

Arrangement of Tourist Attraction Objects and Development of the Kompos Hill Tourism Village in Bolang Village, Dayeuhluhur District, Cilacap Regency, Central Java

Sugara¹, Nasya Alamsyah¹, Rijal Tauhid, Ta'lam Missalam¹, Rivan Fadlur Rohman¹, Rio Rizky Fernanda Badrusalam¹, Puspa Liza Ghazali², Anggia Suci Pratiwi¹, Budi Hendrawan¹, Mujiarto¹

¹*Universitas Muhammadiyah Tasikmalaya, Tasikmalaya, Indonesia*

²*Universiti Sultan Zainal Abidin, Kuala Terengganu, Malaysia*

Corresponding Author : anggia@umtas.ac.id

ABSTRACT

The development of a tourist village is one of the tourism developments that can introduce the potentials of a village. Good planning must be complemented by a strategy for managing tourist destinations so that it has many positive impacts and minimizes the negative impacts that may occur. This service activity was carried out on the basis of the existence of several problems faced by tourism product tourism village managers in Bolang Village, namely the lack of readiness and commitment of tourism HR as a whole. The main objective of development activities is to accelerate community empowerment and related institutions for the management of tourist villages. Community service activities are carried out using qualitative methods and followed by training to improve skills in designing packaging or tour packages. Tourism development planning in practice must pay attention to the zoning that has been arranged in a good spatial layout. Implementation of tourism village development program activities as an effort to provide an overview of management, arrangement, promotion and publication in Bolang Village. This activity received a good response from the community, village government and social institutions.

Keywords: Tourism Village Development, Management, Arrangement, Promotion and Publication, in Bolang Village.

INTRODUCTION

The development of a tourist village is one of the tourism developments that can introduce the potentials of a village. In this case village development must know in detail regarding the characteristics, strengths and weaknesses of the village, so that the development of a tourist village can be in accordance with the attractiveness to be sold. In this case, local residents can participate in the development of a tourist village, so that it can be used as a subject in village development. (Implementation of Community-Based Tourism in the Important Sari Tourism Village).

Good planning must be complemented by a strategy for managing tourist destinations so that it has many positive impacts and minimizes the negative impacts that may occur. Therefore, the arrangement of objects and promotions for the development of Bolang Village as a tourism village is important. Object

arrangement and promotion activities aim to help village communities, especially tourism village managers, to increase knowledge and skills of Tourism Village managers, Pokdarwis and the community in Bolang Village in carrying out tourism development. The special aspects emphasized in this activity are training in the development of tourist villages and assistance in arranging objects to attract tourists. (Wijana, 2019).

This community service activity was carried out on the basis of several problems faced by tourism product tourism village managers in Bolang Village, namely the lack of readiness and commitment of tourism human resources as a whole, the lack of facilities and infrastructure to support tourism, lack of understanding in mapping village potential and planning tourism products, lack of development by promoting tourism products on social media, the community has not been able to manage village tourism potential and products including parking areas. The main objective of development activities is to accelerate the empowerment of the community managing the Tourism Village, namely by developing strength, power, potential, human resources so that they are able to develop the management of their village as a Tourism Village.

Community service activities start from interviews, observations, identification of tourism potential, analysis, making promotional media, followed by training to increase skills in designing packaging or tour packages, and ending with the preparation of promotional materials and products in collaboration with tourism social media accounts. Tourism development planning in practice must pay attention to the zoning that has been regulated in spatial planning both at the provincial and district levels, so that development is implemented in upholding the principle of sustainability. Therefore, in preparing the village tourism development master plan, regional profiles, existing conditions, tourism development vision and mission, development analysis, development concepts, development strategies and plans, and development programs must be understood. As a document that is very important in tourism development, a spatial plan that has comprehensive characteristics, namely that it is comprehensive as a direction for development activities, must be referred to, used as a guideline in the development of each area that will be developed as a tourism area. (Golda, 2018).

