

The role of Tourism Awareness Groups in increasing Tourist Visits in West Bandung Regency (Case Study at Ciburuy Tourism Object)

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Abstract

This study aims to analyze the performance of the Ciburuy Village Tourism Awareness Group. The results of this research are expected to be an impetus for the Ciburuy Village Tourism Awareness Group to further improve the performance of their organization. This type of research uses a qualitative descriptive research type. Data collection consisted of interviews with informants and informants, both oral and structured interviews, such as observations at research locations, and documents available at research-related institutions. Data analysis techniques in qualitative research. The results of this study indicate that the performance of the Ciburuy Village Tourism Awareness Group is fairly good and by the VISION and MISSION and the objectives of the Tourism Awareness Group. This can be seen from the 4 indicators of performance evaluation, namely (1) Efficiency, (2) Effectiveness, (3) Fairness, and (4) Responsiveness. As an indicator of effectiveness, the Ciburuy Village Tourism Awareness Group still has to improve the quality of the human resources of its members, which is the main organizational factor.

Keywords: *Performance Analysis, Tourism Awareness Group, Tourist Visits*

1. Introduction

Indonesia is a country with a beautiful group of islands stretching from Sabang to Merauke with abundant natural wealth, diverse ethnicities, and cultures. Every region in Indonesia has unique natural potentials that are beautiful not only in terms of natural tourism but also in terms of the unique character of the people according to their cultural background. This cultural and ethnic diversity when viewed from a tourism perspective is very beneficial considering that it will invite both local and foreign tourists who are interested in seeing and gaining experience from the intended tourist destinations.

West Bandung Regency is one of the regencies in West Java that has several tourist spots, especially its natural attractions. West Bandung Regency itself has many tourist objects that need to be developed because it has a lot of natural potentials that can be used to build the economy because of its vast natural potential to be used as an opportunity to increase Regional Original Income (PAD). One of the tourist objects in West Bandung Regency that has the opportunity to bring in Regional Original Income (PAD), of which is the Situ Ciburuy tourist attraction in Ciburuy Village, Padalarang District.

The development of tourist objects in Situ Ciburuy, especially in Ciburuy Village, cannot be separated from the role of the community and village government who are aware of the opportunities for the tourism sector to advance the welfare of the community around the tourist

attraction. In developing tourism in an area it is usually managed by related parties. There is tourism managed by the government and tourism managed by the Tourism Awareness Group (Pokdarwis).

As a form of support from the Government of West Bandung Regency and the government of Ciburuy Village in maximizing the natural potential that exists in their area, the formation of the Ciburuy Village Tourism Awareness Group is encouraged in advancing tourism in Ciburuy Village by developing Situ Ciburuy to become a mainstay destination in West Bandung Regency. In carrying out its role by the vision and mission, the Ciburuy Village Tourism Awareness Group (Pokdarwis) works closely with the community and local government. The first role of the Ciburuy Village Tourism Awareness Group (Pokdarwis) as the subject of development, namely the Ciburuy Village Tourism Awareness Group (Pokdarwis) is to become the government's partner in carrying out development in the Ciburuy Situ tourism. The second role of the Ciburuy Village Tourism Awareness Group (Pokdarwis), namely as a beneficiary, can be seen from the increase in the economy of the people around Situ Ciburuy. The third role of the Ciburuy Village Tourism Awareness Group (Pokdarwis) is as a driving force in creating a conducive environment and atmosphere in the community to become a hospitable host. The fourth role is to realize Sapta Pesona. Until now the Ciburuy Village Tourism Awareness Group (Pokdarwis) continues to strive to develop its tourist areas. Good and sustainable management can be a source of economic income for both the local community and local government. So that with this development it is hoped that many people will feel the impact.

The reality in the field is that the role of tourism awareness groups is not yet clear, the indicator is that there are still many tourists, both local and foreign, who do not know about the tourist destination of Situ Ciburuy

2. Research Method

The research method used is a qualitative descriptive method that is exploratory in nature, with observation techniques that are carried out to see how Village Tourism Awareness Group is and its correlation with public policy. Then secondary data sources were obtained through literature and internet studies including what is called a systematic literature review (SLR). The descriptive method is the process of solving the problem being investigated, by describing or describing the current state of the object of research, based on the facts that appear or as they are. Research with this method focuses on finding facts as they are (Kristian., 2020).

While exploratory research through SLR has the aim of exploring broadly the causes or things that influence the occurrence of something (Arikunto, 2006). Thus, the exploratory descriptive method is research with problem-solving that is explored extensively about the causes or things that influence the occurrence of something based on the facts that occur in the field.

