

Optimizing the Role of KKN Students in Arranging Destinations and Tourism Promotion Strategies through POKDARWIS Assistance

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Abstract

Rural tourism, when managed wisely, can serve as a force driving local economic growth and cultural preservation. One of the key tourist destinations in Kala Village, Donggo District, is the natural attraction of Kampoeng La Hila. This tourist spot heavily relies on its natural and cultural beauty. Active involvement of university students participating in Community Service (Kuliah Kerja Nyata - KKN) alongside the local tourism awareness group (Pokdarwis) can contribute to elevating the local tourist destination, enhancing visitor numbers, and potentially improving the well-being of the local community. A variety of tourist attractions have been developed by students in the destination, such as the establishment of a literacy café, mapping of camping grounds and hammock areas, fencing of the La Hila site, and the arrangement of Jompa and frame of Uma Leme. Furthermore, to introduce the destination, students have created a Facebook account as a promotional platform for Kampoeng La Hila. However, the management of tourist destinations often encounters challenges, especially in terms of sustainable development and community participation. To address these obstacles, the involvement of KKN students in supporting Pokdarwis brings a significant contribution to the enhancement of quality, management, and promotion of the tourist destination. Students bring fresh insights, management skills, and innovative ideas to improve tourism appeal, develop tourism packages, and provide training in the tourism industry.

Keywords: Tourism Awareness Group, Community Service, Rural Tourism, La Hila Village

Abstrak

Pariwisata desa, ketika dikelola dengan bijak, dapat menjadi kekuatan yang mendorong pertumbuhan ekonomi lokal dan pelestarian budaya. Salah satu tujuan pariwisata utama di Desa Kala, Kecamatan Donggo adalah wisata alam Kampoeng La Hila. Tempat wisata ini sangat bergantung pada keindahan alam dan budayanya. Keterlibatan aktif mahasiswa Kuliah Kerja Nyata (KKN) dalam pendampingan Pokdarwis, dapat membantu mengangkat destinasi wisata lokal menjadi daya tarik yang lebih baik, meningkatkan kunjungan wisatawan, dan berpotensi meningkatkan kesejahteraan masyarakat setempat. Ragam atraksi wisata yang telah dikembangkan oleh mahasiswa di destinasi seperti: pembuatan cafe literasi, pemetaan area camping ground dan hammock, pemagaran situs La Hila, dan penataan jompa dan frame uma leme. Selain itu, dalam upaya memperkenalkan destinasi tersebut, mahasiswa membuat akun media sosial *facebook* sebagai platform promosi Kampoeng La Hila. Namun, dalam pengelolaan destinasi wisata seringkali menemui tantangan, terutama dalam hal penataan yang berkelanjutan dan partisipasi komunitas. Maka dari itu, upaya mengatasi hambatan ini, keterlibatan mahasiswa KKN dalam mendampingi Pokdarwis membawa kontribusi yang signifikan dalam peningkatan kualitas dan pengelolaan dan promosi destinasi wisata. Mahasiswa memberikan wawasan baru, keterampilan manajemen, dan gagasan inovatif untuk meningkatkan daya tarik wisata, pengembangan paket wisata, dan pelatihan dalam industri pariwisata.

Kata Kunci : Pokdarwis, Mahasiswa KKN, Desa Wisata, Kampoeng La Hila

INTRODUCTION

Indonesia, with its natural wealth, culture and friendly people, has great potential in rural tourism destinations. Rural tourism destinations have a unique appeal with the potential to advance local communities while preserving culture and the environment. Attractive tourist destinations and effective promotional strategies can be key factors in increasing tourist visits, creating jobs and increasing local income. (Andriani et al., 2022). In the midst of the rapid development of global tourism, it is

important to understand how local potential can be optimized to achieve success in the tourism industry. Remember, tourism has a very important role in the economic growth of a region.

Donggo District is one of the areas in Bima Regency with tourist attractions that can attract tourists. Objects in Donggo District have quite large tourist attraction potential, which includes natural, cultural/historical and artificial tourist attractions. However, to reach its full potential, effective management and appropriate

promotional strategies are required. One important element in this effort is involving students in the Community Service Program (KKN) to accompany tourism awareness groups.

