virtual tours in normal situations, for those who cannot visit the site or for those who are present at the site but want to take photos from an aerial perspective, is also considered [29], [30]. Pokdarwis as an agent for realizing Tebing Village agro-tourism, of course, must know and be able to operate drones. The DJI Phantom 4 Pro drone was introduced to Pokdarwis (Figure 4) as a mapping tool for taking videos and photos. The following things were conducted with the Pokdarwis.



**Figure 4.** DJI Phantom 4 Pro (left) and Dji GO 4 software used on smartphone (Right).

1) Prepare the drone set up, starting from installing the drone propellers correctly, installing the drone battery, setting up the drone camera gimbal and checking the availability of micro SD. 2) Activate the DJI GO 4 application (Figure 4) to connect the remote control for operating the drone. At this stage, it is necessary to have smartphone with the DJI GO 4 application installed. This application has many features, such as camera views, flight altitude, speed, disturbance detection bars, drone settings, etc. 3) Perform drone calibration. This calibration is usually done in a new area to make the drone's position more precise. After calibrating, the drone is ready to fly. 4) Flying a drone while taking videos and photos. Video and photo capture is done with the help of the DJI GO 4 application which is used on a smartphone.

As a further stage of assistance, mapping the area was also carried out by the team. To determine the boundaries of the area and prospective points, the service team recorded using a drone to see the area. It was also projected to be a marketing video as well as provided the temporary virtual tourism [31]. This is done to map the potential temporarily before physical development is carried out thoroughly. At this stage, the service team was accompanied by the Chief and Secretary of the Village as well as several elements of the community and local youth. The area that is projected to be the location of Agrotourism in Tebing Village, Kelapa Sub-district, West Bangka Regency is an area consisting of rice fields and irrigation/watering streams located 50 meters from the main road of the Pangkalpinang - Muntok route. In detail, the picture of the location of the Tebing Village Agrotourism can be seen in the picture below:



**Figure 5.** The Agro-tourism Area photo taken from DJI Phantom 4 Pro

### 3. Evaluation Stage

This evaluation stage aims to measure several things, the first of which is to measure the achievement of the formation of POKDARWIS in Tebing Village, District of Kelapa, West Bangka Regency. The formation of the Tourism Awareness Group (POKDARWIS) has been carried out and evaluated by involving many parties so that it is decided and deemed worthy of becoming an organizational board.

In addition, an evaluation of the counseling delivered regarding the concept of the role and function of POKDARWIS has also been carried out qualitatively. The technique used is an interview technique conducted to 3 participants consisting of Tourism Awareness Group

administrators, the general public and village office staff. All three stated that understanding the concept of SAPTA PESONA was new to them.

"SAPTA PESONA is something we have just heard about. Now we have an overview of the importance of the seven elements that must be present in the formation of tourism in the village". In addition, understanding related to general matters about agritourism has also increased. This was explained by one of the newly formed POKDARWIS members. "One of the tasks and functions of POKDARWIS is as a mobilizer. But of course this must continue to be explained to the local community that this agro-tourism village is a joint work, not just POKDARWIS." Furthermore, this evaluation stage is not the end of this program. Further assistance in the establishment of this agro-tourism village still needs a lot of support not only from the local community but also from the local government [32], [33].

## **CONCLUSION**

There are several things that have been being conducted continually through this assisting program. 1) The formation of a Tourism Awareness Group (POKDARWIS) in Tebing Village with a management structure consisting of the chairman to members of each department. In addition, 2) A training session aimed at improving the local community's understanding of the concept, role and function of Pokdarwis was also conducted. Based on the evaluation conducted, the understanding of the local community is stated to be more improved and aware of the importance of the SAPTA PESONA concept in the establishment of the Agrotourism Village. 3) Mapping of areas that will become green open space-based agritourism sites has been carried out.

This process certainly cannot be declared sufficient, further assistance must still be carried out until the formation of the Tebing Tourism Village, Kelapa District, West Bangka Regency by applying the SAPTA PESONA concept properly. Support from the local government such as the Tourism Office, Cooperative and MSME Office, the private sector and academics is still needed.

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