

THE ROLE OF THE TOURISM AWARE GROUP (POKDARWIS) IN THE DEVELOPMENT OF THE KAMPUNG MELAYU SUNGAI SUNGAI MEMPURA TOURISM VILLAGE, SIAK DISTRICT

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ABSTRACT

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This research was carried out in Sungai Mempura Village, Siak Regency. This research aims to determine the role of the Tourism Awareness Group (Pokdarwis) in developing tourist villages in Sungai Mempura Village, Siak Regency. The type of research used is descriptive qualitative where descriptive data from answers from research informants describes the phenomena found in the field. The data collection techniques used included observation, interviews, and documentation with informants, the Head of Sungai Mempura Village, the Tourism Awareness Group, Sungai Mempura Village, as well as the community and tourists. Based on the results of research on the development of the Kampung Melayu Sungai Mempura tourist village using the indicators of Attraction, Accessibilities, Amenities, and Ancillary Services, the following results were obtained: The Kampung Melayu Sungai Mempura tourist village has several attractive attractions for people with diverse potential. The natural beauty is still preserved, with good natural potential and a very beautiful environment, and is the center of the Greater Malay Kingdom, commitment to preserving culture is the main magnet. By referring to several indicators used in this research, namely Attraction, Accessibilities, Amenities, and Ancillary Services in the development of the Kampung Melayu Sungai Mempura Tourism Village, it looks quite optimal. However, there are still inhibiting factors seen from several indicators of Accessibility (Accessibility), Amenities (supporting facilities) Ancillary Services (Supporting Services), namely inadequate infrastructure, facilities and infrastructure that are not yet optimal, self-help allocation of funds, and limited human resources.

1. INTRODUCTION

A tourist village is a rural area that has special characteristics that make it suitable as a tourist destination. In this village, the residents still maintain their authentic traditions and culture. Apart from that, there are supporting factors such as the existence of special foods, agricultural systems, and social systems that also decorate the tourist village area. Apart from that, the authenticity and preservation of nature and the surrounding environment are also one of the most important factors in determining an area as a tourist destination.

Village Malay River pretends to own potency tour nature, education, culture, and still history authentic and original as well as Still awake in a way hereditary. In a matter of history, the village river pretends own background behind very historically important, that does area ever become the center kingdom Malay big that is kingdom damn under the leadership of Sultan Muhammad Abdul Jalil Muzaffar the Shah who was the sultan of Siak the 2nd in command 1746 - 1760 the grave his Also located in the area village Malay River pretend. Moment This is Sultan Muhammad Abdul

jalil muzaffar shah or normally called midriff buwang romance currently proposed to become a hero national by the district government damn, remember service he is capable defeat Dutch in A famous fight with the designation "war scissors."

Table 1. 1 In the village Malay River pretend Also there is a Power pull tour

No	Object tour	Name object tour
1.	Tour history	1. Sultan Muhammad's tomb abdul jalil muzaffar shah (sultan of siak 2nd) 2. Sultan Ismail's tomb abdul jalil jalaluddin shah (sultan of siak the 3rd)
2.	Tour natural	1. Trace the river, down Genre River pretending to be beautiful, calm with beautiful nature 2. Trace the village, exploring the village by bicycle or walking to see the wisdom local as well as portray the public 3. Village durian garden religion, explore the beautiful famous durian garden with quality durian, and feel

		the sensation of eating fresh durian from the stems, seeing the planting process, care, and harvesting of the durian.
3.	Tour art and culture	1. Dance zapin 2. Kompang 3. Silat Malay 4. Literature verbal (rhyme)
4.	Tour culinary	1. Food typical village Malay river pretend 2. Bolu kemojo 3. Qhasida 4. Kopifat (coffee from rice since 260 years ago) 5. Durian pulp
5.	Craft and souvenirs	1. Climb 2. Weaving damn 3. Crafts rattan 4. Crafts webbing

Source : https://jadesta.kemenparekrif.go.id/village/river_mempura

Based on the Decree of the Head of Sungai Mempura Village number 50 of 2023 concerning the formation of a tourism awareness group (Pokdarwis) "Kampung Tua" in Sungai Mempura Village, Mempura District, which is the result of deliberations that have been agreed and approved. The formation of Kampung Melayu Sungai Mempura Pokdarwis is a form of informal institution formed by the community who cares about developing and building tourism in the tourist village in Kampung Sungai Mempura.

