

THE EMPOWERMENT OF POKDARWIS (TOURISM-LITERATE GROUP) AT THE DINOYO CERAMIC VILLAGE IN MALANG THROUGH VIRTUAL TOURISM DEVELOPMENT

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Abstrak: Perkembangan kampung keramik Dinoyo sebagai kawasan wisata edukasi sangat penting. Pandemi Covid-19 membuat kunjungan wisata dan omset menurun drastis, literasi eduwisata virtual dibutuhkan. Penyiapan eduwisata virtual oleh Kelompok Sadar Wisata (Pokdarwis) Kampung Wisata Keramik Dinoyo (KWKD) strategis untuk menggairahkan kembali wisata kampung keramik Dinoyo di masa pandemi. Oleh karena itulah, pengabdian kepada masyarakat ini dilakukan penguatan eduwisata virtual pada Pokdarwis KWKD. Penguatan dilakukan dengan sosialisasi dan curah pendapat untuk eksplorasi potensi KWKD, pelatihan pembuatan eduwisata virtual, dan pelatihan pemanfaatan media sosial sebagai media edukasi dan promosi. Sosialisasi eduwisata virtual dan curah pendapat dengan Pokdarwis dan perangkat kelurahan KWKD dilakukan secara luring di kawasan KWKD. Pelatihan penyusunan eduwisata virtual dilakukan secara luring dan dilanjutkan secara daring dalam grup pelatihan. Hasil yang diperoleh melalui pengenalan sejarah keramik Dinoyo, tumbuh antusias di kalangan anggota Pokdarwis dan berharap keramik Dinoyo dikenal seluk beluknya oleh generasi muda. Pelatihan membuat disain eduwisata virtual dilakukan dengan memanfaatkan aplikasi yang dapat diunduh dengan mudah di gawai. Hasilnya berupa beragam poster untuk berbagai kepentingan, seperti edukasi tentang keramik dinoyo, promosi produk keramik dinoyo, informasi program atau event yang melibatkan atau diselenggarakan KWKD. Pelatihan pemanfaatan media sosial sebagai media promosi dan edukasi dilakukan dengan menganali algoritma kinerja media sosial sehingga Pokdarwis dapat meningkatkan jumlah pengikut media sosialnya. Eduwisata virtual diharapkan dapat meningkatkan gairah ekonomi kampung keramik Dinoyo.

Kata Kunci: eduwisata, pokdarwis, wisata virtual

Abstract: It is critical to develop the Dinoyo ceramic village as an educational tourism destination. Tourist visitation and turnover have decreased significantly as a result of the Covid-19 pandemic, necessitating the development of virtual Edu-Tourism literacy. The Tourism-Literate Group's (Pokdarwis) development of virtual Edu-Tourism at the Dinoyo Ceramic Village (KWKD) is critical in reviving tourism in the village during the pandemic. Therefore, this community service was carried out to empower virtual Edu-Tourism at KWKD. The group empowerment activities included socialization and brainstorming on KWKD potentials as an educational tourism destination, training on how to create virtual Edu-Tourism, and training on how to utilize social media for educational and advertising

purposes. On-site socialization of virtual Edu-Tourism and brainstorming with authorities from Pokdarwis and KWKD took place. The training for virtual Edu-Tourism began offline and continued online in training groups. The introduction of Dinoyo's ceramics history resulted in increased enthusiasm among Pokdarwis members and the hope that young generations would become more familiar with Dinoyo's ceramics. The training for creating a virtual Edu-Tourism design was conducted via a smartphone application. Diverse posters for various reasons were successfully developed throughout the training, including instruction about Dinoyo ceramics, promotion of Dinoyo ceramic products, and information on activities or events involving or hosted by KWKD. The group was trained on how to use social media as an advertising and instructional medium by identifying social media performance algorithms in order to boost their social media followers. Virtual Edu-Tourism is anticipated to increase economic interest among members of the Dinoyo ceramic community.

Keywords: edu-tourism, pokdarwis, virtual tourism

PENDAHULUAN

Dinoyo is the name of a village in East Java's Lowokwaru District, well known as the ceramic village. Dinoyo was designated as the Dinoyo Ceramic Tourism Village (KWKD) by the Malang City Tourism Office in 2016 and a Tourism-Literate Group (Pokdarwis) was formed. According to Syamsul Arifin Chair of the KWKD Pokdarwis, before becoming a center for the ceramics industry in the 1930s prior to Indonesia's independence, Dinoyo was once a pottery hub, as is the case in Betek (Penanggungan Village, Klojen District, Malang City). Clay of exceptional quality is a natural resource in this area. Due to its high quality, certain community organizations in the Penanggungan and Dinoyo areas use the clay as a raw material for handicrafts. These individuals possess the ability to create works of art from clay, specifically pottery and ceramics.

