

## *Developing Cultural Tourism Potentials of Ngabab Village, Pujon District, Malang Regency*

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### **Abstract**

This article provides the academic report on the administration of community service program to develop cultural tourism in Ngabab village, Pujon, Malang. The program aims at identifying Ngabab's potentials of cultural tourism, empowering the village's stakeholders, particularly the youths, and forming tourism movement communities. Participatory Action Research (PAR) method is applied by following five sequential steps: problem identification, planning, action, observation, and reflection. The result of the study shows that developing the potentials of cultural tourism in Ngabab village is viable through focus group discussion, capacity building on short film production, website design, and guiding/tourism service, and establishment of tourism awareness group and film community. The program sustainability may be guaranteed by mutual cooperation with the Ministry of tourism affairs, private companies, and any related stakeholders in the regency.

**Keywords:** Cultural Tourism; Tourism Potentials; Tourism Awareness Group

### **I. INTRODUCTION**

The National Medium-Term Development Plan (RPJMN) 2015-2019 sets a target of 20 million foreign tourists in 2019<sup>1</sup> to optimize the tourism industry as the country's leading foreign exchange sector<sup>2</sup>. This policy is an opportunity as well as a challenge for local governments to support RPJMN through the development of regional potential by optimizing the leading tourism sector based on community culture. Especially in East Java province, the tourism industry was able to contribute significantly to the national economy by 26.35%, while in aggregate the tourism sector contributed to the economy of East Java by Rp 92.57 trillion, up from 14.27% in 2014<sup>3</sup>.

Malang regency, as part of East Java province, also continues to formulate and take strategic steps to accelerate the development of the tourism sector through the provision of infrastructure, improving the quality of human resources, and promotion through a considerable budget allocation as a step-in positioning favorite tourism destination in East Java. Within this context, the responsiveness of local government is

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<sup>1</sup> Kementerian Perencanaan Pembangunan Nasional, "Rencana Pembangunan Jangka Menengah Nasional 2015-2019. Buku I Agenda Pembangunan Nasional, Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional.," (2014).

<sup>2</sup> Kementerian Pariwisata, "Ranking Devisa Pariwisata terhadap Komoditas Ekspor Lainnya," <http://www.parekraf.go.id/asp/detil.asp?c=117&id=1198>, (2015).

<sup>3</sup> Jawa Pos, "Jawa Timur Sumbang 26,35%PDB Nasional: Kontribusi Pariwisata terhadap Perekonomian," (Jumat, 15 April 2016), hal. 13.

indispensable to prepare the leading tourism sector, including promoting local culture as part of the additional value of tourism. According to the Deputy for Tourism Marketing Development of the Ministry of Tourism of the Republic of Indonesia, Esthy Reko Astuti, the fineness of Indonesian tourism rests on the potential of cultural tourism with a contribution of 60%, followed by natural tourism by 30%, and artificial tourism by 5%<sup>4</sup>.

Cultural tourism is one type of tourism that relies on cultural potential as the most dominant attraction and also demonstrates the identity of tourism development<sup>5</sup>. Cultural tourism offers a variety of activities that allow tourists to gain insight, knowledge, and new cultural experiences so that they can appreciate the differences in the way of life of others, religious traditions, intellectual ideas, as well as mindsets inherited through generations.

Cultural tourism is an issue in the growth of Indonesian tourism, particularly in Malang regency, East Java province, since cultural tourism may promote product differentiation, harmonization, and environmental exoticism generated by the specific place to keep its originality. At least for the last two decades, study on the significance of the growth of the cultural tourist sector has been an intriguing study issue in the field of tourism.

Hayati, for example, underlines the importance of developing the potential of the region and community through the role of community as the subject of activities in maintaining the local wisdom. The development of cultural tourism refers to the involvement of authentic experiences, participatory learning in art, heritage, or special characters at a place between tourists and local communities<sup>6</sup>. Meanwhile, Singsomboon emphasizes the urgency of the community's role in developing sustainable tourism to maintain a balance between economic, social, and environmental changes<sup>7</sup>.

Nevertheless, the concept of cultural tourism development and community empowerment is an important focus because there are still not many researches that reveal the interaction between the tourism industry and the local community<sup>8</sup>. If any, research and efforts of development carried out nowadays are more targeted for the area of nature tourism. Other studies also have not actively studied the development of cultural tourism, involving local communities. There are only a few studies conducted focus on tourism developments that are based on cultural potentials and local wisdom<sup>9</sup>.