Based on the legal basis which is the umbrella for the preparation of the Tourism Awareness Group (Pokdarwis) is as follows:

1. Law Number 10 of 2009 concerning Tourism (State Gazette of the Republic of Indonesia of 2009 Number 11, Supplement to State Gazette Number 4966);

2. Law Number 06 of 2014 concerning Villages (State Gazette of the Republic of Indonesia of 2014 Number 7, Supplement to the Republic of Indonesia Number 5495);

3. Instruction of the President of the Republic of Indonesia Number 16 of 2005 concerning Culture and Tourism Development Policy;

4. Regulation of the Minister of Culture and Tourism Number PM. 07/HK.001/MKP-2007 concerning the second amendment to the Minister of Culture and Tourism Regulation Number PM. 17/HK.001/MKP-2005 concerning Organization and Work Procedures of the Department of Culture and Tourism;

5. Minister of Culture and Tourism Regulation No. PM.04/UM.001/MKP/08 concerning Tourism Awareness;

6. Minister of Culture and Tourism Regulation No. 11 PM 17/PR.001/MKP/2010 concerning the Strategic Plan of the Ministry of Culture and Tourism for 2010;

7. Regulation of the Minister of Villages, Development of Disadvantaged Regions and Transmigration Number 01 of 2015 concerning authority guidelines based on rights of origin and village-scale local authority (State Gazette of the Republic of Indonesia of 2015 Number 158);

8. Yogyakarta Special Region Province Regional Regulation No. 1 of 2012 concerning the Regional Tourism Development Master Plan for the Yogyakarta Special Region Province for 2012-2025 (Addition to the Yogyakarta Special Region Province Regional Gazette for 2012 Number 01);

9. Bantul Regency Regional Regulation Number 03 of 2004 concerning the Bantul Regency Regional Tourism

Development Master Plan (Regency Regional Gazette Series D Number 2004);

Group Aware Tourism (Pokdarwis) has a role important in the development of attractions tourism in the region. Existence Group Aware Tour needs to be supported and built to be able to role more effectively in rallying the participation public to create an environment and supportive atmosphere for growing tourists. Growth And development activity tourism around area objective tour. His presence in Group Aware Tour as an organization is in development and growth tourism, responsible answer in form management and administration, because Pokdarwis, in essence, have the authority to arrange activity development and development tourist by regulation.

Form gait group aware tourism (Pokdarwis) Village Melayu Mempura River in develop and manage field tour in a way local has proven with standing destination tour beautiful Malay start from Tour history, tourism nature, tourism Art Culture, Tourism Culinary, as well there is Craft and Souvenirs. Village Melayu Mempura River This become Wrong One object selected tours as Top 300 Village Travel, Grace Village tours 2022 and 2023. Besides that, Village Melayu Mempura River Also got category village tour seeded 1st out of 133 villages tourism in Riau, 102 villages registered in Appreciation Village Organized tours by Service Tourism (Dispar) Riau Province in 2022. From strategy development object tours undertaken group aware tour Village Melayu Mempura River is in support enhancement HR and Power pull object tour through with enhancement means and infrastructure to use support Power pull from Village Melayu Mempura River.

1. Enhancement maintenance promotion Village Melayu Mempura River through the dissemination of information with form and manage accounts on Instagram, Tik knock and Facebook specifically object tours Also using e-commerce with objective travelers will easily find and access location data object tours.

2. Socialization And training to the public for conserving object tourism in the area Alone.

3. Optimizing coordination between group aware tourism (Pokdarwis) Village Melayu Mempura River with government area in doing development tour.

Table 1.2 Total Data Visitors Village Melayu Mempura River.

Year	Visitor
2022	7,550
2023	8,590
Total	16,140

Source: *Mempura River Pokdarwis 2023*

From Table 1.2 above, you can conclude that amount visitors Village Melayu Mempura River experience enhancement from 2022 to 2023. Ascension This show potency sufficient development big for Village Melayu Mempura River.

