

Training on Making Cooperation Proposals and Tour Guides for Purbayan Tourism Village Management, Kotagede, Yogyakarta

Bambang Robi'in, Arif Ardy Wibowo^{a)}, Vera Yuli Erviana,
Iis Suwartini, Gibbran Prathisara

Universitas Ahmad Dahlan, Yogyakarta, Indonesia

^{a)}Corresponding author: arif.wibowo@comm.uad.ac.id

Abstract

This community service aims to strengthen The Purbayan Tourist Village about cooperation proposals and tour guides. The Purbayan Tourist Village boasts a diverse range of tourism potential, spanning from craft tourism, historical tourism, culinary tourism, to exploring cultural heritage sites. This diverse tourism potential necessitates effective management of the Purbayan Tourist Village. The existing challenge lies in relying on tourists to visit the Purbayan Tourist Village and a lack of understanding in the tour guiding process. Community engagement is targeted towards the Purbayan Tourist Village management to be more proactive in attracting tourists by offering collaboration proposals to potential agencies and implementing added value through tour guides. The community engagement methodology began with preparation and socialization on August 5, 2023. It was followed by a collaboration proposal-making training on August 12-13, 2023. Next was the tour guide training on September 29, 2023, culminating in an evaluation for improvement and performance enhancement in the future. The results of the conducted training showed an increase in understanding the collaboration proposal-making process and tour guiding. Both trainings received positive responses from the Purbayan Tourist Village management, with an understanding increase of 58.21% for the collaboration proposal-making training and 46.05% for the tour guide training. With these two trainings, the Purbayan Tourist Village management will be better prepared to develop the existing tourism potential in the Purbayan Sub-district and drive the local economy for the surrounding community.

Keywords: Strengthening management; tour guide; training; Purbayan Tourism Village; cooperation proposals

INTRODUCTION

The neighborhood of Purbayan is one of the areas in the city of Yogyakarta, specifically located in the Kotagede subdistrict. Purbayan neighborhood was established in 1981 and is divided into several Rukun Kampung (RK), including Basen, Gedongan, Alun-alun, and Purbayan. One of the sectors with great potential in the Purbayan neighborhood is the tourism sector, which is expected to drive economic growth, stimulate job expansion, empower the local economy, and enhance business opportunities for the surrounding residents (Rahmaningtyas et al., 2022). Purbayan neighborhood has unique tourism potential, ranging from traditional arts like wayang orang performances in the Gedongan area (Erviana et al., 2021) to silver

craftsmanship, horn crafts, and keris (traditional dagger) crafts in the Basen area. Tourism includes skills such as silver and keris, historical tourism such as the history of the establishment of the Islamic Mataram Kingdom (Hakim, 2018), culinary tourism like Kipo, and exploring cultural heritage sites like Masjid Gedhe Mataram (Lathifa & Marcillia, 2021). Traditional cuisines like Kipo and Kembang Waru are iconic to the Kotagede area (Fajri, 2015), along with various annual events like Srawung Kampung and the Keroncong Kotagede Festival, which add to the tourism potential (Novaldi et al., 2019). The diverse tourism potential in the Purbayan neighborhood culminates in the initiation of the Purbayan Tourism Village as a platform to harness the existing tourism potential in the Purbayan neighborhood.

A Tourism Village certainly has several issues that can be observed through indicators, including being relatively unknown on a broader scale, both nationally, in terms of management systems, and not yet optimized to meet the needs of visitors, ranging from facilities, human resources, to its governance (Mustafa et al., 2022; Tohir et al., 2023). Furthermore, by utilizing various online media, the management of Purbayan Tourism Village is attempting to increase tourist visits. The onset of the pandemic marked the initial use of online media, providing various conveniences such as seeking information about a product and its reviews (Auliya et al., 2017), creating social media content (Pertwi et al., 2022) and digitization (Lantowa et al., 2022). Despite efforts through online platforms, Purbayan Tourism Village has not yet experienced a significant increase.

In 2023, Purbayan Tourism Village achieved recognition as one of Indonesia's 75 best tourist villages in the category of recognized tourism potential management by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. However, despite being categorized as one of the best-managed tourist villages, it does not mean that Purbayan Tourism Village does not have problems. Some issues that have emerged from the previously outlined indicators of the tourism potential in Purbayan Tourism Village are as follows. First, there is a lack of ability to develop collaboration proposals, resulting in the passiveness of the management of Purbayan Tourism Village in developing tourism potential. Understanding the importance of creating collaboration proposals by the management of Purbayan Tourism Village is crucial, as it will determine the institution's direction, particularly in the context of tourism. Collaboration proposals contain detailed planning, operational activities, and strategies to convince various parties, from funders and business partners to consumers (Citrawati & Asmarani, 2022).