In the tourism context, students can play a very significant role in helping local tourism awareness groups to optimize local tourism potential and promotional strategies. This mentoring not only benefits local communities but also provides valuable opportunities for students to learn and develop. Through KKN, students have the opportunity to apply the knowledge they gain at university in real situations and simultaneously provide benefits to the local community. In their role as agents of change, they can provide guidance, training and technical support to Pokdarwis and village communities (Busaini et al., 2020). The assistance they provide can increase the capacity of Pokdarwis in managing village tourism destinations, which has a positive impact on local economic development, cultural preservation and sustainable use of ecotourism.

Assistance to Tourism Awareness Groups (Pokdarwis) in sustainable tourism development is an effort to provide them with the knowledge they need in managing village tourism destinations, promoting them, and effectively involving local communities. As the tourism industry continues to develop rapidly, there is a deepening need to utilize local, cultural and environmental resources to increase the attractiveness of destinations. We focus on mentoring, where students will work together with Pokdarwis to increase their capacity in sustainable tourism destination management.

This is where the role of students emerges as an important force in supporting these initiatives. However, efforts to optimize the role of KKN students in destination planning and tourism promotion through mentoring tourism awareness groups do not always run smoothly. There are challenges and obstacles such as lack of resources, lack of understanding of local potential, and lack of active involvement from authorities. Therefore, the author aims to analyze the role of students in helping tourism awareness groups identify, develop and utilize local potential for structuring tourism destinations. Then, evaluate the effectiveness of tourism

promotion strategies implemented by KKN students together with tourism awareness groups.

LITERATURE REVIEW

A. Village Tourism Destinations

Rural tourism destinations are an integral part of sustainable tourism development efforts (Herdiana, 2019). They offer a travel experience that is different from conventional destinations and provides opportunities for direct participation for local people in the tourism industry. The focus of rural tourism destinations is to promote and optimize the attractiveness of villages or rural areas as attractive tourist destinations for visitors (Wibisono et al., 2020). Cultural diversity and traditions often characterize these villages. Rural tourism destinations are dedicated to preserving and promoting these cultural elements as main attractions, including traditional ceremonies, handicrafts, arts and traditional cuisine.

The development of rural tourist destinations must be placed in the context of sustainability. This includes efforts to maintain the sustainability of the natural environment, preserve cultural heritage, and ensure the distribution of economic benefits from tourism evenly across all levels of society. Maximizing local potential and formulating sustainable tourism promotion strategies are important elements in achieving tourism sustainability. Successful destination management also requires the active involvement of local communities (Ministry of Tourism, 2009), especially youth, in the decision-making process (Feriadin et al., 2022).

B. The Strategic Role of Pokdarwis

Pokdarwis has a central role in managing tourism destinations in the village (Busaini et al., 2020). They have a responsibility to promote destinations, maintain cultural and natural sustainability, and ensure economic benefits are well received by local communities. The community-based tourism approach encourages active community participation in managing tourism destinations (Prasta, 2021). This approach focuses on the involvement of local communities in decision making and equitable economic distribution. Pokdarwis is a key element in the management of tourism

destinations in villages. They are a group dedicated to managing tourism destinations sustainably, promoting them, as well as maintaining and preserving the surrounding cultural and natural aspects.

Pokdarwis hold the responsibility to preserve and promote the cultural heritage and traditions of their region (Feriyadin et al., 2021). They maintain the authenticity of local culture, including traditional ceremonies, handicrafts, arts and traditional culinary delights. In addition, they play a role in planning the sustainable development of the destination. Through participatory involvement, Pokdarwis helps in the development of local communities. They open up opportunities for local communities, especially youth, to play an active role in village development and management of top tourism destinations of Form

C. Real Work Lectures (KKN)

KKN is an academic program that provides students with the opportunity to apply their theoretical knowledge in practical situations (Dalimunthe, 2023). One of the main goals of KKN is to provide benefits to local communities. This program provides students with the opportunity to apply the knowledge they gain during college to real situations in society. Students have the opportunity to gain a deeper understanding of the social, cultural, economic and environmental realities in various regions, especially in rural areas.

