

# Analysis of The Role of Tourism Aware Groups in Developing The Potential of Olean Village During Pandemic

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## ABSTRACT

The purpose of this study was to determine the extent of the role of tourism awareness groups in developing the potential of Olean Village during the pandemic. Olean Village has three tours at once, namely, educational tours, cultural tours, and historical tours. The potential of Olean Village tourism is currently not managed optimally and still relies on correct management techniques so that it has not shown significant development. This study seeks to find a solution to this phenomenon, researchers conduct data mining using SWOT analysis to find out important operational aspects in the form of strengths, weaknesses, opportunities, and threats. The next analysis is to examine developments that can be done to attract people's interest to visit tourism in Olean Village, especially during the pandemic. The results of the analysis show that it is necessary to develop innovation by making organizational structures and promotion systems that utilize digital media. The results of this study can be a solution in the form of tourism development recommendations by utilizing the role of tourism awareness groups in Olean Village while still involving internal parties, namely the Olean Village community and also external parties, namely support from the Situbondo Regency Government.

**Keywords:** POKDARWIS, Olean Village, Tourism

## 1. INTRODUCTION

### 1.1. Background

The Covid-19 virus is a virus that has become a problem for all countries in the world. This virus is contagious very quickly and has spread to almost all countries, including Indonesia, in just a few months. The Covid-19 virus infects the respiratory system ranging from mild respiratory infections such as the flu to severe respiratory infections such as pneumonia. This has made several countries implement several policies, one of which is imposing a lockdown in order to prevent the spread of the Covid-19 virus. This policy makes the economic downturn in Indonesia increasingly felt from time to time because one of the biggest incomes of the Indonesian economy, namely tourism, has to be closed due to the corona virus. As we know, Indonesia is an archipelagic country with many beautiful natural scenery. This is a potential for Indonesia to advance the economy in the tourism sector. However, during this corona virus the percentage of tourists visiting tourism in Indonesia

decreased because there were still many tourists who were worried about the spread of the Covid-19 virus.

One of the tourism sectors that has felt the impact of the Covid-19 pandemic is regional tourism. In general, tourism has three important factors that drive the tourism system, namely the community, the private sector, and the government. All these components must go hand in hand and need good coordination in developing tourism in a place. The Situbondo Regency Government also supports the development of local community-based tourism through tourist villages. Tourism development through tourist villages is expected to be able to attract more tourist visits, have an impact on local communities, and involve local community participation in tourism development because local people understand better about their tourist villages. At first, community participation was just caring without trying to develop or manage to be more useful. At that time, the community had not been able to develop it further because there was no one to care for and coordinate it. This causes the community to start working to promote tourism, one of the

community's efforts is to form a Tourism Awareness Group.

### **1.2. Problem Formulation**

1. What is the role of the Olean Village tourism awareness group in developing village potential?
2. How is the development of village tourism potential in Olean Village during the COVID-19 pandemic?

### **1.3. Research Objectives**

1. Analyzing the role of the Olean Village tourism awareness group in developing village potential.
2. Development of village tourism potential in Olean Village during the covid-19 pandemic.

### **1.4. Theory Basis**

#### **1.4.1. Tourism**

According to the Law (UU) of the Republic of Indonesia No. 9 of 1990 concerning Tourism, tourism is everything related to travel activities that are carried out voluntarily and temporarily to enjoy tourist objects and attractions, including the exploitation of tourist objects and attractions, as well as related businesses in that field. According to Law no. 10 of 2009 concerning Tourism, Article 1 Paragraph 1 explains that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. Meanwhile, the definition of tourism is contained in Article 1 Paragraph 3, namely tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and Regional Governments. The main purpose of tourism activities carried out is to get pleasure or relieve feelings of stress due to various things.

#### **1.4.2. Tourism Awareness Group**

A tourism awareness group is an organization at the community level, whose membership consists of tourism actors who have a sense of concern and responsibility. This organization acts as a driving force in tourism development and can increase regional development through tourism for the people who live around tourist attractions. In addition, tourism awareness groups also have a role in increasing tourism understanding and awareness so that they can increase tourism value for the community. (Panji, 2019).