RESEARCH METHOD

The implementation of this community service activity carries the theme of Tourism Village including structuring and promoting compost hill tourism, strengthening creative economic groups, and providing an overview of activities to Bumdes, Pokdarwis, and Karang Taruna. This activity was carried out on a compost hill tour in Bolang Village, Dayeuhluhur District, Cilacap Regency. This service will be held on 11 September 2021 at 10.00 WIB – 21.00 WIB. The targets of this service for managers are Bumdes, Pokdarwis, and Karang Taruna. The target of the promotion for visitors who attended were the general public in the Dayeuhluhur District, especially those in Bolang Village. This community service method is in the form of a qualitative method in which we conduct interviews, observation, identification, analysis, create media and networks, as well as by providing education and implementing health protocols in the

midst of the Covid-19 pandemic situation. This service program is very supportive and plays an active role both in terms of subject and object and the involvement of the Hamlet Head, Head of Bumdes, and the local community to assist in the implementation of community service activities for structuring objects and developing Tourism Villages. The tools and materials we use to make objects are by empowering local communities and existing natural resources.

The implementation of this community service activity in the development of Tourism Villages through the arrangement of objects and the promotion of tourism products consists of several stages as follows:

1. Preparatory stage

At this stage we directly visited the Head of Bolang Village and the Head of Sukahurip Hamlet to make observations regarding what potential should be developed in compost hill tourism and the extent of its progress in efforts to arrange objects and promote compost hill tourism. Next, we carry out the process of identifying, analyzing data, coordinating with related parties, and providing training to students. (Warman, 2021)

2. Implementation stage

At the implementation stage, we carry out the process of object production and installation of production results by empowering existing natural resources and human resources. Furthermore, we made use of social media as a promotion and publication effort by making videos of compost hill tourism products. As an implementation of other promotional methods, we carry out bazaar festival activities and inauguration of tourist object products that are made and carried out at the compost hill.

3. Evaluation stage

At this evaluation stage we evaluate using the interview method to get responses and perceptions from invited guests, creative economy groups, and visitors to what extent is their knowledge of the implementation of the activities that we make and also their expectations for the development of this Tourism Village.

Program plans and student activities are presented in Table 1. Service Method Table.

Table 1. Service Method Table

No	Method	Activity
1.	Data collection and field observation	Interview and review of compost hill tourist sites
2.	Identify and analyze	Research and design plans
3.	Coordination and communication	Coordination with related parties for the realization of the program as well as debriefing, directing and deploying students
4.	Promotion	Making video implementation, activities, and tourism products to help with publication and promotion

No	Method	Activity
5.	Program realization	Organizing bazaar festival activities, inauguration of tourist objects, photo contests, music entertainment, free blood pressure, gymnastics, and implementing health protocols with all of this to help promote, publicize, and strengthen the creative economy amid the Covid-19 pandemic situation

RESULT AND DISCUSSION

The implementation of the Tourism Village development program activities as an effort to provide an overview of management, arrangement, promotion and publication in Bolang Village has been well implemented starting from the preparation, implementation, to the evaluation stage. The results of the development of the Tourism Village in structuring and promotion in Bolang Village are as follows:

1. Data Collection and Field Observations

Data collection and field observations were carried out bearing in mind that at the preparatory stage we made observations that in Bolang Village there is a potential for tourism villages, namely compost hill natural tourism. According to the information we got from the Head of Bolang Village, the Head of Sukahurip Hamlet, and the local community, the compost hill nature tour has minimal management in terms of utilization of existing natural resources and human resources. (Warman, 2021) After that we made observations to directly inspect the compost hill tourism site to find out the existence of the compost hill tour both in terms of object arrangement and management through interviews with the local community.

2. Identify and Analyze

After knowing the results of data collection and observations, we identify and analyze to design what should be provided for an overview of the management and arrangement of tourist objects. The plan we made was to hold a festival bazaar and inauguration of the object in which the activities contained other activities such as music entertainment, gymnastics, photo contests and free tension with the aim of attracting the attention of prospective visitors as well as promoting compost hill tourism as well as developing the group's economy. creative economy at the bazaar. For the object that we made, there are directions on the way around the village border to the compost hill tour to make it easier for tourists from out of town who will visit. Furthermore, there is a welcome gate built with aesthetic values, this object is a form of expression to visitors and represents hospitality and respect. Furthermore, there are photo spots with unique properties to get photos with a hilly natural landscape as a background, not only for solo photos but also for two or 3-4 people. Furthermore, there is another unique property, namely the writing of words using tree bark and also attached to a tree in the compost hill. Video media was chosen because the information contained in it is presented in an interesting and easy to remember way for those who see it, that video is a visual media

combination of strong, colorful designs and has a message with the intention of attracting the attention of those who see it on social media and this aims to promote as well as publicize the development of compost hill tourism.

