

## Development of a “Wevernal” Tourism Village of Selindung Jerambah Gangung as a Tourist Village Through Strengthening Organization And Business Management Based on Local Potential

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### ABSTRACT

The 2024 University Level Community Service Program (PMTU) with the title Development of Jerambah Gantung Subdistrict and Selindung Subdistrict as Tourist Villages Through Strengthening Organization and Local Potential Based Business Management, focuses on this Tourism Village object because it is based on an analysis of the potential of Tourism Villages which has been carried out by Bappeda Pangkalpinang City has determined that these two sub-districts are designated as Tourism Villages which are alternative tourism for tourists visiting Pangkalpinang City. In establishing these two sub-districts as tourist villages, it is necessary to optimize business actors in the souvenir, culinary, home stay and souvenir industries, bearing in mind that every tourist when traveling will almost certainly shop for souvenirs and souvenirs, enjoy culinary delights and stay overnight in homestay. For this reason, it is necessary to strengthen business organization and management so that Jerambah Gantung Village and Selindung Village are ready to become tourist villages in Pangkalpinang City. The aim is to create the development of a Tourism Village through participatory planning so as to create organizational and business management strengthening based on local potential, for business actors. The methods used are training, mentoring and implementation. Meanwhile, the cooperation partners in carrying out this service are the village governments of Jerambah Gantung Subdistrict and Selindung Subdistrict, including the Pangkalpinang City Tourism Office.

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## INTRODUCTION

The tourism village development model is considered to be one of the national development agendas which is quite effective in improving the welfare of people in villages. The tourism village development program is also considered successful in suppressing urbanization (moving) of rural people to cities. The Central Statistics Agency (BPS) of Bangka Belitung Province recorded the contribution of the tourism sector in Bangka Belitung until December 2023, such as the average stay of domestic tourists, only 1.66 days. This is because, among other things, the tourist destinations visited are not far away, the attractions that can be enjoyed are limited, the tourism activities carried out are not well packaged (Devi Valeriani & Putri, 2020). The contribution of the tourism sector to the GRDP of Business Fields, which is proxied from the business field of providing accommodation, food and drink, is not yet the 5 (five) largest contributor to Bangka Belitung's GRDP until the fourth quarter of 2023. So the development of tourism destinations in Bangka Belitung needs to be expanded to the villages. village to become an alternative choice for tourists when visiting Bangka Belitung, especially when visiting Pangkalpinang City. Several studies from several studies state that the level of community readiness in tourism development is still low (Ningsih et al., 2002, Sugiharto et al., 2018, Delfiliana & Dewi, 2016). Forms of community readiness in the study by Ningsih et al., (2002) were low readiness to read, listen and express ideas in tourism development, low readiness to open restaurants, inns and souvenir/souvenir shops and low readiness to become professional tour guides. In the concept of tourist village development, Pearce in Dewi (2013) defines tourist village development as a process that emphasizes ways to develop or advance tourist villages. Inskeep in Dewi (2013) said that village tourism is a form of tourism, where a small group of tourists stay in or near traditional life or in remote villages and study village life and the local environment. More specifically, tourist village development can be interpreted as efforts to complete and improve tourist facilities to meet the needs of tourists (both domestic and foreign). The ideal approach to developing a tourist village is sustainable tourism, ecotourism-based tourism and community-based tourism. Quoting from *Tribun News Bangkapos* (2022), that as the provincial capital, Pangkalpinang must automatically grow into a service city, as well as the center of Bangka Belitung's tourism growth.

The community empowerment model through tourism with the Community Based Tourism (CBT) concept is a concept for developing a tourist destination through empowering local communities where the community takes part in the planning, management and expression of opinions (Goodwin & Santilli, 2009). In its management, local communities play an important role in developing tourist villages because of the resources and unique traditions and culture inherent in the community which are the main driving elements of tourist village activities. In line with Goodwin, Raharjana (2012) believes that the community plays an important role in supporting tourism development, especially in controlling the direction of tourism development so that it can minimize the negative impacts of tourism activities. On the other hand, local communities that grow and live side by side with a tourist attraction become part of an interconnected ecological system. The success of developing a tourist village depends on the level of acceptance and support of the local community (Wearing & McDonald, 2002).