Tourism development requires an increase in the role of the community because the community has an important position and role in supporting the success of development. Therefore, the development efforts or programs that are implemented must pay attention to the position, potential and role of the community as subjects or actors of development in supporting the success of tourism development at the local, regional and national levels.

#### **1.4.3. Covid-19 Pandemic**

Covid-19 pandemic situation causing disruption of the chain global supply, domestic, market finance, consumer demand and negative impact on key sectors wrong only travel and tourism. The impact of the Covid-19 pandemic is very affect the entire value chain tourism, small and medium enterprises the tourism sector is also the creative economy (Sugihamretha, 2020). The Central Bureau of Statistics noted foreign tourist visits (tourists) who entered Indonesia early 2020 has decreased, namely 7.62 percent when compared to the number of foreign tourist visits month December 2019 as many as 1.37 million. This is due to a decrease in the number of This visit is due to the outbreak of Covid-19 that occurred at the end January 2020. COVID-19 pandemic, Indonesia experienced a slump almost entirely industries except healthcare, pharmacy social activities, information and communication, clean water supply, waste management, and recycled waste. the sector that most affected are transportation, travel, warehouse, and supply sector accommodation and food are also sectors the other is the tourism sector in Indonesia, based on Sakernas 2019, around 11.83% of Indonesian workers are tourism industry sector. Temporary, tourism contribution to GDP approx.4% per year (Tusianti, 2020).

## **2. METHODOLOGY**

### **2.1. Types of Research**

This study uses a qualitative approach with a SWOT analysis tool to determine the important aspects of strengths, weaknesses, opportunities, and threats contained in the object of research.

### **2.2. Data Collection Techniques**

Data collection is done by direct observation on the object of research and analysis of satellite imagery. In addition, in-depth interviews were also conducted with the manager of the research object.

### 2.3. Data Processing

Data processing is done by data reduction (data reduction). Then the data obtained will be arranged in a SWOT analysis table to be grouped according to the category and conclusions are drawn from the results of the analysis.

### 2.4. Analysis Method

This study uses a qualitative analysis method by analyzing the results of the SWOT analysis and combining it with the results of observations and interviews that have been conducted previously.

### 2.5. Research Time and Location

This research was conducted during the COVID-19 pandemic, precisely from June 20, 2021 to August 29, 2021. The research location is in Olean Village, Situbondo Regency, East Java, Indonesia.

## 3. RESULT AND DISCUSSION

### 3.1. SWOT Analysis Results

#### Strength

1. Access to transportation is easy to pass by two-wheeled vehicles to minibuses.
2. The travel path has been supported by google.
3. There are three choices of tours, namely, educational tours, cultural tours, and historical tours.
4. Have a tourism awareness group in charge of managing tourism.

#### Weakness

1. Tourism managers have not applied the concept of attractive tourism.
2. There is no professional staff in managing tourist attractions.
3. There are no lodging and health facilities available for tourists.
4. The manager does not implement a comprehensive marketing strategy so that tourist attractions are less well known.

#### Opportunity

1. There is no village tour that offers 3 tours at once.
2. Get support for village tourism development from the government.
3. To become one of the leading tourist villages in Situbondo Regency.

#### Threat

1. There are tourist attractions around Olean Village which are better known by the public.

#### SO (Strength-Opportunity)

1. Good and superior internal potential can be a leading tourist destination in Situbondo.
2. The advantages of tourism can be maximized with the help of funds from the government.
3. Promotional development can be maximized by utilizing the superior tourism village label.

#### WO (Weakness-Opportunity)

1. Assistance from the government will be used to develop facilities and strengthen tourism marketing regionally and nationally.
2. Government support in the internal development of tourism can be used to recruit experts and professionals.

#### ST (Strength-Threat)

1. The superior internal potential that other tourism does not have will be the main attraction in attracting tourists to visit and enjoy the tourist attractions that are presented.

