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Pokdarwis as the Spearhead of Nepal Van Java Tourism Development: A Community Empowerment Case in Magelang Regency

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Abstract

Organizations are born as a place for a group of people to achieve a common goal. The existence of the organization is caused by a communication process that involves every individual and has the same goal. As a community-based organization, the *Pokdarwis* has a function as a tourism driver, so empowerment is needed to increase the strength or power of the community. Therefore, it is necessary to reform and strengthen the organization so that this tourist village can develop sustainably. This study uses a descriptive qualitative approach. The sampling technique used is purposive sampling. Collecting data using interview and observation methods. Furthermore, the data were analyzed using interactive analysis and other supporting data sources. The results of the study explain that empowerment is carried out by various parties, especially the *Butuh* Hamlet community who are in control of decision making, operational implementation, and sharing of profits from Nepal van Java tourism. Therefore, with this tourism, it is able to strengthen human resources and strengthen institutions supported by the government.

1. Introduction

Tourism is one of the important industrial sectors and also has great potential and opportunities to be developed. The development of tourism in developing countries, including Indonesia is expected

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to help economic opportunities and prevent rural residents from migrating to cities. The development of tourism is also expected to improve the economy so that it can improve the welfare where tourism is developed (Evita et al., 2015).

Tourism development aims to refocus, plan and implement policies that promote natural resource development to benefit indigenous peoples and other stakeholders including government, industry, communities and the visitors themselves. Therefore, communication becomes very important for the successful development of a tourist destination. The communication policy for developing tourist destinations requires the active participation of the community (Yasir et al., 2019).

Tourism development clearly has an important role in improving the welfare of the local population, because the support of the local population is very important for the tourism industry. The existence of a community that is supported by leadership, innovation and social capital is an important component in building smart tourist destinations (Boes et al., 2016). Therefore, tourism development in the region as one of the development sectors cannot be separated from the development of local communities and the construction of supporting facilities. Due to the tight competition in the tourism market, a tourist destination must be able to be developed through more innovative communication to be liked by tourists, because tourist demand is even more varied when compared to previous years (Genç & Genç, 2017).

In tourism, when tourist attractions have become tourist destinations, they must form a Tourism Awareness Group (*Pokdarwis*). In this case, *Pokdarwis* has an important role, namely as a tourism driver, so that it requires empowerment as a form of effort that aims to increase strength or power so that it is more developed.

Magelang Regency is one of the regencies in Central Java which statistically has 21 sub-districts, 5 sub-districts, and 367 villages. In 2020, the population will reach 1,299,859 people with an area of 1,102.93 km^2 (BPS Kabupaten Magelang, 2020). Magelang Regency is generally classified as a highland surrounded by five mountains, namely Mount Merapi, Merbabu, Andong, Telomoyo, and Sumbing as well as the Menoreh Mountains. Magelang Regency has great potential in terms of natural tourism, especially highland mountain tourism. Various tourism objects such as natural forests, waterfalls, mountains, plantations, and highlands are in this region. It is hoped that the local government will continue to optimally develop various new tourist destinations to improve the welfare of the local community.

One of the new tourist destinations in Magelang Regency that has attracted a lot of public attention is Nepal Van Java, which is located in *Butuh* Hamlet, Temanggung Village, Kalianggrik District, Magelang Regency. Hamlet position It takes about 20 km from the center of Magelang City. Previously, the *Butuh* Hamlet was not a tourist location, but an agricultural area dominated by vegetable crops such as potatoes, carrots and cabbage. At the end of 2020 Nepal Van Java began to be famous among the public because of its natural beauty and the form of its terraced settlements, not following the contours of the land at the foot of the mountains through the spread of social media.

The beautiful scenery, the arrangement of terraced houses, and the cool air make this village considered similar to Nepal. Since June 2019, netizens have dubbed it "Nepal Van Java", although it is not known who first named it then went viral. Although the nickname has existed since June 2019, "Nepal Van Java" only became famous in 2020 when the COVID-19 pandemic began to plague Java. Maybe people are getting bored due to social restrictions and are looking for alternative solutions for traveling. And nature tourism is the people's choice in the COVID-19 pandemic season. At the end of 2020, Nepal Van Java began to be visited by thousands of tourists, especially tourists who like natural scenery. Based on the survey results, the level of field tourist visits in Nepal Van Java is relatively high, around 150 people on weekdays and 1500 people on weekends (Aldora et al., 2021).