Mentoring KKN students is an effective approach to increasing the capacity of Pokdarwis and youth in managing village tourism destinations. This creates a mutually beneficial, reciprocal relationship, where students bring their academic knowledge while the local community provides valuable insights. Through intensive mentoring, KKN students can assist Pokdarwis in planning, developing tourism products, marketing and utilizing technology. This kind of mentoring also creates opportunities for students to share their knowledge about management, technology and marketing strategies, while Pokdarwis share their local insights. The knowledge and skills gained by Pokdarwis and youth in this process can make them more independent in managing destinations in the future (Feriyadin et al., 2022).

Mentoring KKN students has proven itself to be an effective approach to increasing the capacity of Village Tourism Area Management (Pokdarwis) and the younger generation in managing tourist destinations in rural areas. This approach creates a mutually beneficial, reciprocal relationship, where students can contribute with their academic knowledge, while the local community provides valuable insights. Through intensive mentoring, KKN students can assist Pokdarwis in planning, developing tourism products, marketing and utilizing technology. This kind of mentoring also provides an opportunity for students to share their knowledge about management, technology and marketing strategies, as well as allowing Pokdarwis to share their local insights. The knowledge and skills gained by Pokdarwis and the younger generation in this process can make them more independent in managing destinations in the future.

IMPLEMENTATION METHOD

This program applies qualitative methods with an ethnographic approach to the implementation of Real Work Lectures (KKN) under the guidance of the Research and Community Service Institute (LPPM) Soromandi Bima Tourism College. The data obtained came from primary and secondary data collection in the village, field surveys, and qualitative descriptive data analysis. KKN activities were carried out in Kala Village for 60 days, starting from 17 January 2022 to 17 March 2022. During this period, various KKN activities were carried out, such as field observations, interviews, and discussions with residents, village government officials, and the Tourism Awareness Group (POKDARWIS) in Kala Village. The author is also involved in real tasks, such as designing literacy cafes and toilets, mapping camping ground and hammock areas, fencing the La Hila site, creating photo spots, mapping Uma Leme frames, as well as various other tasks to improve the Kampoeng La Hila tourist area as part of the program physique. In addition to these activities, the KKN team also initiated socialization and introduction activities to the KKN program, taught English, introduced traditional games, taught dance, made traditional food, and held farewell events as non-physical activities. All of

these activities are designed to achieve the main goal, namely increasing the capacity of the Tourism Awareness Group (Pokdarwis) in managing village tourism destinations by involving Real Work Lecture (KKN) students to provide technical assistance to Pokdarwis.

RESULTS AND DISCUSSION

KKN activities, or Real Work Lectures, are actions carried out by universities with the aim of implementing one of the tridharmanas of higher education, namely community service. In the context of KKN activities with a tourism theme, students have the opportunity to share and apply the knowledge they have gained during their studies to the community directly. The main goal is to provide solutions to problems faced by the community, especially those related to tourism in Kala Village.

The main problems encountered in Kala Village are less than optimal management and lack of promotion. Several problems, such as limited infrastructure, limited resources, management systems that are not yet optimal, and lack of support, are still the main obstacles that have not been resolved. Apart from that, another obstacle is the lack of promotion for Kampong La Hila tourism, which has an impact on the relatively low number of visits. In an era of rapid technological development, tourism promotion is now more focused on social media platforms, because they are easily accessible to various levels of society (Feriyadin et al., 2023). Therefore, promotional activities are becoming increasingly important to attract more tourists.

The STIPAR Soromandi Bima KKN group's efforts to advance Kampong La Hila tourism and increase the number of tourist visits through structuring and promotional strategies are in collaboration with the Kala Village government, the Tourism Awareness Group (POKDARWIS) and tourism managers. A number of structuring activity programs and promotional strategies have been carried out to attract tourists to visit the Kampong La Hila tourist destination, including physical programs and non-physical programs.