Dinoyo village ceramics were originally characterized by a slanted design. According to Syamsul Arifin¹, this reflected the manner in which ladies sat throughout that era. Dinoyo ceramics developed an own personality over time, departing from the practice of creating ceramics from its inception. Originally, Dinoyo ceramics were a distinctive blue and white tint, influenced by Chinese porcelain. In 1955, the pottery artisans in Dinoyo village continued to expand and innovated with porcelain ceramics, specifically by substituting white earth and kaolin for clay. There are actually plentiful raw resources or materials for creating ceramics in the Dinoyo area, in the form of white porcelain combined with kaolin, which is beneficial for strengthening the ceramic body.

Initially, the Dinoyo ceramicists produced primarily jars and vases. They next created ceramic cutlery such as mugs or cups, kitchen spice containers,

bowls, and plates over the subsequent time . The aesthetic shape of Dinoyo's ceramics was then simplified by omitting ornate ornamentation from the ceramic body¹. Apart from the influence of Chinese ceramic art, Dinoyo ceramics have a characteristic blue and white color due to the use of cobalt as a color pigment. Color pigments are added for ornamental decorating, and the craftsmanship is performed by hand with a brush. Blue is the most stable color, retaining its hue throughout the combustion process. As a result, the ceramic artisans in Dinoyo favor the color blue as a decorative element with stylized ornamentation inspired by plant and animal forms².

Dinoyo ceramics have also been featured in the document on Malang City Culture's Fundamental Thoughts , which is a result of the Culture Law No. 5 of 2017. Dinoyo ceramics are part of the Object for the Advancement of Culture (OPK) collection of traditional knowledge that is still practiced alongside Betek pottery. Dinoyo ceramic OPK's potential has not been matched by proper training and help in the application of information/communication technology. Syamsul Arifin, the head of the KWKD Pokdarwis, indicated in early October 2020 that his community has had no other method to virtually promote the possibilities of the KWKD's ceramic edutourism.

Prior to the epidemic, KWKD Pokdarwis worked to market Dinoyo ceramics through a variety of activities, as well as festival . Additionally, they have brought ceramic education to schools and have hosted a ceramic village festival since 2018 . This initiative is deemed successful, but it is extremely rare for schools to pursue ceramic education during a pandemic. As with the craftspeople, the formed Pokdarwis have been unable to adapt to the rapidly expanding digital environment.

Indeed, KWKD Pokdarwis has the ability to continue providing ceramics instruction, although online. Due to the diverse histories of Pokdarwis members of all ages, digital promotion efforts are extremely feasible. They can make use of Pokdarwis' official social media profiles, company profiles, or personal profiles for promotion. KWKD's current official social media channels, on the other hand, only shared a few informational updates till January 2021. The most recent upload occurred in September 2019. This indicates a lack of enthusiasm for virtual-based advancements. Additionally, their social media platforms do not see any follower growth (limited). As a result, virtual edutourism must be bolstered. The objective of this community service was to provide KWKD Pokdarwis members with an awareness of the history of the Dinoyo ceramic village in order for them to brainstorm unique ideas for social media content creation. Additionally, this service aimed to empower Pokdarwis members with the capacity to upload prototypes (pictures, posters, flyers, and news) via mobile applications, reviving KWKD's official social network for virtual education.

METODE

The Tourism-Literate Group (Pokdarwis) in the Dinoyo Ceramic Village (KWKD) was empowered by in-person activities and mentoring through online training groups. Face-to-face sessions were used to educate Pokdarwis members about Dinoyo ceramic history, the fundamental concepts of virtual edutourism, and procedures for developing social media content. Assistance in online training groups was provided in the form of brainstorming for (1) exploring ideas and designing social media content to support virtual edutourism in the Dinoyo ceramic village; (2) uploading virtual edutourism to Dinoyo ceramic social media accounts; and (3) documenting exploration results and virtual edutourism prototypes in the form of books that can be used as a medium of socialization to schools and the community.

The empowerment of the KWKD Pokdarwis is regarded effective if the three activities are completed successfully. Effectively, building Pokdarwis requires instilling in its members a sense of perpetual development of KWKD throughout the world as part of efforts to improve people's economic and social well-being. Strengthening must be utilized as a catalyst to rekindle the spirit of widespread and continuous public education.

The indicators used to measure the success of this community service program are as follows.