One way to manage tourism is to form *Pokdarwis*. By forming *Pokdarwis*, it is hoped that it can increase and develop tourism. Community involvement through *Pokdarwis* is the main point for increasing human resources, community participation, and increasing the strength of the less powerful parties. This is certainly inseparable from the role of the village government in the formation of a tourist village through local regulations that have been approved by the Magelang Regency Government.

In the management of Nepal Van Java tourism, all village communities must have readiness, one of which is realized by active involvement. In the management of Nepal van Java tourism, it occurs when meetings are held which are attended by tourism awareness groups or commonly referred to as *Pokdarwis* in the tourist village. Tourism awareness groups are the main actors in managing the tourism, as making decisions in the village are formed based on deliberation.

Therefore, the development of an organization will not be separated from the role of human resources in it. Human resources are an important asset to achieve the goals of an organization. According to Faustino, human resource management is the design of formal systems within an organization to ensure the effective and efficient use of human talent in order to achieve organizational goals (Faustino, 2003:10).

2. Materials and Methods

This research is a qualitative descriptive study. Research is intended to provide an overview and understanding of how and why a symptom occurs (Pawito, 2007). Qualitative research is an approach and method for the study of experienced social life (Saldana, 2011). In accordance with this definition, this research was carried out by following the rules of qualitative research methods in which the researcher himself as a research tool and instrument, explores and collects data more deeply and intensively and in detail among *Pokdarwis* in the Nepal Van Java Tourism area located in *Butuh* Hamlet, Temanggung Village, Kaliangkrik Sub-district, Magelang. The subjects in this study were the administrators and members of *Pokdarwis*.

The type of approach in this qualitative research is a case study approach. Case study is a method that exploits bound contemporary systems (a case) and several bound contemporary systems (multi-cases) in the real world over time, through collecting detailed and in-depth data involving multiple sources of information, and reporting a case description and case theme. (Creswell & Poth, 2018). Case study investigations: (1) Overcome technically different situations; (2) Relying on multiple sources of evidence; (3) Benefit from the theoretical development of previous research (Yin, 2018).

The research process lasts for three months starting from January 2022 to March 2022. The main data sources in qualitative research are words and actions, the rest are additional data such as documents and others (Moleong, 2014). Based on this description, in this study the researchers classify the data used in two types of data: (1) Primary data which is data obtained directly from respondents through interviews. (2) Secondary data which is data obtained from documents related to research, including scientific journals, books, and agency archives including laws relevant to this research study.

3. Results and Discussions

Tourims-Based Community empowerment 1

Empowerment is preparing the community in the form of resources, opportunities, knowledge, and expertise to increase the capacity of the community in determining their future, as well as participating and influencing life in the community itself. In practice, empowerment has the meaning

of encouragement or motivation, guidance or assistance in improving the ability of individuals or communities to be able to live independently. Departing from this, the difference in the character of each individual is a necessity. Thus, empowerment is a process of increasing the ability of individuals or communities to be empowered which is carried out democratically in order to be able to build themselves and their environment in improving their quality of life so that they are able to live independently and prosperously (Larasati et al., 2020).

One of the tourism principles contained in Indonesian Law No. 10 of 2009 concerning tourism is to empower local communities where the community has the right to play a role in the tourism development process and is obliged to maintain and preserve tourist attractions; as well as helping to create a safe, orderly, clean atmosphere, behaving politely, and preserving the environment of tourism destinations. In addition, entrepreneurs in the tourism sector are also obliged to prioritize the use of local community products, domestic products, and provide opportunities for local workers and play an active role in infrastructure development efforts and community development programs. The community has the same and widest opportunity to participate in the implementation of tourism, including the delivery of suggestions, opinions and considerations for decision making in the framework of the planning, implementation and supervision of tourism implementation. Empowerment is a very potential strategy in improving economic, social and cultural transformation (Larasati et al., 2020).