3. Result and Discussion

Situ Ciburuy is located on Jalan Bandung – Cianjur, Ciburuy Village, Padalarang District, West Bandung Regency. With an area of more than 40 hectares, the Kasawan Situ Ciburuy is suitable to be a beautiful natural tourist spot with the beauty of the lake with a gentle breeze. For tourists resting there are halls that tourists can use to enjoy there while enjoying the culinary delights that are sold in each hall. Situ Ciburuy is one of the artificial lakes/lakes that has existed since the Dutch colonial era. Situ Ciburuy was originally built for irrigating rice fields around the area but currently Situ Ciburuy is more used as a tourist spot. As long as it is a tourist spot, Situ Ciburuy can be said to be less attractive to tourists. Collaboration

between the village administration and the West Bandung Regency Tourism Office involving the community directly resulted in the formation of the Tourism Sadaw Group (Pokdarwis). The Tourism Awareness Group (Pokdarwis) is a group that grows and develops on the initiative and will of the community itself in order to preserve tourist objects and attractions in order to promote tourism in Ciburuy Village.

One of the supporting tourism is the ease of transportation to reach these tourism places. With the vast area of Situ Ciburuy, the Pokdarwis finally invited the odong-odong car community to collaborate where the odong-odong car will become a means of transportation that tourists can use to get around Situ Ciburuy. Previously, the Pokdarwis had also collaborated with a healthy gymnastic group, which mostly consisted of housewives. This community collaborated with the Pokdarwis by making the Ciburuy Lake area the place for the gymnastic group to exercise on Saturday and Sunday mornings. From the Pokdarwis side, the existence of a gymnastics group will be an attraction for Ciburuy Lake as a place for gymnastics. This collaboration succeeded in increasing the number of gymnastic members, so the odong-odong community as a supporter of tourism has become a means of transportation for picking up gymnastic members who are not only from Ciburuy village.

In general, organizations concern broad aspects of meeting the basic needs and rights of their members. The level of success of public service organizations in obtaining profits can be seen from the utilization of production factors. "In handling waste, Pokdarwis collects waste fees from all traders selling in the Situ Ciburuy area. Part of the money will later be used to pay for waste handling, but not all of the waste from here is taken to public landfills. Some of the waste is sorted and separated to be recycled to make new works that can later be resold. The proceeds from the sale of recycled waste and the cost of collecting garbage from traders will partly go into Pokdarwis cash and will later be used for the needs of group activities". Pokdarwis has been able to make an innovation in waste handling which in the end can become additional income for the organization. In addition, all Pokdarwi members are also encouraged to be able to do business in the Situ Ciburuy area accompanied by business development section managers and members of other groups so that the presence of Pokdarwis can open job opportunities.

Membership of the pokdarwis comes from the Ciburuy Village community so for the education level of the members there are still junior high school graduates but the pokdarwis is very open to anyone who wants to join regardless of the educational level of the members. In some cases, there are still members who cannot understand and participate due to their lack of knowledge. The implementation of the main tasks and functions (tupoksi) has not been carried out by every member. This is because in terms of HR the members still have to be improved so that each member can carry out their duties properly so that the results obtained can be effective and appropriate.

Placement of trading places is carried out through a lottery as well as for the products being sold, it is required to be different for each stall so that the merchandise being sold varies. If there's going to be an event, the Pokdarwis management likes to tell all traders directly if there's something so everyone knows. submission of information Pokdarwis management can directly convey it to each trader so that in the ease of obtaining information no one feels disadvantaged.

Public service organizations are part of the responsiveness of the state or government to the vital needs of society (Kristian, 2021). Therefore the organization as a whole must be transparently accountable in order to meet this responsiveness criterion. Prior to the revitalization, there were only 15 halls, but due to the revitalization, of course, the number of visitors would increase and the public's interest in selling at the halls was also high, so the Pokdarwis asked for the construction of sales halls to be added, so that in the end, after the revitalization was completed, the number of halls increased by 19 Balai for a total of 34 Balai

which are managed directly by the community. the addition of a trading hall turned out to be appropriate because after the revitalization the number of visitors increased by 60%.

4. Conclusion

The indicators for assessing the performance of the Legenda Situ Ciburuy Tourism Awareness Group are seen by formulating four indicators for evaluating organizational performance, namely:

a. Efficiency:

In solving the trash case, Pokdarwis in Ciburuy village was able to handle it to the stage where the waste could become an additional source of income for the organization. Apart from that, in utilizing existing facilities, both from human resources and natural resources, the organization can process it according to one of its visions, economic independence for members and the surrounding community with Situ Ciburuy being a place of business.

2. Effectiveness:

Seeing from the results of observations and interviews, Pokdarwis members have not been fully able to carry out the main tasks and functions (tupoksi) that have not been carried out by each member, this is because in terms of human resources.

3. Justice

In placing the management of the organization, the chairperson is fair by choosing based on insight and expertise so that the members do not feel burdened in their responsibilities. Apart from that, in the ease of obtaining information, the management will notify all members and subsequently the public if important information is obtained so that no one will feel at a loss because they do not know something.

4. Responsiveness

In responding to the needs of the community and its members, the organization has carried it out during the revitalization by asking for additional halls for trading because the community's high demand for trade also predicts that the number of visitors will increase so that the need for halls as facilities also needs to be increased.

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