Efforts to augment the number of tourists in Purbayan Tourism Village can be accomplished through establishing partnerships with travel agencies and schools. Collaborations with travel agencies can be viewed as an effective means to increase tourist visits and yield economic benefits for both parties involved. Additionally, school partnerships can source regular consumers by organizing educational tourism activities. These academic tourism endeavors benefit Purbayan Tourism Village, providing enriching experiences for school students. However, a notable challenge lies in the inadequacy of skills among the Purbayan Tourism Village management in crafting high-quality collaboration proposals to be presented as offers to external entities such as travel agencies and schools. Therefore, community engagement initiatives are directed towards enhancing the knowledge of Purbayan Tourism Village management in structuring compelling collaboration proposals, fortifying their collaborative capacity with relevant institutions. With the capability to construct proposals, the Purbayan Tourism Village management will be more responsive in developing the existing tourism potential within their vicinity, thus gaining wider recognition.

Secondly, the Purbayan Tourism Village management still lacks a comprehensive understanding of effective tour guiding. Training for tour guides constitutes a critical aspect in harnessing the extant tourism potential of Purbayan Tourism Village. Challenges about tour guides persist and necessitate resolution, including but not limited to issues such as lack of self-confidence among companions, insufficient information about tourist destinations, and the ability to speak confidently before a sizable audience (Binawan et al., 2023). Hospitality is also one of the important things that need to master among the tour guide while welcoming tourist (Towoliu et al., 2022). Proficient tour guides significantly enhance the overall value of the visited tourist attractions, serving as an added advantage for the visiting tourists (Suprastayasa et al., 2022). Based on these considerations, Purbayan Tourism Village warrants comprehensive training for tour guides, encompassing fundamental concepts of tour guiding, effective communication, and proper guidance techniques.

The objectives of both training programs materialize as developmental initiatives executed by the management of Purbayan Tourism Village to enhance their institution. Simultaneously, these programs aim to strengthen tour guiding, constituting a responsive action towards the tourism potential of Purbayan Village. The benefits of these training programs are manifold; Purbayan Tourism Village will achieve self-sufficiency post-training, equipped to contend in the competitive realm of tourism, spanning from the inception of proposal creation to the seamless execution of guided tours in the field.

METHOD

Based on the problems partners face, namely lack of understanding and ability to prepare cooperation proposals and tour guides, the solution that can be provided is training activities for preparing cooperation proposals and training tour guides. The target partners for this activity are Purbayan tourist village administrators who meet the competency to both make cooperation proposals and tour guides. The method used in this community service activity can be seen in the flow in Figure 1 (Appendix)

Community service activities were carried out for eight months. This method of community service is training carried out engagingly. This service activity provides solutions in cooperation proposals and tour guides as a form of resolution in dealing with tourism potential, which is one of the attractions of Purbayan Tourism Village. The method implemented consists of several stages:

- The first stage is preparation and outreach to the Purbayan Tourism Village Management regarding proposal training, collaboration, and tour guides. Socialization will be held on August 5, 2023.
- The second stage is training in making cooperation proposals, as a first step in preparing the Purbayan Tourism Village to develop tourism potential. Training on making cooperation proposals was held for two days, 12-13 August 2023.
- The third stage is tourist guide training to prepare the Purbayan Tourism Village administrators when tourists arrive. Tour guide training will be held on September 29, 2023.

After that steps, evaluation carried out to find out whether the training objectives have been achieved or not. Evaluation is done by providing pre-test and post-test questions at the end of

each training implementation. This evaluation aims to provide an overview of how much understanding has increased regarding the two trainings.

RESULTS

The first activity was training in making cooperation proposals, held for two days on 12-13 August 2023. The speaker was Vera Yuli Erviana from the LPPM Service Team at Ahmad Dahlan University. This activity went well and smoothly. The 12 participants who were administrators of the Purbayan Tourism Village looked enthusiastic about various discussions related to the material presented by the training participants. The atmosphere of the training activities can be seen in Figure 2 (Appendix).

The second training activity, tour guide training, was held on September 29, 2023, with speaker Iis Suwartini from the Ahmad Dahlan University LPPM Service Team. Like the first training, this second activity went well and smoothly. Even though there were only ten people, the participants were enthusiastic about participating in this training activity. The atmosphere of the training activities can be seen in Figure 3 (Appendix).

In general, the Purbayan Tourism Village Management can understand the cooperation proposal. Training on making cooperation proposals will be one way to develop tourism in the Purbayan Tourism Village by offering it to agencies or schools. With the proposed collaboration, Purbayan Tourism Village will not only passively wait for tourists to come but also move to bring in tourists so that economic movements will influence tourist arrivals.