Community participation is certainly very potential for activities and development of a tourist attraction. First, participation in managing natural tourist attractions. The main attraction of Nepal Van Java is the natural scenery in the form of mountains owned by the *Butuh* Hamlet which is considered similar to the Nepal Himalayas. The similarity between *Butuh* Hamlet and Nepal can be seen from the arrangement of houses with terraces following the contours of the foot of the mountain. The location of the *Butuh* Hamlet is claimed to be the highest hamlet in Magelang Regency, with a location right at the foot of Mount Sumbing with an altitude of 1,620 meters above sea level. *Butuh* Hamlet is located in the northernmost part of the village, in the middle of the hamlet split by a flowing river. Mount Sumbing itself is divided into three areas, namely Magelang, Wonosobo and Temanggung (Setyaningrum, 2022).

Second, participation in managing art tourism attractions. The people of *Butuh* Hamlet also maintain tradition by packaging art attractions in their area to become tourist attractions. To preserve the culture of the community, they still want the artistic tradition to be maintained. *Pokdarwis* Nepal Van Java created an Arts program which was held every two weeks at the Depok Park Nepal Van Java. The players come from the residents of the *Butuh* Hamlet themselves. There are four types of art that are usually displayed, namely Jaran Kepang, Dayakan, Kubro Siswo, Kuda Lumping, Topeng Ireng (Setyaningrum, 2022).

In the development of Nepal Van Java tourist destinations, at first, the community did not involve the community. The preparation of the Nepal Van Java tourism concept which was actually the initiation of the *Butuh* Hamlet Head. In this effort, the Head of *Butuh* Hamlet collaborated with the climbers of Mount Sumbing along with the mass media crew. They collaborated to develop the concept of natural scenery tourist attraction which was then assisted by mass media journalists to market it. Due to the many pros and cons among residents of the idea of forming a tourist destination, the drafting of the concept and process of establishing a destination is controlled centrally by the Head of the Hamlet.

After the concept matures and is felt to be stable, then the community begins to be involved in the management structure as well as tourism actors. The management is arranged at the village level as *Pokdarwis* with a composition of 50% of the administrators from *Butuh* Hamlet, and 50% from other hamlets. As for the management of tourism operations, it is fully left to the residents of *Butuh* Hamlet

on a representative basis as field administrators. After the operation of the tourist destination has been running, the Head of the hamlet remains in the management to control every activity of the Nepal van Java tourist destination on a macro basis (Sujatmiko et al., 2022).

The development of Nepal Van Java tourist destinations requires cooperation, attention, and support from all parties, both from the community and the government. As one of the leading tourist destinations in the Regency, Nepal Van Java with its icon of natural scenery with unique mashed houses, must be synergized with agro-tourism and art tourism to strengthen its marketing. The Nepal Van Java brand will be formed in people's minds if the message and channel are chosen and varied.

Tourims-Based Community empowerment 2

Pokdarwis is an institution at the community level whose members consist of tourism actors who have concern and responsibility and act as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realization of Sapta Pesona in increasing regional development through tourism and utilizing it for the welfare of the community. This *Pokdarwis* is a self-help and community-based group which in its social activities seeks to improve understanding of tourism, increase the role and participation of the community in tourism development, increase the value of tourism benefits for the community or *Pokdarwis* members, and succeed in tourism development.

Develop community groups that can act as motivators, movers and communicators in an effort to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations so that they can act as good hosts for the development of tourism activities to improve the economic welfare of the community. The purpose of establishing *Pokdarwis* is as follows:

1. Improve the position and role of the community as an important subject or actor in tourism development, and can synergize and partner with stakeholders related to improving the quality of tourism development in the area.
2. Build and cultivate a positive attitudes and support from the community as hosts through the realization of tourism values for the growth and development of tourism in the region and its benefits for regional development and community welfare.
3. Introducing, preserving and exploiting the potential of existing tourist attractions in each region.