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<sup>4</sup> Kompas.com, "Potensi Budaya Penyumbang Terbesar Sektor Pariwisata," (Selasa, 11 Juli 2017).

<sup>5</sup> I Wayan Geriya, *Pola Partisipasi dan Pemberdayaan Sumber Desa Adat dalam Perkembangan Pariwisata*, (Denpasar: Upada Sastra, 1995).

<sup>6</sup> Nur Hayati, "Wisata Berbasis Masyarakat (Community based-tourism) di Desa Tompobulu Taman Nasional Bantimurung Bulusaraung", *Info Teknis EBONI*, (2014) 11: 1, hal. 45-52.

<sup>7</sup> Termsak Singsomboon, "Tourism promotion and the use of local wisdom through creative tourism process", *International Journal of Business Tourism and Applied Sciences*, (2014) 2:2, hal. 32-37.

<sup>8</sup> Fariborz Aref, Sarjit S Gill dan Farshid Aref, "Tourism development in local communities: A community development approach", *Journal of American Science*, (2010) 6:2, hal. 155-161.

<sup>9</sup> Isnaini Muallisin, "Model Pengembangan Pariwisata Berbasis Masyarakat di Kota Yogyakarta," *Jurnal Penelitian*, (2007) 2:1, hal. 15-23. I Gusti Ngurah Fredi Firawan dan Ida Bagus Suryawan, "Potensi Daya

Malang regency, as a region with considerable growth and a solid reputation in transparent government, is undertaking efforts to enhance the tourist industry in order to assist East Java Province's aim of tourist growth. Tourism development in Malang regency is focused on optimizing the potential of cultural tourism. Some of the reasons underlying the thinking are:

1. The economic growth of Malang Regency is 5.70% lower than Malang City (5.82%) and Batu City (6.93%) although the area is much larger (3,530.65 km<sup>2</sup>) than Malang City (252.10 km<sup>2</sup>) and Batu City (202.30 km<sup>2</sup>) with the UMKM (Small Micro Medium Enterprises) sector as its support;
2. The geographical location of Malang regency which has a wealth of culture and tradition can be used as a superior tourist product and at the same time optimizing the local content as its workforce;
3. The diversity of the natural sector makes Malang regency a national tourism attraction; the number of tourists reached 6.4 million in 2017 (rose up by 10%);
4. The number of visitors visiting Malang regency in 2016 was 5.8 million, and this number is expected to rise as new tourist locations arise, necessitating measures to conserve regional culture and preserve it from foreign cultural influences;
5. The policy of Malang Regency that emphasizes on the active involvement of the community in development including the development and management of tourism with the insight of local wisdom;
6. Malang regency becomes one of the areas that continues to bring up the interaction of community groups from various regions due to the emergence of new universities, economic resources, and new tour packages through creative ideas that require the readiness of skills from the community.

Through its latest branding as “The Heart of East Java”, Malang regency is committed to building tourism by optimizing community empowerment. In fact, there are still many tourist destinations that have not been managed well by the community since the lack of infrastructure support, budget constraints from the Malang regency government, and the synergy of stakeholders, including the low level of public tourism awareness.

This research-based community service program is focused on the development of cultural tourism within the context of Participatory Action Research (PAR) since it is now an intriguing topic but few mentor to demonstrate the branding of a specific place. Even many local governments have not collaborated with academics in order to maximize the region's potential by incorporating the community as an essential party in establishing tourist image and awareness. Participatory principles and actions in

PAR allow the people of Ngabab village, Pujon district, Malang to jointly find and carry out solutions on the issues they face in optimizing their cultural tourism potential.

The main issues that become the focus of this research-based community service program include:

1. Identifying cultural tourism potential and challenges encountered during attempts to enhance cultural tourism potential in Ngabab village, Pujon district, Malang regency;
2. Making empowerment efforts through increasing the capacity of the community to optimize the potential of cultural tourism based on the local wisdom in Ngabab village, Pujon district, Malang regency;
3. Facilitating the increment of Ngabab community's participation, Pujon district, Malang in enhancing the cultural tourism potential based on local wisdom.;
4. Forming a community or working group that may carry out the efforts in increasing the cultural tourism potential based on the local wisdom in Ngabab village, Pujon district, Malang regency independently and sustainable.