Table 1.3 A number of Details Price Object Village Tour Village Melayu Mempura River

NO	Object Tour	Name Object Tour	Price
1.	Tour History	1. Tomb of Sultan Muhammad Abdul Jalil Muzaffar Shah (Sultan of Siak 2nd)	Rp . 5000

		2. Tomb of Sultan Ismail Abdul Jalil Jalaluddin Shah (Sultan of Siak the 3rd)	Rp . 5000
2.	Tour Natural	1. Follow the River	Rp . 450,000 Max 20 people
		2. Trace Village	Rp . 15,000
		3. Explore Kampung Durian Garden Agam	Rp . 15,000
3.	Tour Culinary	1. Food Typical Village Melayu Mempura River	Rp . 20,000
		2. Sponge Kemojo	Rp . 17,000
		3. Sweets Sour Payo (Salak Forest)	Rp . 5000
		4. Chips Durian Seeds	Rp . 10,000

Source : Pokdarwis Village Melayu Sungai Mempura 2023

Based on Table 1.3, there are several prices for visitors entering Kampung Melayu Sungai Mempura and Figure 1.1. There is also an Open Tour tour package for the Kampung Melayu Sungai Mempura Tourism Village which can be enjoyed by tourists. Based on the results of an interview with the chairman of Pokdarwis Muhammad Zahari on September 24 2023 at 14:00 WIB.

"All profits obtained will go into the coffers of the Kampung Melayu Sungai Mempura Pokdarwis and a portion will be set aside for services that have assisted tourists who have helped, and will also be used to develop the Kampung Melayu Sungai Mempura tourist village object ."

The Sungai Mempura Village Government, through the tourism awareness group (pokdarwis) as the main driver of the tourism village's tourism potential, must provide appropriate solutions to the problems that exist in the development process of the Kampung Melayu Sungai Mempura Tourism Village, but there has been no strengthening of cooperation as explained by the Head of the Village Pokdarwis The following Mempura River:

"We are more self-supporting because there is certainly less attention from regional government parties, there has been no intensive strengthening of cooperation by the village government of Sungai Mempura Subdistrict."

The management of the Kampung Melayu Sungai Mempura Tourism Village, Siak Regency, is managed by a tourism awareness group (pokdarwis) under the auspices of the Sungai Mempura Village. This role is very strategic to be improved, so that it can take advantage of the community's income potential from increasing tourism interest. However, there are still many shortcomings in increasing the potential of the Kampung Melayu Sungai Mempura Tourism Village, so it is an important job for the Tourism Awareness Group (Pokdarwis) in developing the Kampung Melayu Sungai Mempura Tourism Village to increase its attractiveness and develop human resources in the Sungai Mempura Village.

The role of the Tourism Awareness Group (Pokdarwis) of the Kampung Melayu Sungai Mempura Tourism Village in optimizing the potential of the tourist village is still hampered in achieving certain goals. For example, obstacles related to infrastructure, lack of supporting facilities, and suboptimal performance in the management of the

Kampung Melayu Sungai Mempura Tourism Village indicate the need for more intensive regional government intervention.

Based on the background of the problems and phenomena that have been described, the author feels interested in conducting research with the title "The Role of Tourism Awareness Groups (Pokdarwis) in the Development of the Kampung Melayu Sungai Mempura Tourism Village, Siak Regency".

2. METHODE

In this research, the author uses a descriptive approach with qualitative data analysis . This study aims to explain the data obtained descriptively, especially in identifying the role of the Tourism Awareness Group (Pokdarwis) in the development of the Mempura River Melayu Village, Siak Regency .

In this research, the author researched in Kampung Melayu Sungai Mempura, Sungai Mempura Village, Mempura District, Siak Regency. The time for conducting the research is June 2023 until completion . The types of data used are primary data and secondary data.

Determining research subjects or respondents who are considered key informants is carried out using purposive sampling. As stated by Sugiyono (2010: 85), the purposive sampling technique is a deliberate sampling technique with certain considerations. The informants in this research include:

Table 3.1 Informant Data

No.	Source Informant	Amount
1.	Mempura River Village (Key Informant)	1 person
2.	Chairman Group Aware Tourism (Key Informant)	1 person
3.	Representative Chairman Group Aware Tour (Informant)	1 person
4.	Surrounding Community Object Tour (Informant)	2 persons
5.	End traveler (Informant)	3 people
Amount		8 people

Source: Processed Data Writer Year 2023

Technique Deep data collection study This is observation, interviews, and documentation. Technique data analysis exists three step activity is data reduction, triangulation and withdrawal conclusion

3. RESULTS AND DISCUSSION

5.1. The Role of the Tourism Awareness Group (Pokdarwis) in the Development of the Kampung Melayu Sungai Mempura Tourism Village, Siak Regency

5.1.1. Attraction (Attraction)

Attractions are an important factor in attracting tourists. There are three types of capital attractions that can attract tourist arrivals, namely Natural Resources, Cultural Tourism Attractions, and Man-Made Attractions. Tourism potential can be developed into tourist attractions in locations where this potential exists .