The *Pokdarwis* management consists of coaches, advisors, leaders, secretariats, members, and sections (among others: Cleanliness and Beauty Section, Tourist Attractions and Memories, Business Development, Security and Order, Public Relations and Human Resource Development). The size of the *Pokdarwis* organizational structure is determined by the number of its members. *Pokdarwis* with a sufficiently large number can be equipped with several sections that serve different fields of activity. Group references and regulations in the form of Articles of Association/Budgets (AD/ART) (Hendro & Nirmala, 2019).

In the case of Nepal Van Java, it was the high enthusiasm of tourists that finally encouraged the *Butuh* Hamlet to work on the potential of Nepal van Java more seriously through the formation of a tourism management committee consisting of *Pokdarwis* at the village level and field technical administrators at the hamlet level. Furthermore, *Pokdarwis* also submitted the legality of a tourism operational permit to the Regent of Magelang. Although relatively new, this tourist destination already has a complete tourism infrastructure.

Table 1
Nepal Van Java tourism visit rate 2020

NO	MONTH	NUMBER OF VISITS
1	JANUARY	150
2	FEBRUARY	200
3	MARCH	210
4	APRIL	215
5	MAY	250
6	JUNE	340
7	JULY	351
8	AUGUST	20.418
9	SEPTEMBER	30.042
10	OCTOBER	19.405
11	NOVEMBER	29.855
12	DECEMBER	27.824
TOTAL VISITS		**129.273**

Source: Nepal Van Java Tourism Management Document

Based on the data above, it appears that Nepal Van Java is one of the tourist destinations in Magelang Regency that is being developed. With the Nepal Van Java tour, there are many factors that influence the lifestyle of the people of *Butuh* Hamlet, Kaliangkrik, Magelang. One of the positive impacts in the economic sector of the surrounding community, who in fact work as vegetable farmers, has also increased along with the progress of the Nepal Van Java tourist area. Furthermore, based on the results of mapping by PT. Gambaran Kasih Indonesia Nepal Van Java already has tourism supporting elements which include 9 selfie spots, routine traditional arts performances, and various public facilities such as food stalls, souvenir and souvenir stalls, homestays, cafes, parking lots, toilets, places of worship, and motorcycle taxi services.

Aspects of Social Relations 3

The condition of social relations is based on a value system, so environmental conditions, materials and interests are important factors that determine the form of community choice decisions in *Butuh* Hamlet, Temanggung Village, Kaliangkrik Sub-district, Magelang. Susan H. Lees (Hendro & Nirmala, 2019) states that through a micro perspective in the analysis of choice decisions is a useful framework for expressing economic, social and environmental variables. Furthermore, Lees also stated that this view can help to observe why a society persists in certain ways that are different from others.

Furthermore, Bannet and Kanel (in Ortiz 1983) say that adaptive strategies are usually at the level of awareness in the behavior, especially tourism behavior, of the people who have been involved. This level of awareness will drive decision-making processes and will remain related to the prevailing system of values and meanings. Although economic decisions contain the concepts of maximization, minimization and efficiency, dealing with the conditions of social relations in the urban village community, the concept still has to deal with the value system and meaning of social symbols that limit it.

According to Robert L. Bee, decision making arises from individuals who tend to optimize the same types of behavior in a context labeled economic, political and ritual. Indirectly that the socio-cultural system (which is a general agreement among its members) which has the nature of encouraging or limiting behavior will be able to change. General agreement will make the stability of the system and

variations of individual perceptions a potential source for the company. It can also be said that variations or individual decisions are forms of innovation that can trigger change, especially in this case related to *Pokdarwis* (Hendro & Nirmala, 2019).

Bee, further, identifies that individuals who make decisions in society (culture) are described as 'entrepreneurs' in the economy, or Eric Wolf calls 'cultural brokers'. Entrepreneurs tend to be the first to try new techniques in business, politics or other social interactions. The behavior of entrepreneurs or individuals in their decision choices can lead to changes in the socio-cultural system if the alternatives can be accepted or approved by other members. In this case *Pokdarwis* Nepal Van Java is the agent of the entrepreneur who started the tourism awareness activities.