## II. METHOD

This research-based community service program applies the *Participatory Action Research* (PAR) method, as one of the research paradigms in social sciences that focuses on collaborative participation of several community elements in identifying problems, planning actions, carrying out action stages, monitoring, and evaluating the results. Participatory Action Research is a process of research in which all relevant stakeholders collaborate to assess the present condition (which is considered a problem) in order to take actions toward change and improvement<sup>10</sup>.

Participatory Action Research is a combination of social research, educational work, and action using participatory research concepts<sup>11</sup>. PAR encourages researchers and people who benefit from the research to work together fully in all stages of the research. Therefore, it can be briefly concluded that the main reason for the use of the PAR method is the need to perform collective action to achieve the desired changes<sup>12</sup>.

In the context of this research-based community service program, the component of collaborative involvement can be observed in the cooperative activity of the UIN Maulana Malik Ibrahim Malang research team, field assistants, village head, village apparatus, Karang Taruna, and the society in Ngabab village to jointly participate in the following activities:

1. *Problem Identification* is done through *Preliminary Study* with three main techniques, namely observation, interview, and document review. The observation was made during a visit to participate in and observe the implementation of Upacara Adat

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<sup>10</sup> Peter Reason dan Hilary Bradbury, *The SAGE Handbook of Action Research: Participative Inquiry and Practice*. (California: SAGE Publisher Inc, 2008).

<sup>11</sup> Mansour Fakhri, *Menggeser Konsepsi Gender dan Transformasi Sosial*, (Yogyakarta: Pustaka Pelajar, 2007).

<sup>12</sup> Agus Afandi, Mohammad Hadi Sucipto, dan Abdul Muhid, *Modul Participatory Action Research*, (Surabaya: LPM IAIN Sunan Ampel Surabaya, 2013).

Bersih Desa or Village Clean Customary Ceremony on September 4, 2017, from 10:00 a.m. to 1:00 p.m. Meanwhile, the interview was conducted twice, on the 1<sup>st</sup> and 8<sup>th</sup> of September 2018. The interview was done by the Research Team of UIN Maulana Malik Ibrahim Malang to the head of Ngabab Village to obtain information about cultural tourism activities in Ngabab village, the potential, and the difficulties they encountered throughout the potential development. While the document review was done on the village archives, Karang Taruna files, and from other reading sources. Preliminary study activities revealed the form of problems faced by the people of Ngabab village, Pujon district, Malang in terms of cultural tourism was: low community participation in developing the cultural tourism, the low competence of the community in promoting the cultural tourism potential, and the absence of a special team that encourages the development of tourism in Ngabab village, Pujon district, Malang.

2. *Planning*. This stage was accomplished after gaining an understanding of the difficulties confronting the inhabitants of Ngabab Village, with a focus on minimizing the weakness and threat while optimizing the strength and opportunity. In a focus group discussion forum conducted on September 15, 2018, the UIN Research Team Maulana Malik Ibrahim Malang, Ngabab Village Head, and the head of Karang Taruna participated in the planning process.
3. *Action*. Following the completion of the planning process, the Research Team and the Ngabab village community implemented the plan, which included the operation of a short filmmaking workshop, a web design workshop, a tourism management workshop, the formation of a film community, the creation of short videos and a village web, and the formation of conscious tourism groups.
4. *Observation*. Observations were made through the distribution of questionnaires to the trainees, village apparatus, and many village communities that were created during the action stage to acquire information on the program's success rate as well as its limitations. The results of the questionnaire analysis were then utilized as reflecting material to determine if a second cycle activity was required.
5. *Reflection*. The efforts made in stimulating the development of potential cultural tourism based on local wisdom in Ngabab village, Pujon district, Malang, were eventually reflected and assessed in accordance with the accomplishment standards established during the FGD. In conclusion, the volunteering research-based activity met the objectives, indicating that Participatory Action Research was used effectively.

### III. RESULTS AND DISCUSSION

The implementation of research-based community service program was grouped into five main activities, those are Focus Group Discussion, Capacity Building, as well as Community and Working Group Formation.

