

# Increasing Tourism Potential through Natural Resource Management and Development of Tourism Packages in Building Independence and Productivity of the Ngulungwetan Village Community

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## ABSTRACT

PPK ORMAWA is one of the MBKM activities held by the government to support student education so that it can be directly conveyed to the Indonesian people through students. The ORMAWA PPK activity is an activity that has 3 program aspects, one of which is Promotional Media, Services, and Tourism Village Product Requirements. Ngulungwetan Village is a tourist village where this village is also one of the villages where the average community has a low level of awareness of the potential of tourist villages. So with the tourist attraction of beach camping as a tourism village product in Ngulungwetan Village, now the community and pokdarwis (tourism awareness groups) can manage tourism well. Camping tourism uses Minister of Tourism and Creative Economy Regulation Number 7 of 2021, the KBLI group is included in the low-scale business category which must have a business permit in the form of a business registration number (NIB) (KEMENPAREKRAF, 2021). This service aims to increase the attractiveness of local and foreign tourists because there are tourist destinations in Ngulungwetan Village. The results obtained are that the ORMAWA PPK Team has created this program. With this program, it is hoped that it can increase the attractiveness of the community in Ngulungwetan Village in the world of tourism. So, with this program, it can improve the management of the tourist attraction of Kebo Beach, Ngulungwetan tourist village, especially beach camping as a superior product of the tourist village.

**Keywords:** Camping Tourism, Ngulungwetan Village, PPK ORMAWA

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## INTRODUCTION

Students, as the main speakers and interaction facilitators in group discussions, have intellectual diversity that permeates everything with enthusiasm, sharp criticism, and politeness. In fact, students will be required to show awareness of their own peak in order to produce products that are useful for planetary life. Therefore, AM Fatwa in Syam (2005) states that students are a group of people who are able to make strategic decisions in the realm of government development because they are the moral core of Indonesian society.

Students as Scholars have assignments that must be completed on time. According to Julian Benda in *La Trahison des Clercs* (1972), the three main components of intellectual responsibility are justice, truth and reason. It is not at all clear that women are expected to be proactive in responding to truth and justice which is characterized as rational. Basic student responsibilities related to various student-focused activities and events are presented here. In connection with this, it is necessary to have an organization headquartered in the local community to carry out various student activities and student movements.

Organizations are seen as a means to achieve predetermined goals. The term "organization" refers to a group of people who have agreed to work together to achieve a common goal. The quote above provides evidence of the importance of the existence of student organizations in a tense environment in order to improve student identity. This is supported by the Law of the Republic of Indonesia no. 12 of 2012 concerning Higher Education article 77 concerning Student Organizations. The statement above explains that the goal of student organizations is to help students transition into general society. In representative organizations, students are expected to be responsive in answering questions, communicate their views clearly, have strong responsibilities, and increase civic awareness. Apart from that, organizations for women have strategic plans to advance women's ideals and become a forum for developing their potential, both academically and organizationally. As a progressive, creative and critical student, you must be able to take on this role well.

The main function of Student Affairs organizations is as a correctional institution for education and a means of increasing self-confidence (soft skills). Every student needs to have soft skills to be able to grow and develop steadily in the context of everyday life of the general public. Self-abilities (soft skills) are known as the basis of citizenship skills from the perspective of citizenship education (citizenship skills). Citizenship Skills are encouraged so that the knowledge gained can be applied to deal with problems that arise in living a state and national life. Citizenship skills consist of intellectual skills (intellectuals) and engagement skills (participation skills). False The assumption underlying this passage is that students, despite their extreme idealism, are incapable of achieving their goals. In this regard, a student must always communicate his critical thinking and dissatisfaction with the existing system. With the specificity of this knowledge, a student has succeeded in positioning himself as a non-structural opponent who can contribute to the progress of the nation and state lifestyle. If this opposition strategy is carried out together, it can lead to the development of dual power to help improve the nation. PPK ORMAWA is one of the mbkm activities held by the government to support student education so that it can be directly conveyed to the Indonesian people through students. PPK ORMAWA is also considered very efficient because it goes directly to villages that have not been touched by civilization, therefore the aim of PPK ORMAWA is to bring civilization and also develop villages that are considered to have a lack of human resources and also a very low level of education. The formation of PPK ORMAWA HMPS Nurses also chose a program, namely the Kebo Beach Tourism Village, where this smart village program is divided into 6 tourist village programs.