Tabel 1. Indicators of activity success

No	Activity	Target	Indicators
1.	Class of "Dinoyo Ceramic History and Basic Concepts of Virtual Edutourism "	Member of Pokdarwis know and understand how to use history for strengthening the basic concepts of Virtual Edutourism	Member of Pokdarwis fully engaged in discussion and using social media for edutourism branding the product of ceramics to support Kampung Wisata Keramik Dinoyo (KWKD)
2.	Class of "Applying handphone to make virtual edutourism"	Member of Pokdarwis using handphone to conduct virtual edutourism	Designing and editing video using handphone, installing canva application to design and edit pictures
3.	Practice of designing virtual edutourism	Member of Pkdarwis designing virtual edutourism	Member of Pokdarwis could design content of Instagram account of @dinoyoceramics

HASIL & PEMBAHASAN

The implementation of competency development of The Tourism-Literate Group (Pokdarwis) in Dinoyo Malang City which includes (1) briefing on historical competence of Dinoyo Ceramic Tourism Village (KWKD); developing competence in making promotional media, and implementing KWKD promotion and education in the community.

The Tourism-Literate Group (Pokdarwis) in the Dinoyo Ceramic Village (KWKD) has the potential to conduct virtual Edu-Tourism through the use of publication media and official social media channels for Dinoyo Ceramic Village, specifically the KWKD Pokdarwis website, namely Dinoyo Ceramic Industrial Park, which was created in 2016, and the Instagram account @dinoyoceramics. Virtual education is critical for increasing turnover and visits to KWKD, even if it is done online. Social media is currently the primary method for communicating with citizens. Many people have migrated to social media platforms to receive information and even exchange goods and services as a result of the Covid-19 outbreak. Advertising in online media has developed into a modern business phenomenon, paralleling the rapid expansion of e-commerce in the digital economy's era. The widespread use of social media also provides producers with chances to promote their products/services via social media .

The empowerment of KWKD Pokdarwis is accomplished through training and assistance in the use of social media as a virtual edutourism channel for KWKD, with the goal of increasing public awareness of Dinoyo ceramic culture, increasing the number of virtual and direct tourist visits, obtaining product and service information, and increasing product sales. The trend of virtual shopping via live sales on online store accounts and social media is now the primary choice for people, not only to reduce interaction in order to prevent the spread of the Covid-19 virus, but also to maintain a contemporary lifestyle. As a result, Pokdarwis must be adapt in creating virtual-based promotional media, such as flayers, posters, twibbons, and reports.

Assistance was provided via coordinating with the parties involved on the ground. Pokdarwis, village administrators, ceramic artisans, Karangtaruna, and the Community Information Group (KIM) comprise this group. The coordination took place on June 20, 2021, in the residence of Syamsul Arifin, the Chair of the Tourism-Literate Group and a ceramics artist. The coordination meeting's agenda included an investigation of the Dinoyo Ceramic Village's history, as well as an examination of existing programs, the network that KWKD has established, and government support for Dinoyo Ceramic Village's continued existence as one of Malang's emblems.

The training took place at the Dinoyo Village hall in Lowokwaru, Malang

City, on August 22, 2021. This session was attended by 25 individuals representing various aspects involved in the development of KWKD. The training, which was opened by M. Khoiri, secretary of Dinoyo Village, provided participants with information about KWKD's history; assistance in creating virtual edutourism content, which included techniques for taking photos, creating narratives/captions, using Canva to create promotional media for KWKD, and recognizing social media performance algorithms.



Figure 1. Mentoring session and opening remarks by the Secretary of Kelurahan Dinoyo

Socialization on the history of Dinoyo ceramics is critical to ensuring that Pokdarwis members have a firm grasp of the KWKD's past. This knowledge and awareness are critical in instilling in Pokdarwis a sense of pride and attachment to their unique and distinctive village culture. Dinoyo ceramic village is not only a center for the ceramic industry, but also a well-known icon of Dinoyo Village. The virtual edutourism training that was conducted resulted in the creation of various examples of virtual edutourism material, including (1) promotion of training services, (2) promotion of product sales, (3) promotion of visits, and (4) twibbon. Figure 4 summarizes the contents created.