#### A. *Focus Group Discussion (FGD)*

The purpose of FGD was to identify the challenges that the inhabitants of Ngabab Village, Pujon district, Malang confront in promoting their cultural tourism potential and to develop strategic solutions to those challenges. FGD participants were the UIN Maulana Malik Ibrahim Malang Research Team, the Ngabab Village Head, village apparatus, and Karang Taruna administration. FGD was conducted on September 15, 2018, and resulted in the mapping of cultural tourism development problems in Ngabab Village, such as the lack of youth participation in tourism development activities, particularly cultural tourism, the community's low capacity in promoting tourism due to the ineffective use of online media, and the lack of communities or working groups that were specifically responsible for the development of cultural tourism so that there was no professional management activities in the village tourism management.

FGD also led to the signing on strategic steps to address the issues raised above, such as the implementation of several capacity building activities aimed at youth in order to develop the village's tourism potential through film-based promotional media and websites, as well as the establishment of communities and working groups focused on developing the potential of cultural tourism in Ngabab village, Pujon district, Malang regency.

### *B. Capacity Building*

One activity that may have a favorable influence on the development of cultural tourism potential in Ngabab Village is the promotion of cultural tourism to a larger audience through short films. The team did a brief filmmaking workshop with the youth of Ngabab Village, Pujon district, Malang Regency, East Java, in order to make an exceptional film. The workshop series began with a session entitled *Konsep Dasar Film dan Langkah-langkah Pembuatan Film* or *Basic Film Concepts and Film Making Steps*. This session examined the development of story ideas based on study about the tale and place in order to investigate the context by utilizing a three-angle system, such as producers, directors, and scriptwriters.



Figure 1: Short filmmaking cinematography workshop

To be able to transmit the content of the script (in the form of writing) into a visual form based on the scenario and made as a film with the content of messages (topic, ideas, and concepts), the participants were provided with materials that were structured and comprehensive in order to have a complete understanding of the film making. These resources comprised scenario planning, camera use and shot creation, budget production and design, editing, and peer review.

### 1. Scenario Preparation

The screenplay is the most crucial aspect of filmmaking. The preparation of the script has an impact on the production of the film as well as how the audience reacts after seeing it. The following essential aspects are observed in the development of the screenplay: heading, action, character name, dialogue, parenthetical, extension, and transition. The element in a scenario that offers information about the location and time settings is the scene heading. The action is a description of the story's setting as well as the first appearance of a character with conversation (written in capital letters). Character names are connected to the names of the characters in the film as well as physical and psychological descriptions. After deciding on a character, participants learn how to write conversation and plot extensions. When shifting the scene headings, a transition indication or tagging is employed. Before participants practiced developing a scenario, all of these fundamental aspects were covered.

During the practice of composing the short film script, participants were divided into nine groups of five people each. Each participant completes a task that consists of three stages: defining the idea, developing the concept, and creating a scenario. The first stage is defining the idea, which includes selecting a title, developing the core idea, and developing a broad theme. In production, the proper title will make it simpler to express what the film is about. A good main idea includes moral values or important lessons for the audience. In this context, participants can create a film that intends to attract visitors to their village and what things the community would acquire after visiting Ngabab village. This practice carries the topic "kirab budaya" to highlight the treasure of Ngabab village that may be promoted as cultural tourism in order to enable and assist the participants to the objective of short film creation.

### 2. Camera Usage

Camera introduction is one of the critical topics that workshop attendees must understand. Its goal was to achieve the highest possible filming quality in film production. The session begins with an introduction to the camera and a discussion of two-dimensional and three-dimensional objects. Following that, the participants were informed about the components of the camera, such as lenses, camera bodies, and recorders. The material was then followed by the shooting angle or camera angle, continuing with the theoretical explanation of the camera.

Before moving on to the next technique, each participant was given the task of photographing the item of their choice utilizing the three techniques that had

previously been shown. The three images were then assessed by group members in terms of the type of illumination caught on camera. Following a quick review of the participants' images, the following session explored several forms of shooting. The fundamental material connected to this shooting technique became the fundamental provision of the participants in the practice of creating short films based on Ngabab village's cultural tourism.