Until now, there are beach, historical, educational and natural tourist destinations in Pangkalpinang City, but there is a need to strengthen business organization and management for tourism industry entrepreneurs based on local potential. The following are among the supporting industries for the "Sejagat" Selindung Jerambah Gantung Tourism Village.



**FIGURE 1.** Tenun cual (Source: Survey results, 2024)

In Figure 1 is a cual batik product, which is one of the superior products in the Selindung Tourism Village, which has a typical Bangka Belitung motif. Apart from superior batik products, there is also a culinary center known as Tugu Remangok as shown in Figure 2. The name is taken based on the name of the crabs which are abundant in the area, which is also an activity of the local community to cultivate and catch crabs as a livelihood.



**FIGURE 2.** Tugu remangok culinary place (Source: survey results, 2024)

Another readiness of the Selindung Tourism Village is the availability of several homestays, to welcome local, domestic and foreign tourists. The home stay is still managed simply, with adequate standards.



**FIGURE 3.** Home Stay (Source: survey results, 2024)

The problem with partners is that the Tourism Office, Jerambah Gantung Subdistrict Government and Selindung Subdistrict Government as partners have limitations in strengthening organization and business management for tourism industry business actors based on local potential in developing Tourism Villages. Then, there are limited community human resources in optimizing local potential for developing tourist villages, apart from that Industrial Business Actors supporting the tourism sector as the forerunner of Tourism Villages require varied implementation in utilizing local potential.

The partners' problems expressed are problems that must be resolved not only by the Tourism Office, the Village Heads in Jerambah Gantung and Selindung, but are a shared responsibility. This is because the Tourism Office has programs and tasks in developing tourism throughout Pangkalpinang City. This tourist village offers natural mangrove tourism, where from the river mouth and Selindung bridge, tourists can walk through the mangrove forest to the Hanging Jerambah. The Mangrove Forest that is passed through is very beautiful and still natural, and the local potential that can be developed is still limited, so it is necessary to strengthen human resources in organization and business management to implement products in the form of souvenirs, souvenirs, culinary delights and homestays. The solutions that have been implemented to overcome partner problems are as follows:

- Assistance in strengthening human resources through business management training to improve the quality of current products.
- Assistance in strengthening organizational institutions so that business actors understand how to jointly develop tourist villages.
- Implementing a variety of products based on local potential to support the development of Tourism Villages

## METHOD

This community service was carried out in Pangkalpinang City, Jerambah Gantung Village and Selindung Village. The targets for implementing the service are souvenir, souvenir, culinary and homestay businesses, to be implemented in June 2024. Activities carried out include the planning stage, implementation stage and reporting stage. The stages of implementing this service are as follows:

- The implementation of this activity begins with a preliminary survey by exploring problems regarding institutional organization and current business management owned by souvenir, souvenir, culinary and homestay businesses.
- Conduct training for souvenir, souvenir, culinary and homestay businesses, with material on strengthening organization and business management.
- Implement the results of training on business products currently managed.

Graphically, the implementation method is as follows::

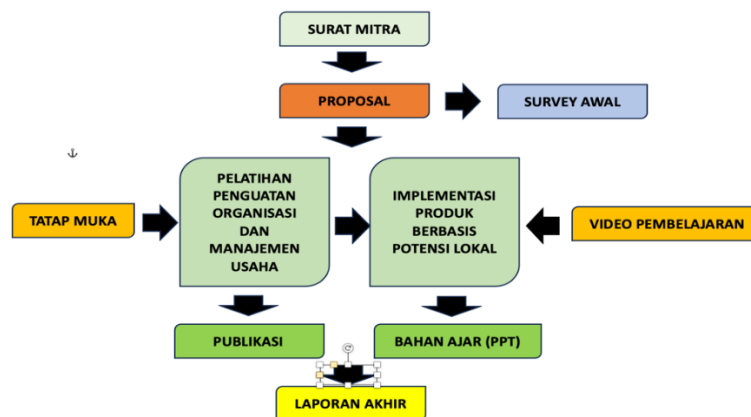


FIGURE 4. Activity Implementation Method

Figure 4 explains the implementation method starting from planning in the form of location survey and licensing activities. The next stage is training to strengthen organization and business management as well as implementing products based on local potential. Face-to-face training method and product implementation based on local potential with learning videos. The reporting stage is carried out when all training activities and product implementation have been completed, including the activity output.