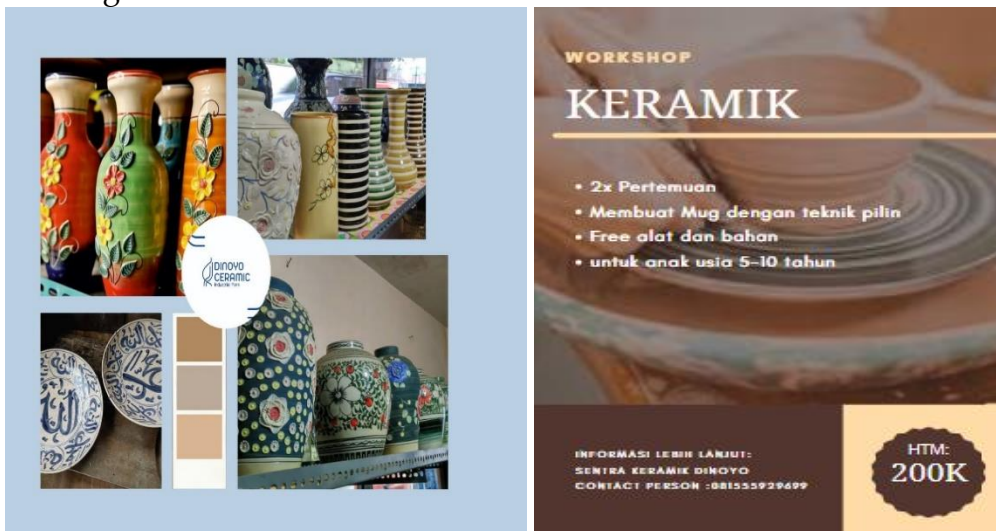


Figure 2. Sales promotion content and workshop promotion

The development of promotional media is utilized to promote virtual edutourism, which must be supported in an era of rapid technological advancements. This is a response to the dearth of engaging presentations on KWKD's social media channels and website. With promotional assets available, KWKD social media administrators can revive their accounts and control their uploads on a periodic basis.



Figure 3. KWKD Instagram social media

Because the majority of Pokdarwis members are Dinoyo Village teenagers who have worked in a variety of fields, mentoring efforts require coordination. As a result, mentorship occurred on weekends. Subsequent training sessions were conducted online, both synchronously and asynchronously, in the online training groups that had been created. This was done to inhibit the spread of COVID-19 by minimizing physical contact in adequate numbers. Through the involvement of young people, virtual edutourism content can be well packaged and informative, as well as attractive. Increasing tourism potential through tourism education has also been carried out in Bali, as the results of the research conducted showed positive results with the existence of tourism education

Ceramic teaching media were also printed and sent to Keramik Dinoyo Village schools. Roll banners with media are used in school lobbies and other critical locations. The following are examples of educational media designs in the form of banners



Figure 4. ceramic education banner design

Assistance for the KWKD Pokdarwis is also part of the endeavor to instill a love for ceramic culture in the young of Dinoyo Village, which has been the village's identity since time immemorial. This assistance is in accordance with Presidential Instruction (Inpres) No. 12 of 2016 on the National Movement for Mental Revolution (GNRM), which aims to improve and strengthen the nation's character through the promotion of values such as integrity, work ethic, and mutual cooperation in order to foster the development of a dignified national culture. In mental revitalization, there are five GNRMs: the clean Indonesia movement, the serving Indonesia movement, the orderly Indonesia movement, the independent Indonesia movement, and the unified Indonesia movement.

Referring to the five Mental Revolution movements, this empowerment initiative promotes both the independent and united Indonesian movements. The Dinoyo ceramic village's economic independence must be maintained and strengthened in order for it to survive in the face of heavy industrial competition.

The practice of modern ceramics, which makes extensive use of advanced technology and enormous amounts of capital, can be opposed by a unique and authentic local cultural narrative. KWKD Pokdarwis has the potential to change and portray the community as an institution capable of sustaining the Dinoyo ceramic village, including through the organization of virtual edutourism.

This activity also contributes to the unified Indonesia movement by highlighting the city of Malang's objective of promoting regional culture in order to establish a strong identity as the inheritor of traditional knowledge, specifically the Dinoyo ceramic manufacturer with character. As a result, this action can help and protect OPK, as mandated by the Law for the Advancement of Culture No. 5 years 2017 (UU Pemajuan Kebudayaan No 5 Tahun 2017).

Apart from being communicated via KWKD promotional media news, various media developed with the support of KWKD Pokdarwis were also physically disseminated via posters distributed to elementary schools in Dinoyo Village as instructional resources for the students. This is done in an effort to instill a passion for ceramic art and culture in children who will eventually inherit information about Dinoyo's ceramic industry.

SIMPULAN

The Dinoyo Ceramic Tourism Village (KWKD) contributes to Malang's potential. Assistance with the establishment of virtual edutourism programs for KWKD Pokdarwis members is expected to alleviate their difficulties in creating virtual contents for KWKD promotions. By using the rapidly evolving communication technology platform, Pokdarwis is projected to be able to adapt and grow both virtual and direct tourist visits, as well as goods sales. The following study should be conducted to focus on how media social

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