3. Communication and Coordination

After being further observed for identification and analysis, we immediately held a coordination meeting with the Head of Bolang Village, Head of Sukahurip Hamlet, Head of Bumdes, Head of Pokdarwis, and Head of Village and Hamlet Youth Organizations. At this stage we explained the design we had prepared and explained that we needed permission and support for the obstacles we would face. After obtaining permission and support, we communicated in the group for debriefing, briefing and parachuting.

4. Process of Production and Arrangement of Objects

The production process of objects such as directions, welcome gates, photo spots, and property words is fully processed with an active role both in terms of subject and object and the involvement of the Hamlet Head, Head of Bumdes, and the local community to assist in the implementation of production process activities and object arrangement for the development of Tourism Villages. The tools and materials that we use to make objects are by empowering local communities and existing natural resources and the processing time and arrangement of objects that we make take 5 days. For the arrangement of directions we place them on the border of Bolang Village with other villages and at every crossroads, we place a welcome gate between the access points adjacent to the compost hill, we place photo spots at the end of the field, and for property words we place them on trees that it's in the compost hill.

5. Festival Bazaar and Inauguration of Tourist Attractions

In addition to using promotional media in the form of videos resulting from the Kompos Hill tourist attraction and publishing them on Instagram and YouTube social media, we also use other promotional and publicity methods by conducting bazaar festival activities and inaugurating the results of tourist attraction products. Created and carried out on the compost hill where the activity was attended by the Head of Bolang Village and several of his staff, Head of Sukahurip Hamlet, Head of Masa Hamlet, Head of Pamijen Hamlet, Head of Sukajaya Hamlet, Head of Sukamulya Hamlet, Head of Bumdes, Head of Pokdarwis, Student group Bingkeng Village KKN, community leaders, Bolang Village community, Kutaagung Village community, and Cijeruk Village community.

In this activity there are several contents of other activities such as music entertainment, gymnastics filled by the PKK, photo contests at photo spots that we provide with the best photo system and the most likes posted on Instagram by marking the `kkndesabolang_2` Instagram account. The aim is to become a promotional medium and attract visitors on bazaar festival activities and the inauguration of tourist objects. The contents of the next activity included social services in the form of free blood pressure and don't forget that we conducted protocol education in the form of posting 5M pamphlets and implementing health protocols in the form of distributing masks, checking body temperature, and spraying handsanitizers.

CONCLUSION AND SUGGESTION

The implementation of the KKN-Thematic program with the theme of developing a Tourism Village in Bolang Village, Dayeuhluhur District, Cilacap Regency, Central Java Province received a good response from the community and village government as well as social institutions. One of them is because in Bolang Village there is a natural compost hill. The results achieved in the implementation of KKN-Thematic included strengthening tourism village institutions through structuring objects and activities, increasing knowledge of human resources in tourism awareness, and creating marketing through online media. The development of Bolang Tourism Village can realize an increase in the number of tourists visiting Bolang Dalam Village by holding certain activities.

Recommended for:

1. Improving human resources in the development of community-based tourism villages
2. Improving good institutional, management and financial governance
3. Improving attractive tourism potential packaging
4. Optimizing promotions and publications
5. Developing local food processing in support of tourism villages

REFERENCES

Golda, D. A. (2018). KKN-PPM Pengembangan Desa Wisata Somongari di Kabupaten Purworejo Jawa Tengah. AJIE - Asian Journal of Innovation and Entrepreneurship , e-ISSN: 2477- 0574 ; p-ISSN: 2477-3824.

(n.d.). Implementasi Comumnity Based Tourism di Desa Wisata Pentingsari. Universitas Muhammadiyah Surakarta. di akses dari <http://eprints.ums.ac.id/70027/14/BAB%201.pdf>

Warman, R. &. (2021, Agustus Kamis). Potensi & Pengembangan Desa Wisata. (M. K.-T. 2, Interviewer)

Wijana, P. I. (2019). Pelatihan Pengembangan Desa Wisata dan Pendampingan Penataan Homestay dan Objek Daya Tarik Wisata di Desa Wanagiri, Kabupaten Buleleng, Bali. Prosiding SENADIMAS Ke-4, ISBN 978-623-7482-00-0.