Kebo Beach Tourism Village, Ngulungwetan Village is in Munjungan District, Trenggalek Regency. This tourist village is included in the pioneering category (Jadesta, 2022). The tourist attraction in this village is the camping ground. The distance between Kebo Beach and the center of Trenggalek Regency is around 42 kilometers with a travel time of approximately 1.5 hours. The trip will take Jalan Raya Bendoagung, Jalan Raya Dongko-Kampak, Jalan Panggul-Dongko, and Jalan Panggul-Munjungan. Travel access from Munjungan District to Kebo Beach is quite good. Road conditions can be passed by two-wheeled and four-wheeled vehicles. Visitors just need to be careful when taking the Trenggalek-Munjungan City route. The access road is winding and up and down so drivers need to be alert. However, even

though Lomuli village is included as a tourist village, this village still has many shortcomings, including in this case the local Bumdes organization explains that in terms of tourism potential for paragliding, climbing and swimming pools, it has great potential for tourism development and improving the economy of the local community through Bumdes. However, the shortcomings that managers and visitors complain about are tourism management which is still not optimal. In terms of management or tourism management, it is still lacking, therefore the PPK ORMAWA Mapala Matolodulahu team chose the Tourism Village program in order to improve the management of the beach camping tourist attraction of Kebo Beach Tourism Village, Ngulungwetan Village, especially camping ground as a superior product of the Tourism Village.

## **METHODS**

1. Socialization of the Ormawa PPK Program. Socialization of the PPK Ormawa Program, the first activity that we carried out was more of an introduction to our program, to give the public an idea of the activities that will be carried out for approximately four months.
2. FGD Formation of Pokdarwis and Mapping of Community Natural and Cultural Potential. The initial step in this training is to form a tourism awareness group to make it easier for the team to carry out activities later, which is then called Pokdarwis Mahesa Tira. The FGD was carried out by involving a tourism awareness group (Pokdarwis Mahesa Tira) to obtain opinions regarding tour packages and programs that will be implemented as well as tourism potential that can be developed.
3. Socialization of Tour Packages in Booklet Form and Digital Marketing. Booklets are created as a forum for designing interesting and informative information so that it can attract tourist interest. This aims to be an effort to showcase a range of tourism products and camping tour packages. The background of the people of Ngulungwetan village regarding digital is still very lay. In this activity, the implementing team introduced the digital world which can be used to develop tourist destinations through social media.
4. Location Survey of Main Points of Tourism Potential for Development and Addition of Tourist Facilities. Plans were made during the site survey to create photo spots and other additional facilities starting from placement, size, shape, length of the manufacturing process as well as tools and materials together with the Pokdarwis and Ngulungwetan village officials.
5. Creation of entertainment stages, gazebos, floating houses and other facilities. It is hoped that the creation of several photo spots and facilities will increase the attraction for tourists to visit the Ngulungwetan tourist village location, especially Kebo Beach. Several other additional facilities were obtained from collaboration with PLN UP3 Ponorogo, namely electricity supply to the location of Kebo Beach and writing on Kebo Beach which adds to the beauty.
6. Marine Accident Handling and First Aid Simulation Training. The training was carried out to increase the knowledge of Pokdarwis Mahesa Tira as tourist village managers regarding handling sea accidents and first aid because the main tourist location is on the beach. The speakers were the PPK Ormawa HMPS Ners supervisor and two Pokdarwis members who had previously participated in training with the Trenggalek Regency Tourism and Culture Office.
7. Handover of Goods. The goods we handed over to Pokdarwis Mahesa Tira consisted of 48 types of goods totaling 136 items. The event was attended by supervisors, ormawa, implementation team, pokdarwis mahesa tira and Ngulungwetan village officials.
8. Publication and Promotion via Radio, Instagram, Tiktok, website, Youtube. The team has carried out publications and promotions through various platforms, namely in

collaboration with Andhika Radio with one month of broadcasting, several media partners on Instagram with a number of account followers of more than 20 thousand followers as well as Instagram, website, TikTok, YouTube, our PPK Ormawa team, PT and Pokdarwis.

9. Grand Opening of Kebo Beach camping tour. In its implementation, this event lasted for 2 days, as a symbol of the opening of camping tourism in the ORMAWA PPK program. Followed by the implementing team/students, supervisors, Ngulungwetan village head, Pokdarwis Mahesa Tira, camping participants and Ngulungwetan village residents. During the event, there were several activities starting from the opening which was followed by a report from the team leader, remarks from the supervising lecturer, remarks from the Ngulungwetan village head, Pokdarwis Mahesa Tira, then ribbon cutting, turonggo yakso dance performance and live music, as well as a BBQ party. With this event, it will increase income for the MSMEs in Ngulungwetan village and of course it is hoped that this activity can be a stimulus for the Mahesa Tira Pokdarwis to be able to hold camping events in the future.