A. Physical Program

1. Literacy Cafe and MCK

Literacy Cafe is a cafe built with the concept of using bamboo as the basic material, where this place is filled with various types of books available for various groups. Located on a hill with a comfortable atmosphere, it is hoped that this cafe will become an attraction for visitors who want to read and foster a love of books in tourist attractions. The existence of the Literacy Cafe is very useful in increasing tourists' interest in reading. The Literacy Cafe concept is made as comfortable as possible, and various book collections can be placed so that visitors can not only gather, but also enjoy reading various types of books. The collections provided at the cafe are not only related to subjects, but also include novels, magazines and various other types of books. According to Albert, La Hila Village tourism manager, the existence of the Literacy Cafe functions to support the role of libraries in this tourist destination.



Figure 1. Creation of a Literacy Cafe

MCK is one of the public facilities that must be available at tourist attractions. The MCK was built with a natural concept, using natural materials such as bamboo.



Figure 2. Construction of MCK

The construction of a Literacy Cafe and MCK in Kampong La Hila is aimed at supporting facilities at this tourist destination.

2. Hammock and Camping Ground area mapping

When visiting this location, enjoying natural beauty becomes more exciting by using a hammock. Hammocks are used to relax while

swinging and enjoying the beautiful panorama. Especially because the market is aimed at outdoor tourists, hammocks can be easily relied on by attaching them to a tree or pole. Apart from being a place to relax, this tourist location can also be used as a place to hold various events such as discussions, seminars, picnics, selfies, camping, and so on.



Figure 3. Mapping of the Hammock Tourism Area

Camping has now become a type of tourism that is in demand by various groups, regardless of educational background, social status, institution or particular community. Although initially camping was often associated with scout activities, a love of nature, and certain activities involving the use of tents as temporary shelter, as public awareness of the importance of educational tourism and environmental care increased, camping became a more popular alternative.



Figure 4. Mapping of camping tourist spots

The camping area at the Kampoeng La Hila tourist attraction is very suitable for highlands such as Kala Village, providing the experience of enjoying the open air on a hill with beautiful views. This place is perfect for spending Quality Time with family, friends or partners, and is an ideal choice for those looking for a more memorable camping experience.

3. Fencing of the La Hila site

The fencing of the Napatila site aims to preserve La Hila's footprints, the graves of Sri Dunga and Sri Gani, who were princes who

fought over La Hila, as well as the lake where La Hila baths.



Figure 5. Fencing of the La Hila site

The fence was built so that visitors could not enter carelessly. Warlen said we had been planning this for a long time. However, this cannot be done yet because of constraints on the resources available.

4. Area mapping and Jompa Arrangement

The mapping of the area and arrangement of the Jompa at the Kampoeng La Hila tourist attraction aims to be a place to rest.



Figure 6. Mapping of the Jompa location

Jompa at the Kampoeng La Hila tourist destination is open to the public. Jompa is often used as a resting location for tourists or people when they are tired of activities, because the atmosphere is comfortable and cool.

5. Uma Leme Frame Installation

Uma Leme is a traditional house of the Donggo Tribe. The building is also referred to as Ncuhi or Uma Ncuhi. The mapping and installation of the Uma Leme frame aims to be an additional photo spot.



Figure 7. Making the Uma Leme Frame

The potential of adding the Uma Leme photo frame location in Kampoeng La Hila aims to attract the interest of visitors who want to immortalize their moments against the backdrop of beautiful natural scenery. With the addition of this photo spot, it is hoped that visitors will not only have a pleasant experience, but also feel inspired to return to Kampoeng La Hila because of its amazing and fresh natural beauty, so it will not cause boredom.

6. Making a Flower Garden

The development of a flower garden is one of the main initiatives with the aim of increasing its beauty and attracting the attention of tourists to visit Kampoeng La Hila. This flower garden is planted with various types of flowers and is designed in such a way as to create maximum attraction. Apart from creating a flower garden, we also carry out consistent maintenance efforts, including watering and cleaning every morning and evening, to ensure the beauty of the flower garden is maintained.