Following the delivery of the introduction to the camera material, participants engaged in field practice. Participants in this session were divided into five groups, with each group consisting of nine people. This project was one-of-a-kind since each group explored their community in quest of the perfect thing for their film. The presenters in this session provided three major themes from which each group might choose. The themes were "Kirab Budaya in Ngabab Village," "Perempuan dan Seni Tari Desa Ngabab," and "Desa Ngabab as a Jawa Timur Budaya Pariwisata."



Figure 2. The ceremony of pecah cikal in the birthday celebration of Ngabab Village.

Physical preparation is needed by the camera and sound division. This preparation is not only the physical preparation of the film crew, but also the physical equipment, such as camera, raw material, tripod, battery, camera cleaner, cable, transportation, lighting, and reflector. It is technical preparation and usually carried out by the cameraman as well as the sound and lighting engineers with their assistants. Next up is the physical preparation of the directing division, which is usually done by assistant directors, because the directors are already busy with the drawings that they will make.

In addition, administrative preparation is equally important. It is carried out by the production manager who is assisted by a production assistant. Its duties include making permits, shooting summons, coordinating the crew, and others. Participants are then immediately given time to discuss with their group friends to divide the tasks of each division, determine themes, objects, and others. In addition, the cameras that are

available in each group have also been prepared by the participants according to the right and appropriate lighting, color, and sound.

### 3. Production and Budget Design

The courses on introductory production and budget design are provided for the participants to have a clear and structured flow of production. In producing a film work, it is necessary to have a clear budget in accordance with film production management, which deals with all activities/processes to achieve a production based on the stated objectives. In management, the term POAC (Planning, Organizing, Actuating, Controlling) applies. Apart from technical matters, film production management also deals with creation, artistry, technology and human.

In this budgeting practice, participants design their respective budgets in relation to the activities of the previous day. They write down aspects that require budgets, such as property, transportation, equipment, crew, consumption, promotion, distribution, and others. In addition to making a budget list, they also learn marketing techniques and how to raise funds. As basic knowledge about marketing, participants are provided with 4 kinds of marketing which are commonly abbreviated as 4P, namely Product, Price, Place, and Promotion. The main essence of this marketing is how to make the best product, pricing accordingly, distribution on target at the right time, and the use of effective promotional media. Through this session, the workshop participants have a clear picture regarding the flow of the production section and the budget they have to conceptualize from the beginning of developing ideas and ease them to make the short film production in Ngabab Village.

### 4. Editing and Peer review

In film production, making videos using good camera techniques is not enough. There are factors that determine whether the film is interesting or not and deserves to be called a quality film or not. This technique is an editing medium. This last course is given to participants as the final stage in a film production. The speaker explains that in the image editing process, the editing method is divided into two, namely cut and transition. According to him, cutting is the process of cutting images directly without any manipulation of the image. Meanwhile, the transition is the process of cutting an image by using an image transfer transition. The cutting itself consists of straight cut, match cut, jump cut, contrast cut, L cut, form cut, and parallel editing cut.

As beginners, participants are equipped with four basic film editing techniques that must be known, namely Parallel Editing, Cross Cutting, Contrast Editing, and Trope Montage. Parallel editing is the connection of two scenes that have the same time and must be chained alternately. Meanwhile, cross cutting is the connection of images that are intermittent or crossing between two scenes which is not at the same time. Contrast editing is an arrangement of images that shows the contradiction of two or more scenes. The last one is trope montage, which is editing that uses symbols as a substitute for the real visual.

After studying all the stages in the process of making a short film, the participants, who were divided into three large groups, were given a project to produce a simple short film and do editing on the video. This activity was the first step for them to produce a short film in their village. They were also expected to be able to expose, publish, promote, and market cultural tourism in Ngabab Village through the short films they produced.

Apart from holding short film workshops, the team also held capacity building for website design. Website design and management is very important in the context of cultural tourism publications to optimize promotion and marketing. This activity aimed to expose the richness of cultural tourism in Ngabab Village to a wide audience both at domestic and abroad. In this case, the UIN Maulana Malik Ibrahim Malang team delivered a number of training materials to the youth organization to develop the blogs that they have already had ([www.desangabab.blogspot.com](http://www.desangabab.blogspot.com) and [www.desangabab.wordpress.com](http://www.desangabab.wordpress.com)).