To find out the attractiveness of the object of the Kampung Melayu Sungai Mempura Tourism Village, Siak Regency, one of the questions given to informants was related to the attractiveness of the object of the Kampung

Melayu Sungai Mempura Tourism Village, Siak Regency, the researcher conducted an interview with the Chair of the Tourism Awareness Group (Pokdarwis), namely Mr. Muhammad Zahari, on February 23 2024 at 16:10 WIB as follows:

"For attractions, we utilize existing tourist attractions such as historical tourism (religious tourism), such as visiting one of the tombs of the second sultan of Siak, namely Sultan Mahmud Muhammad Abdul Jalil Muzaffar Syah or known as Tengku Buwang Asmara, for other objects we utilize The natural tourist attraction is a river walk from the Mempura River to the Siak River, where visitors can enjoy the beautiful Malay natural beauty, and visitors can also explore the beauty of the durian garden which is famous for the quality of its durians, and see the process of planting, caring for, until the durian is harvested. to attract visitors where there are also arts and cultural tourism so that they can find out about the Malay customs and culture that are still strong, in addition we make use of the closest objects around, such as objects in the Mempura sub-district, especially the glass bridge (Sky walk) and Dutch tangsi."

From the results of the interview above, the researcher can conclude that the attraction of the Kampung Melayu Sungai Mempura Tourism Village object is to increase the tourist attraction which is quite diverse, utilizing existing tourist attractions, be it historical, natural tourism, or Malay arts and culture, to attract interests and meet visitors' needs, as well as providing a memorable experience during their visit.

5.1.2. Accessibilities

Accessibility is vital infrastructure that allows access to destinations. The availability of roads, transportation and directional signals are the main elements in reaching a destination.

Ease of accessibility is an important factor that attracts tourists to visit a place. If a tourist destination has adequate infrastructure, tourists will feel more confident in visiting it. Based on the results of an interview with the Chair of the Tourism Awareness Group (Pokdarwis), namely Mr. Muhammad Zahari regarding Accessibility in the Kampung Melayu River Mempura Tourism Village area on February 23 2024 at 16:30 as follows:

"To get to the tourist village of Kampung Melayu Sungai Mempura is quite easy, but there are several roads to this tourist attraction that still have road damage resulting in potholes, which causes water to stagnate when it rains on the damaged roads, and also at night when there are no The presence of lighting makes the streets dark. "And we have confirmed with the local government regarding this damaged road to get to the location of the Kampung Melayu Sungai Mempura tourist village area, considering that the existence of this Kampung Melayu tourist village object can improve the economy, but there has been no further response from the superiors."

From the results of the interview, the researcher drew the conclusion that although access to the tourist attraction is easy to reach, damage to the road leading to the location is an obstacle that needs to be overcome immediately and there are no street lights at night, for road repair action from the authorities so that the object tourism can develop and have a positive impact on the regional economy

5.1.3. Amenities (Supporting Facilities)

Amenities refer to various supporting facilities that meet the needs and desires of tourists while they are at a tourist destination. This includes the availability of accommodation for overnight stays, as well as places to eat and drink such as restaurants or food stalls. Apart from that, other facilities that tourists may need, such as public toilets, rest areas, parking lots, health facilities and places of worship, should also be available at the destination. However, the placement of these facilities must take into account the situation and conditions of the destination as well as tourist preferences. Not all amenities have to be near or in the central area of the destination. Natural destinations and historical sites should be located some distance from commercial facilities such as hotels, restaurants and rest areas.

Based on an interview conducted on February 23 2024 at 17:10 WIB with the Chair of the Tourism Awareness Group, namely Mr. Muhammad Zahari regarding Amenities (Supporting Facilities) in the Kampung Melayu Sungai Mempura Tourism Village area as follows:

"The facilities at our places of worship are adequate, while our homestays use local people's houses to provide an economic impact on them. There are still no parking spaces or gathering points, especially for large vehicles such as buses. Although some other facilities may not have been affected, there are indeed a few difficulties related to facilities and infrastructure, because this tourist village is more self-sufficient and utilizes existing tourist attractions. "Currently we are trying to develop quality programs related to the tourist village so that it is more useful for visitors ."