#### WT (Weakness-Threat)

1. Active collaboration between tours will make Olean Village tourism more well known.

The results of the SWOT analysis on Olean Village tourism show tremendous internal potential with the availability of educational, cultural, and historical tourism, as well as supporting infrastructure. All forms of this potential will develop optimally because it has received support from the Situbondo government to develop Olean Village tourism and has become a leading village in Situbondo Regency. The potential of Olean Village tourism is currently not managed optimally and still relies on correct management techniques so that it has not shown significant development. This is what makes the tour less well known and in demand by the public.

### 3.2. Role of Tourism Awareness Groups in Olean Village

The development of tourism potential cannot be carried out if there is no party or group that manages and introduces tourism to the wider community. Therefore, the role of the tourism awareness group or known by the abbreviation POKDARWIS is very important in managing and introducing tourism potential for tourism development in the area, in this study the tourism potential in Olean Village, Situbondo, East Java. The role of POKDARWIS in managing tourism is such as managing tourist attractions and ensuring that the available facilities and infrastructure are feasible and meet the provisions or not, especially in pandemic conditions like this tourist

attractions must implement strict health protocols. In addition, it also manages tourist visits so as not to exceed the specified capacity. Another role is in marketing, such as introducing various tours in Olean Village to the wider community by for example creating a special social media account on Instagram which specifically contains photos of tourist attractions, their beauty, information about these tourist attractions, interesting photo spots, the advantages of places. These tours and other things that can attract the public to find out more about what tourist attractions are in this Olean Village. The photos and information provided must be clear and attractive in order to make a good impression on the public. This marketing and management activity has been carried out by the Olean Village POKDARWIS.

### **3.3. Development of Village Tourism in Olean Village During the Covid-19 Pandemic**

During this pandemic, tourist attractions are required to implement strict health protocols, such as wearing masks, washing hands, maintaining distance, and reducing crowds. In addition, most activities are carried out online by utilizing increasingly sophisticated technology. Tourism development during the pandemic can also be said to be required to keep up with the times. Tourism development can now be done online, such as introducing more existing tourism potentials with social media, making online travel ticket payments, for example with QRcodes or other online payments, and holding virtual tours for visitors who do not make direct visits to tourist attractions. Olean Village Tourism must be redeveloped both in terms of innovation and service in it. Promotions must also be intensively carried out both offline and online by utilizing social media so that later Olean Tourism Village will not only be known by the people of Situbondo Regency but also known by people outside Situbondo Regency.

In addition, making an organizational structure is also very important because with an organizational structure, the Olean Village POKDARWIS can find out the division of tasks in each division. The division of tasks can be adjusted to the abilities of each POKDARWIS member so that the development and management of each tour can be optimal. Tourism management can be divided into several divisions, namely, educational tourism division, cultural tourism division and historical tourism division. The division of tourism management into several divisions can make it easier for the POKDARWIS chairman to monitor the performance of members and the development of each tour.

## **4. CONCLUSION**

The existence of good and attractive tourism potential does not necessarily have a major impact on the development of tourism potential itself. Tourism potential can develop better and faster with good governance and marketing. This of course requires the role of tourism awareness groups and also support from the government. As has been done by the tourism awareness group of Olean Village, namely by promoting the potential of village tourism through social media. Especially in a pandemic condition like this, it is necessary to adapt quickly to the way of governance and marketing by using technology. However, this also needs to be supported by adequate quality human resources and support from the local government to better introduce and promote the existing tourism potential.

## **AUTHORS' CONTRIBUTIONS**

All authors contributed to the making of this article. Maria Ulfa Nur Rahmatillah contributed to making abstract, analyzing data, arrange the results, and being in charge of the editing. Anies Firdyanti Kusuma contributed to generating data for the article introduction paragraph, including related theories, and concluding. Mrs. isti fadah has contributed to the improvement of the article so that it is perfect and can be completed properly. All authors have discussed, researched, read, and approved the final result of this article.

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