## RESULTS

### Establishment of the Mahesa Tira Tourism Awareness Group (Pokdarwis)

The formation of the tourism awareness group carried out by the implementing team of 29 people aims to make the target community independent so that they are able to solve problems related to the development of the Ngulungwetan tourist village which can later become a job opportunity and increase the economy of the residents of Ngulungwetan village.



Figure 3 Assisted Group (Pokdarwis Mahesa Tira)

### Identification of Natural Resource and Human Resource Potential

The implementing team helps develop tourism in Ngulungwetan Village according to local wisdom which can become tourism potential. The people of Ngulungwetan Village have previously carried out tourism activities using agriculture, animal husbandry and fishing. However, most of the people in Ngulungwetan Village are not aware of agricultural products and their customs (local wisdom) which can become tourism potential and help improve the standard of living of the community and improve the welfare of the village. The results of identification and mapping of potential in Ngulungwetan village are as follows:

1. Beaches, rice fields, mountains and kebo farms are the characteristics of Ngulungwetan Tourism Village.





**Figure 4 Natural Resource Potential**

**b. Quality of Human Resources**

The people of Ngulungwetan Village are able to cultivate Kebo beach tourism while still preserving art, processing agricultural products such as getuk banana, getuk gothe, cassava chips, banana chips, rengginang, badek. Processing seafood such as grilled fish, gegok rice. Meanwhile at tourist locations by adding several photo spots.







### Established Collaboration between Target Communities and Stakeholders

The implementation team connected relevant stakeholders such as the Ngulungwetan Village Government, Trenggalek Regency Tourism and Culture Office, Ngulungwetan Village MSMEs, Ngulungwetan Village LMDH as well as assistance from other parties such as PLN UP3 Ponorogo.





**Figure 6 Building Collaboration and Synergy with Stakeholders**

### **Real Product or Prototype**

Booklets are created as a forum for designing interesting and informative information so that it can attract tourist interest. This aims to be an effort to showcase a series of tourism products and camping tour packages for Kebo Beach, Ngulungwetan Village.

### **DISCUSSION**

The tourism awareness groups that have been formed are given training and assistance so that they have the ability, capacity and skills to carry out tourism management activities. Training and mentoring in the form of activities to strengthen capacity and increase awareness through potential mapping, sea accident training, first aid training, socialization of making tour packages in the form of booklets and digitalization of marketing and joint camping events. All these activities aim to improve skills, human resource capacity and increase the value of the tourism products produced.

Ngulungwetan Village is a village that is strong in cultural arts, namely arts such as turonggo yakso dance, tayub, karawitan, wayang, and hadrah and has various typical village culinary delights. One of the tourism potentials of the Kebo beach area is that it is a complete combination of landscapes including beaches, hills, rivers and rice fields. The beach is formed in a bay flanked by Bukit Gajah and Mount Pandan. Which has a lagoon at the mouth of the Kuncen River which is very iconic with sedimentary islands that form grasslands. On the beach there are also fish landing activities and there are kebo/buffalo livestock or kebo attractions grazing in the middle of the lagoon which forms a rare sight. There is also very suitable for camping ground activities, exploring rice fields, exploring the lagoon. The people of Ngulungwetan Village are able to cultivate Kebo beach tourism while still preserving art, processing agricultural products such as getuk banana, getuk gothe, cassava chips, banana chips, rengginang, badek. Processing seafood such as grilled fish, gegok rice. Meanwhile at tourist locations by adding several photo spots.

The implementation of empowerment activities is said to be carried out well and successfully if there is participation from the target community and related stakeholders. In this regard, unfortunately in Ngulungwetan Village, there is often no connection between the community and stakeholders, even stakeholders related to tourism empowerment, namely the Department of Tourism and Culture, do not have good communication. On the basis of an implementation team that is committed to making this empowerment activity a success, the implementation team connects relevant stakeholders such as the Ngulungwetan Village Government, Trenggalek Regency Tourism and Culture Office, Ngulungwetan Village MSMEs, Ngulungwetan Village LMDH as well as assistance from other parties such as PLN UP3 Ponorogo.



## CONCLUSION

With the construction of entertainment stage posts, camping ground facilities, booklets, information boards, location route maps, as well as digital marketing training for website promotion and service SOPs, it is hoped that this service will become a sustainable program and can be well maintained by residents in Ngulungwetan village. This program has a huge impact on villages, especially for Pokdarwis who manage tourism. It is hoped that this program can become the initial foundation for them to continue to develop and foster a high level of tourism awareness. Pokdarwis must also play an active role as facilitators and mediators to develop tourist villages.

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