## RESULTS AND DISCUSSION

### Education and Strengthening Creativity

Through University Level Community Service (PMTU) activities, Bangka Belitung University seeks to provide education and strengthen creativity to 20 women in Selindung Subdistrict with batik making activities. So far, it is known that Selindung Village is known as a center for cual weaving. Against this background, lecturers from various fields of science provided forms of diversification of woven products, one of which was making batik with a Mangrove pattern. The choice of Mangrove pattern was chosen because the area around Selindung Village is surrounded by many Mangrove trees, meaning this concept takes advantage of existing local potential. The service activity was carried out by inviting resource person Mrs. Endang Sri Hastusi SH, a batik business actor and owner of Batik Kampung Katak which is located on Jalan Jenderal Sudirman Pangkalpinang. The service implementation took place on July 15 2024. Starting with an opening from the Secretary of the Selindung Village Head, Mrs. Frida Arina S.Kep, Ners, continued with remarks by the Service Team, Dr. Devi Valeriani, S.E., M.Si; Dian Prihardini Wibawa, S.E., M.Si and Ayu Wulandari S.E., M.Si,



FIGURE 5. Opening of the service ceremony (Source: service documentation, 2024)

After the welcoming remarks, participants were given an introduction to knowledge about batik. Participants are provided with clear and correct knowledge and insight about the origins of batik and the stages in making it, so that participants feel ready to carry out direct practice. The results of the transfer of written batik knowledge have opened insight and provided participants with an understanding of the value of batik, where written batik is produced through the creativity of craftsmen's hands which not everyone is able to make. Various opinions and responses were expressed by participants during the discussion session regarding the introduction of batik knowledge. At this stage of education and strengthening creativity, participants gain new insight into the process of making written batik, participants gain insight into how to recognize batik cloth, participants gain insight into batik patterns and motifs, especially mangrove motifs.

After gaining knowledge about batik, the activity continues with direct batik practice. The practice began with making examples of mangrove tree and leaf patterns by the resource person, then participants were directed directly to develop creativity in making patterns while still using the mangrove theme as the main theme. The participants' enthusiasm was very visible when they started making patterns on the prepared cardboard.





**FIGURE 6.** Fabric Pattern Making (Source: Service documentation, 2024)

After completing the pattern, the next step is to copy the pattern on the cloth provided and continue. In this process, consistency is very necessary so that the motifs copied on the fabric are the same and uniform. Next, participants draw the pattern on the cloth using a canting. This process must prioritize caution because it requires patience and neatness in the process so that the motif drawn using a canting is neat.



**FIGURE 7.** Drawing Batik Using Canting (Source: Service documentation, 2024)

The final process after canting is coloring and drying. In this batik training, practical training is given on how the natural dyeing process for batik is carried out. Natural coloring is a cultural heritage from our ancestors that must be preserved. Natural coloring is also very important to disseminate amidst the issue of environmental damage that is hitting Indonesia. The product of this batik activity is a scarf or shawl which can be used on various occasions. The hope of this activity is that there will be new forms of products from the Selindung sub-district in realizing Selindung as a mangrove-based tourist village, namely products with the Mangrove concept, starting with Mangrove batik products. It can be concluded that all participants have increased creativity in making batik, of course the mothers in Selindung Subdistrict increasingly have personal skills which can then be developed to improve the family economy.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

Strengthening business organization and management means Jerambah Gantung Subdistrict and Selindung Subdistrict are ready to become tourist villages in Pangkalpinang City. From the results of the Community Service at University Level (PMTU) which was carried out, it was found that the service participants gained new knowledge and were able to directly practice batik making in order to strengthen the Jerambah Gantung Subdistrict and Selindung Subdistrict to become Tourism Villages and were committed to developing the knowledge gained. in a more productive direction.

### **Recommendations**

The implementation of this service activity received a very good response from partners, because it directly provided benefits to participants, so partners needed ongoing assistance activities or other collaborations, for example regarding assistance in the marketing sector.

## THANK YOU NOTE

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