Figure 8. Making a flower garden

The existence of a flower garden in La Hila Village is a special charm for visitors who witness it. Moreover, with the various colors displayed by flowers, including red, yellow, white, and so on. This flower garden was prepared in Kampoeng La Hila to add to the beauty of the appearance, because this destination is specifically regulated and managed for tourism purposes.

7. Making Stair Handrails

Adding facilities refers to the act of providing facilities that were not previously available in a tourist area. One form of additional facilities is to build stairs leading to a literacy cafe and several other photo spots. This step was taken because the road to the main area tends to be slippery, causing many people to slip while passing through it.



Figure 9. Making a stair handrail

This ladder is made from tree branches tied tightly with wire, making it easier for visitors to pass through this route.

8. Making Seating from Wood

Apart from the addition of stairs, new facilities included are wooden benches. These benches were made with the aim of making them look more natural and feel at one with the surrounding natural environment.



Figure 10. Construction of visitor seating

This wooden seat is made from wood as the main element in its construction. The aim of choosing wood as the material for this chair is so that it blends with the natural environment. This chair model is in great demand by many people who appreciate a classic and natural look, especially for those who enjoy a discussion atmosphere.

9. Facebook Account Creation

Creating a social media account as part of efforts to promote the Kampoeng La Hila tourist destination was the main step taken by the STIPAR Soramandi Bima KKN team. This was taken considering the very rapid development of communication technology and information. Apart from that, the use of social media has also experienced significant growth, making it easier to access information for anyone.

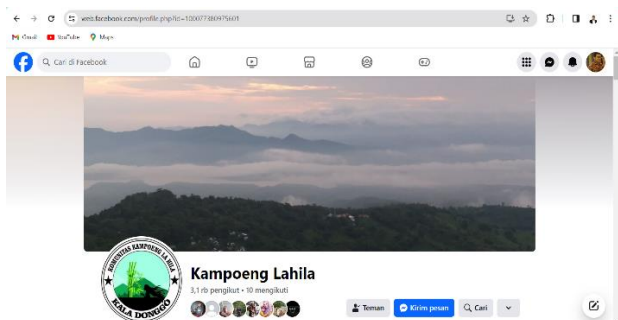


Figure 11. Creating a Facebook account

The aim of the promotional strategy via a Facebook account is to introduce Kampoeng La Hila tourism, build the image of the destination, and publish information on activities at the tourist destination. Apart from that, as an effort to increase the selling power of Kampoeng La Hila tourism in the eyes of Facebook users, both local, national and foreign. (Feriyadin, 2022). Therefore, Facebook is considered very effective in promoting Kampoeng La Hila tourism.

B. Non-physical Program

1. Socialization and Introduction to the KKN Program

Socialization regarding the work program was held one day after arrival by holding an event attended by community leaders, local residents, and the Kampoeng La Hila Tourism Community. The aim of this socialization is to provide an overview to the public regarding the work program that will be implemented, as well as gathering criticism and suggestions to improve the sustainability of the work program in the future. Through this socialization, it is hoped that students will be able to carry out the program according to the targets previously set. It is hoped that the existence of this KKN program socialization will also provide understanding to the community regarding planned activities for two months in Kala Village. Apart from that, through this event, it is hoped that good interactive communication will occur between residents and students.



Figure 12. Program Socialization and Introduction

This activity was held with the aim of introducing members of the STIPAR Soromandi Bima KKN student group and explaining the work plans that would be carried out while they were carrying out KKN in Kala Village.

2. Teaching English to Children and Teens

Teaching English to children and teenagers is one of the non-physical programs operating in the education sector. Teaching English to children and teenagers aims to enable them to communicate using foreign languages other than Indonesian and regional languages.



Figure 13. Teaching English

This activity is one of the students' efforts to support local resources to improve English language skills for students in Kala Village.

3. Teaching dance to middle school children

Dance or welcome dance is one of the non-physical programs in the development section to attract tourists who come to Kampoeng la Hila Tourism.



Figure 14. Teaching the Welcome Dance

The welcome dance taught at Kampoeng La Hila Tourism is the La Hila Dance which tells the story of Princess La Hila. The dance or welcome dance aims to preserve culture and become an attraction for Kampoeng La Hila Tourism.