The first material given to participants was the basics of website development. They were invited to determine the goal of website development because it can be designed differently based on its main purpose. If an institution wants to introduce its existence to the public, then the most appropriate type is a website about a company profile because it contains comprehensive information about the institution, starting with the institution's history, contacts, vision and mission, identity, and institutional structure. There is also a type of e-commerce website that aims for commercial purposes, such as selling products or services. The main characteristic of this web is the existence of the gallery of products to be sold, and a payment process that can be directly processed online. In addition, there is a weblog (blog) which usually contains narrative writing that is arranged chronologically from the latest articles. It is usually more personal in nature which is filled by someone. After studying the definition, type, and purpose of the website, workshop participants were given training to develop a website with the domain [www.desa-ngabab.malangkab.go.id](http://www.desa-ngabab.malangkab.go.id). which focused on the preservation of cultural tourism in Ngabab Village, Pujon District, Malang Regency.

To develop a website, participants were provided with basic knowledge about hosting and database. They learnt about two types of hosting, namely local hosting and web hosting. Local hosting was introduced early because a website under development needs to be stored on a local server through an application such as XAMPP before being published. When it is ready to launch, the website is connected to an internal server based on Apache and MySQL. Meanwhile, a database is a structured collection of data stored on a computer or server that will be accessed by the website page. Most of the data is in the form of strings / text. To create a database on hosting, participants take advantage of the applications available on PHPMyAdmin.

The second course given in the website design workshop was programming language. In this session, participants were provided with basic skills to understand and use Hyper Text Markup Language (HTML), a standard markup language used to create web pages. HTML contains elements in the form of tags enclosed in square

brackets. To facilitate the practice, they opened the internet through their laptops or cell phones and looked for online sites that use HTML as their programming language. Furthermore, they learnt about a Content Management System (CMS), which is a program for publishing, editing, and modifying website content and managing maintenance from the central interface of a website. There are three CMS introduced to the participants, namely WordPress, Joomla, and Drupal. But specifically, participants are directed to install and operate WordPress because this CMS is more popular and relatively easier to learn independently because there are many tutorials available on the YouTube channel.

The third course was the most crucial material in this capacity building, namely website design practices. After studying the theory of website management, the participants designed the website content in pairs based on their creativity. As aspiring professional web designers, they were encouraged to do simple research in the form of data collection for their website content. Because it is based on the goal of creating a website in the context of promoting cultural tourism in Ngabab Village, some of them enthusiastically made observations, did interviews, and took pictures at several points, such as the traditional market, village hall, tourist attraction (Watu Gilang), and other interesting objects to be uploaded on the website. At the end of the activity, participants were provided with website “maintenance” material which includes content and manager management, plugin, theme, and backup. Those need to be mastered by participants because the website requires good maintenance so that the website is easy to find using a navigation device, has attractive visualizations, contains informative content, and is rich in features. In other words, they were invited to jointly improve the readability and scan ability of the website so that the promotion of the cultural tourism potential of Ngabab Village through the website can be done optimally.

After participating in the short film making and website management training, the participants were then equipped with tourism management knowledge and skills because the main objective of this series of capacity building was to develop the potential for cultural tourism in Ngabab Village, Pujon District, Malang Regency. In the initial stage, participants were required to recognize the various cultural tours in Ngabab village and learn general guiding ethics. Among the ethical codes taught are that tour guides must: (1) giving a good impression of their culture, religion and country; (2) having high self-control and paying attention to personal presentation including cleanliness and appearance; (3) creating a warm and joyful atmosphere as well as courtesy that reflect Indonesian culture; (4) providing excellent service to all tourists and do not expect gifts; (5) understanding the culture and background of tourists as well as ensuring tourists comply with Indonesian laws and customs; (6) avoid debates about religion, customs, race and political system in tourist countries; (7) providing clear information on various aspects of tourism; and (8) leaving a good impression on tourists so that they want to come back.

The role of tour guides that is emphasized on workshop participants includes: guiding trips with tourists to achieve predetermined goals, providing information (if necessary, becoming a translator) about the trip as a whole, especially related to the tourist objects visited, introducing new things for tourists or what need to be known and found during the trip, and providing advice to tourists to take actions or activities that may arise and have something to do with the trip they are guiding. The participants need to understand the above points because they will become potential guides in promoting and marketing cultural tourism in Ngabab Village. Through this session, they were expected to understand their functions and responsibilities as candidates for the Ngabab Village guide.