Table 1 (Appendix) shows that there has been an increase in the understanding of Tourism Village Management in tourist guide training, with an average increase of 32.50. Questionnaire data shows that the training participants' understanding experienced a significant increase after attending the training. This improvement can be seen from the difference between test results before and after training, which reflects an increase of 32.50 in participants' understanding. Before the training, the participant's level of knowledge was 55.8 and increased to 88.33% after the training. It can be concluded that the collaboration training proposal preparation activity has succeeded in achieving the desired goal, namely expanding the understanding of the Purbayan Tourism Village administrators.

Tourist guide training is an important thing to do in this service as a way to increase understanding of the Purbayan Tourism Village Management. Based on the measurement results, the Purbayan Tourism Village Management understands more about how and what to do when becoming a tour guide, starting from basic speaking techniques, starting the guiding process, and ending the guiding, which will be one of the attractions when tourists visit the object tourism in the Purbayan Tourism Village.

Table 2 (Appendix) shows that there has been an increase in the understanding of Tourism Village Management in tourist guide training, with an average increase of 25.66. Data shows that training participants experienced increased knowledge after attending the second training, namely tour guides. There was an increase in knowledge of 25.66; before the training, the participant's level of understanding was at 55.72; after the training, it increased to 81.88. Based on the results of this second training, the increase in knowledge shows that the cooperative tour guide training has also succeeded in achieving the objectives of the first training.

From the two evaluation data obtained from the training, the Purbayan Tourism Village management experienced a significant increase. Understanding, which was initially at 55, has increased to a level above 80. With this increase in performance, it is hoped that the

management of Purbayan Tourism Village will be better prepared to develop its tourism potential. The average data from both trainings is shown in Table 3 (Appendix)

Table 3 shows that there has been an increase in the understanding of Tourism Village Management in training for cooperation proposals and tour guides. Based on the results of pre-test and post-test measurements, there was an increase of 43.5% and 46.6%, respectively. At the end of the training, the partner's level of understanding was above 80%, indicating that the training for making proposals and tour guides had been successfully implemented.

CONCLUSIONS AND RECOMMENDATIONS

Overall, the Community Service activities at the Purbayan Tourism Village have run well and smoothly. The administrators of Purbayan Tourism Village are the main target of this service, with good enthusiasm for participating in activities. The measurement results show that there has been an increase in the understanding of the Purbayan Tourism Village Management in making cooperation proposals and tour guides. An increase of 58.21% for cooperation proposal training and 46.05% for tour guide training indicates that this service is successful. With the tourism potential in the Purbayan Tourism Village, it is hoped that the Purbayan Tourism Village Management will be able to make proposals offered to the community and independently become tour guides for visiting tourists.

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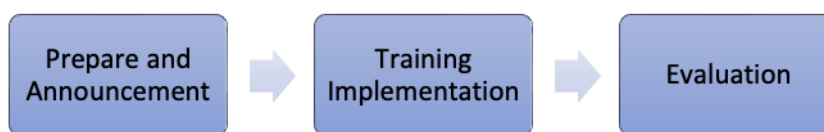
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APPENDIX



source: team documentation

Figure 1. Method of Community service



source: team documentation

Figure 2. Training of Making Cooperation Proposals



Sumber: team documentation

Figure 3. Training of Tour Guide

Table 1. Increased understanding of cooperation proposals

No.	Questions	Average		Margin Increase
		Pre-test	Post-test	
1	Understanding of writing the background of a collaboration proposal	50.7	87.2	36.5
2	Understanding the elements in a collaboration proposal	58.7	86.3	27.6
3	Understanding the business profile in collaboration proposals	56.5	88.3	31.8

No.	Questions	Average		Margin Increase
		<i>Pre-test</i>	<i>Post-test</i>	
4	Understanding the objectives of the collaboration proposal	54.7	91.6	36.9
5	Understanding marketing strategies in collaboration proposals	58.6	88.2	29.6
	Average	55.83	88.33	32.50

Table 2. Increased understanding of tour guides

No.	Questions	Average		Margin Increase
		<i>Pre-test</i>	<i>Post-test</i>	
1	Understanding the basic concepts of tour guiding	63.3	85.7	22.4
2	Understanding of speaking techniques	40.5	76.6	36.1
3	Understanding how to start scouting	55.7	85.1	29.4
4	Understanding during the scouting process	60.2	78.3	18.1
5	Understanding ends guiding	58.9	81.2	22.3
	Average	55.72	81.88	25.66

Table 3. Comparison of the average pre-test and post-test scores

No.	Community Service	Participant	Average		Margin increase	Percentage Increase in Value
			<i>Pre-test</i>	<i>Post-test</i>		
1	Training of Making Cooperation Proposals	12	55.83	88.33	32.50	58.21 %
2	Training of Tour Guide	10	55.72	81.38	25.66	46.05 %