From the results of these interviews, researchers can conclude that the tourist village has adequate facilities at places of worship, and uses local people's houses as homestays to provide an economic impact on them. However, there is still a shortage of parking spaces or gathering points, especially for large vehicles such as buses. This shows that there are a few difficulties regarding facilities and infrastructure because this tourist village relies on self-sufficiency and utilization of existing tourist attractions. Efforts are being made to develop quality programs that can increase the benefits for visitors. Apart from that, another obstacle is the lack of land for an information center or tourist gathering point, which is also an obstacle in developing tourist villages. However, efforts are being made to get full support from the local government to improve the tourist village.

5.1.4. Ancillary Services (Support Services)

Ancillary refers to assistance or support provided by organizations, local governments, groups, or tourist destination managers to manage tourism activities. Sugiyama expressed a similar opinion in his research quoted by Wilopo (2017), who explained that ancillaries include various organizations involved in managing tourist destinations, such as government, tourism associations, tour operators, and so on. In this context, organizations can play a role in formulating policies and providing support to support the implementation of tourism activities. Likewise, in the context of tourist villages, the implementation of tourism activities is supported by policies and support from the government, both regional and central levels.

Based on an interview conducted on February 19 2024 at 10:10 WIB with the Head of Sungai Mempura Village, namely Mrs. Megawati., SH regarding Ancillary Services

(Support Services) in the Kampung Melayu Sungai Mempura Tourism Village area as follows:

"Alhamdulillah, the Kampung Melayu Sungai Mempura Tourism Village has achieved success in the last 2 years, of course this looks at the potential of this tourist village. Apart from that, we also asked for advice and direction from the Siak Regency Tourism Office, teaching appointments from the Riau Malay Traditional Institute, Siak Regency so that we can aligning the vision and mission of the Regent of Siak."

Based on the interview above, the researcher can conclude that the conclusion of this statement is that the Kampung Melayu Sungai Mempura Tourism Village has achieved achievements in the last two years, supported by the potential of this tourist village. Apart from that, related parties have also asked for advice and direction from the Siak Regency Tourism Office and the Riau Malay Traditional Institute of Siak Regency to align the vision and mission with the Siak Regent. In terms of administration and institutions related to the development of the tourist village, steps have been taken to meet these needs. Furthermore, plans to improve tourist destinations are being carried out so that they can attract tourist visits again, with the support of budget allocations for activities such as training for Pokdarwis, development of tourist attractions, and coaching.

4. CONCLUSION

Based on the results of research and analysis carried out by researchers on the role of the Tourism Awareness Group (Pokdarwis) in the development of the Kampung Melayu Sungai Mempura tourist village, Siak Regency, the author can conclude that the Kampung Melayu Sungai Mempura tourist village has a number of attractive attractions for the community with diverse potential. The natural beauty is still preserved, good natural potential and a very beautiful environment and is the center of the Greater Malay Kingdom, commitment to preserving culture is the main magnet. In efforts to develop tourist villages, active participation from the community as development agents is very important, so that the Tourism Awareness Group (Pokdarwis) was formed as an institution originating from the local community. The role of Pokdarwis in developing tourist villages includes efforts to be a driving force in maintaining and maintaining tourism potential which can increase the attractiveness of the tourist village. Pokdarwis also has a role as the initiator of ideas or other activity programs that can increase the attractiveness of tourist destinations. By referring to several indicators used in this

research, namely Attraction, Accessibilities, Amenities and Ancillary Services in the development of the Kampung Melayu Sungai Mempura Tourism Village, it looks quite optimal. However, there are still inhibiting factors seen from several indicators of Accessibility (Accessibility), Amenities (supporting facilities) Ancillary Services (Supporting Services), namely inadequate infrastructure, facilities and infrastructure that are not yet optimal, self-help allocation of funds and limited human resources.

The following are several recommendations based on research results regarding the role of Pokdarwis in developing tourist villages:

1. Organize regular evaluations between members of the Pokdarwis management and evaluations from the local government regarding the performance of the Pokdarwis.
2. Build good cooperation with various parties, including the government, private sector and local communities in the area.

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