According to Soedjito (1987) the manifestation of social variables (relationships) in a productive activity in rural areas/villages, these activities cannot be separated from their social life. Family relations and power can be used as mechanisms to form production units, even kinship structures often limit economic activity. The division of labor in production is usually based solely on age, sex or status, not on specific skills. This is caused by the lack of ability to manage the economy or production units in rural areas or villages. This can be caused by the existence of a small capital or a little circulation of money compared to the number of workers who are more widely available in the village. Conditions like this can cause the system of exchange of services and labor is still often carried out in rural areas.

Likewise, interpersonal relationships are still often colored in the economic system and are usually manifested through patron-client relationships or kinship relationships on the basis of love, friendship, trust and so on, both individually and in groups that show emotional/traditional traits (Soedjito, 1987). However, this condition is quite potential to build an economic activity in *Butuh* Hamlet. At this time *Pokdarwis* is quite active and enthusiastic in developing Nepal Van Java tourism. The development and management of the tourism sector is fully under the authority of the community. They are the main actors from the formulation of ideas, planning, implementation, to profit sharing from the benefits of tourism businesses that are fully utilized for the local community.

The things described above also seem to be the basic capital for *Pokdarwis* activities in Nepal Van Java, because Nepal Van Java has not been around for a long time as tourism. However, the high enthusiasm of the community through the *Pokdarwis* organization is marked by the number of events, stakeholders, and the increasing number of new photo spots in Nepal Van Java. For two years running, the Nepal van Java tourist destination has provided direct benefits in the form of visitor retribution income, as well as indirect benefits through opening up business opportunities for the community. The results of the visitor levy on the Nepal van Java tourist destination are allocated to 50% of the income of the *Butuh* Hamlet, and 50% is paid to the Temanggung Village Government as PADes. The surrounding buffer hamlets also receive revenue sharing from the tourist retribution through the allocation of PADes. The income earned by *Butuh* Hamlet is allocated to pay for management fees, operational financing, maintenance of tourist spots, hamlet cash income, and helping the poor in *Butuh* Hamlet through Blessing Friday activities.

The distribution of indirect benefits can be seen from the increase in community involvement as tourism actors. Based on the data collected, there are 235 families who have participated as providers of tourist taxis, parking attendants, UMKM actors (grocery shops, vegetable stalls and souvenirs, food stalls, cafes), homestay providers, climbing service crews, independent tourist attractions, and 36 people as field managers. The activities of the residents of *Butuh* Hamlet as tourism actors have become a source of additional income in addition to the business from their main livelihood, which in composition consists of 90% as vegetable farmers, and 10% as construction workers, household assistants, and government employees. The opportunity to participate in tourism activities is open,

meaning that the tour management does not close the opportunity for residents of *Butuh* Hamlet and buffer hamlets to get more involved. Field administrators apply a scheduling system, which is Monday to Sunday (every day) for the residents of the *Butuh* Hamlet, while only Monday to Friday residents of the buffer hamlet are allowed to participate in selling and doing business around the tourist area of Nepal Van Java.

4. Conclusion

The Nepal Van Java tourist destination has been developed by the *Butuh* Hamlet community. Nepal van Java, located in Temanggung Village. It began to be known because of the uniqueness of the residential area which was then made viral by the public in various ways, one of which was through social media. In this regard, the *Pokdarwis* village has to manage tourism destinations so that they are of high quality and sustainable.

The community is in control of decision making, operational implementation, and profit sharing from the tourism. In the management of this tourism object, it has met the criteria for paying attention to environmental sustainability through the Sapta Pesona program, namely the existence of local conservation efforts through the application of character and cultural arts, involving participation from the community in controlling and managing the operational management of Nepal Van Java tourist destinations.

From the aspect of developing *Pokdarwis* activities, it can be said that Nepal Van Java has been quite successful as a tourist, in this case it is proven in the addition of supporting tourism elements, including 9 selfie spots, routine traditional art performances, and various public facilities such as food stalls, souvenir stalls, homestays, cafes, parking lots, toilets, places of worship, and motorcycle taxi services.

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