During the guiding practice session, participants learnt three basic techniques, namely starting, carrying out and ending the guiding. Before carrying out activities as local guides, they were taught to understand the intricacies of the tourist objects to be explained, comprehend the characteristics of tourists, prepare information about the general provisions of tourist objects to be conveyed to tourists, check the latest condition of each object using existing communication means, and prepare themselves for the guiding. The participants also worked together to prepare tour information and plan cultural tour packages in Ngabab Village. Capacity building for tourism management is proven to be able to enrich participants' understanding of tour guidance, tour planning, and tourism services. This activity also trains participants' skills in providing excellent service to (potential) domestic and international visitors in order to promote cultural tourism in Ngabab Village, Pujon District, Malang Regency.

### C. Forming Community and Working Group

The follow-up activity after capacity building for making short film, web design, and tourism management was forming the community and working group as the main responsibility to develop the potential for cultural tourism based on local wisdom. The first community and working group that was successfully formed was the Tourism Awareness Group, abbreviated as Pokdarwis. It is a community that has concern and responsibility as well as plays a role as a driving force in supporting the creation of conducive growth and development. It is the social activity that seeks to increase understanding of tourism, increases the role and participation of the community in tourism development, increases the benefits of tourism for the community and Pokdarwis members, and makes tourism development successful.

The organizational structure of Pokdarwis Ngabab Village, Pujon District, Malang Regency is in accordance with the structure regulated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, which includes: Supervisor, Advisor, Chairman, Deputy Chairman, Secretary, Treasurer, Order and Security Division, Cleanliness and Beauty Division, Tourism Attraction and Memory Division, Public Relations and Human Resources Development Division, and Business Development Division. This structural organization is reported by the head of the village to the Department of Tourism and Culture Malang Regency, as the supervisor

for approval. Furthermore, the administrators carry out several strategic tasks as follows:

1. Developing and carrying out activities in order to increase the knowledge and insight of Pokdarwis members in the tourism sector;
2. Developing and carrying out activities in order to increase the capabilities and skills of members in managing the tourism business sector and other related businesses;
3. Developing and implementing activities to encourage and motivate the community to become good hosts in supporting tourism activities in their regions;
4. Developing and carrying out activities to encourage and motivate the community to improve the quality of environment and the attractiveness of local tourism through efforts to manifest Sapta Pesona;
5. Collecting, processing and providing tourism information services to tourists and local communities;
6. Providing inputs to the government to develop tourism in the local area.

The second community that was successfully formed was the Film Community. This community is responsible for displaying and creating audio-visual media in the form of videos or short films and managing the Ngabab Village website as an online medium to increase tourism promotion, especially cultural tourism. The target proclaimed as the workload of this community is to display comprehensive information about Ngabab Village, publish cultural tourism of Ngabab Village digitally, and invite tourists to visit Ngabab Village. As an organization, this community is under the coordination of Karang Taruna, Ngabab Village, Pujon District, Malang Regency.

#### IV. CONCLUSION AND SUGGESTION

Based on the implementation of research-based community service activities, we concluded that the effort to optimize the development of cultural tourism based on local wisdom in Ngabab Village, Pujon District, Malang Regency can be carried out through stages of research with the approach of Participatory Action Research activities which include: identification of problems faced by the community through interviews, observation and documentation, action planning through Focus Group Discussions involving stakeholders, implementation of strategic programs which include capacity building for short film making, web design, and tourism management by involving the village youth and forming communities as well as working groups (Pokdarwis Desa Ngabab and Film Community) as a cultural tourism development team based on local wisdom in Ngabab Village, Pujon District, Malang Regency, and monitoring and evaluation from the stakeholders to assess the level of success of the activities carried out.

Furthermore, to ensure the sustainability of the implementation of cultural tourism development programs based on local wisdom, stakeholders need to work together with related parties, especially the Cultural and Tourism Office, so that the

quality of cultural tourism management in Ngabab Village can continue to be improved. Cooperation with the private sector through the Corporate Social Responsibility program also needs to be done to enrich tourism resources. Finally, the involvement of all elements of the Ngabab village community is the main key in increasing the potential for cultural tourism based on local wisdom in the region. If this can be realized, the slogan of Malang Regency as "The Heart of East Java" can truly become a reality.

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