4. Bringing Traditional Games to Life

Maintaining the traditions of folk games especially for children is an integral part of the

development program. This is considered an important step to attract the interest of tourists visiting Kampoeng La Hila Tourism. One example of a folk game taught is Mpa'a Gopa. The aim of this folk game is to maintain existing cultural heritage and at the same time be an additional attraction to enrich the experience at Kampoeng La Hila Tourism.

5. Farewell Event

The STIPAR Soromandi Bima KKN Farewell Event is an activity program carried out to socialize the end of the KKN program in Kala Hamlet, Kala Village. This activity was carried out at the same time as training and education for STIPAR Soromandi Bima students and the Kampoeng La Hila tourism community regarding service management and interaction with visiting tourists.



Figure 15. Holding a Farewell event

This event also invited all the people of Kala Village. The benefits of this activity are to strengthen ties between students, young people and the people of Kala Hamlet, Kala Village.

The results of the Real Work Lecture implementation show that the role of students in accompanying the Tourism Awareness Group (Pokdarwis) is very significant. Students participate in helping Pokdarwis in recognizing local tourism potential, developing tourism destination governance, developing tourism products, increasing the capacity and participation of Pokdarwis. Apart from that, they also provide training related to destination management, promotional strategies and marketing. The involvement of students in accompanying Pokdarwis makes an important contribution in overcoming the lack of knowledge and resources generally faced by local communities in managing tourist destinations. Students bring enthusiasm, fresh

ideas, and deep academic understanding to the field.

Through an intensive mentoring process, the management capacity of Tourism Awareness Groups has significantly increased. They now have a better understanding of tourism service operational management (Aisyah et al., 2022) and cultural preservation. This capacity increase in destination management also contributes to the formation of destinations that are more sustainable and attractive for tourists. Along with this, greater economic opportunities open up for local communities. This program succeeded in strengthening partnerships between universities and village communities, creating sustainable cooperation and opportunities for further collaboration in village development.

Therefore, this program has succeeded in encouraging the active participation of local communities in managing tourist destinations. Village communities feel greater involvement in decision-making related to their destination, creating a stronger sense of ownership. This program empowers village communities, especially youth, to take a more active role in the development of their destinations. They now feel more confident in contributing to the development of their community. The success of rural tourism destinations often depends on the active participation of local communities who have in-depth knowledge of their region and play a role in destination management, creating a strong sense of ownership and empowering local communities.

CONCLUSION

The Real Work Lecture (KKN) student mentoring program to increase the capacity of the Tourism Awareness Group (Pokdarwis) in managing village tourism destinations has had a significant positive impact on the sustainable development of village tourism destinations and the empowerment of local communities. The results of this program include increasing the capacity of Pokdarwis, diversifying tourism products, utilizing technology, and more active participation from local communities. The program also achieves better cultural and environmental preservation. Empowering local communities, especially youth, is one of the main focuses of this program. They are now more

confident to take an active role in the development of their destination and in decision making regarding the destination. This program also strengthens relationships between universities and village communities, creating sustainable cooperation and opportunities for further collaboration in village development.

To attract more tourists, significant improvements in tourism management are needed. Apart from improving infrastructure, effective promotional strategies are also very important to increase the popularity of Kampoeng La Hila among local and international communities. As the number of visitors increases, income from tourism will also increase, which in turn can be used for further development of this destination. Therefore, in the project carried out by the STIPAR Soromandi Bima KKN group in Kala Village, several of the main activities carried out involved designing a literacy cafe and toilet, mapping the camping ground and hammock area, fencing the La Hila site, creating photo spots, mapping the Uma Leme frame, as well as similar tasks to improve the Kampoeng La Hila tourist area, as a physical program. Apart from that, the KKN team took the initiative to hold outreach activities and introduce the KKN program, teach English, introduce traditional games, teach dances, make traditional food, and hold farewell events, as non-physical activities. Promotional efforts involve creating social media accounts, such as Facebook.

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