

Society Participation Through Conscious Conscious Tourism In Pkk City Of Tegal City

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Abstract

This study aims to: 1) Describe the PKK Activity program aware of tourism objects as community participation efforts, 2) Knowing the inhibiting and supporting factors in the process of tourism in PKK activities. Descriptive research with a qualitative approach. The data source of this research subject includes the administrators and members of the Tegal City Tourism PKK Activities, visitors and the community. The research setting is Tegal City. Data collection is carried out using observation, interview, and documentation techniques. Researchers are the main instrument in conducting research that is assisted by observation guidelines, interview guidelines, and documentation. The techniques used in data analysis are data display, data reduction, and conclusions. Triangulation is carried out to explain the validity of the data by using the source. The results show that: 1) Programs carried out by the Tegal City Tourism PKK Activities as a tourism participatory effort, including training in organizational management, occupational health and safety training, English language training, Indonesian language, leadership training, ornamental introduction training for shellfish, and spatial training good, 2) Constraints faced in the activities of the Tegal City Tourism PKK, social jealousy among the community, lack of public awareness of changes in the environment, and lack of attention from relevant agencies. As for the supporting factors that include the enthusiasm and motivation of all administrators and members, the existing family attitudes, the attitude of mutual cooperation that is still thick, and the creative board and able to protect his subordinates.

Keywords: Tourism, PKK Activities

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PRELIMINARY

PKK participation program the community is able to bring out various unique potentials of society and develop assisted by a new system, tool, or technology and the role of a facilitator or facilitator which will accelerate the process of anticipating PKK activities in tourism. So that high added value, and a process to facilitate and encourage the community. In order to be able to put themselves in proportion and become the main actors.

National development is carried out in the context of human development fully and development of all Indonesian people. It can be interpreted that the development does not only prioritize outward progress such as clothing, food, and shelter, but also inwardly like security, free to express opinions, responsible and

educational (Tirtoraharjo, Umar dan La Sula, 2000: 27).

The principle of mobilization and community participation includes how develop community capacity, grow and or develop community participation, mutual cooperation spirit in health development, working with the community, building partnerships with LSM and community organizations in the community and surrender decision making to the community. (Aprillia, 2014 :35)

Economic development is a top priority, apart from being a vital factor, many problems are faced with regard to economic development. National development carried out in a gradual and sustainable manner has succeeded in improving economic conditions, both on a regional and national scale. Improvements in economic conditions can be achieved by utilizing natural resources and human resources.

The city of Tegal in particular has a wealth of natural and human resources that enable it to provide people's welfare. Therefore, development in various sectors continues to be improved. Human resources are very important things in development, because low human resources make the condition of the community less capable of seeing and overcoming life problems, which in turn will have an impact on the increasing number of unemployed people. Therefore, efforts to develop human resources are a must and need to be done.

Helpless ability has the same meaning as community independence. Related to the development program, the goal to be achieved is to form individuals and communities to become independent. This independence, the demand for empowering actors who have adequate abilities is getting stronger. Empowerment actors are not only required to enrich their knowledge, but are required to improve their skills in designing empowerment programs. (Anwas, 2013:35)

The challenge facing mankind today is the change in civilization that takes place in a fast time, on a large scale and in fundamental substance. Changes cause complexity, uncertainty and conflict as opportunities but also simultaneously bring problems that often occur in everyday life. Development leads to changes in circumstances and a shift in the role of actors, some who benefit and are disadvantaged. Tourism is an industry that generates a lot of foreign exchange for the country, so the government seeks to improve this sector by taking development policy steps.

Tegal City is one of the cities with rapid development, as well as other regions experiencing rapid growth which seek public participation. Forms of support for community participation in PKK activities that govern government tourism leads to efforts to improve people's lives through the implementation of policies, programs and activities that are in accordance with the essence of the problem and prioritizing the needs of the community in tourism

The research objectives are to: 1) Describe the PKK activity program as a tourism object as an effort of community participation, 2) Knowing the inhibiting and supporting factors in the process of tourism in PKK activities.

Literature review

Theory of Community Participation

Definition of Jacobus Community Participation (2013: 177) suggests that the community empowerment model is an effort to achieve the role that must be carried out and increase the dignity of the layers who are now unable to escape the trap of poverty and underdevelopment, are capable and empower the community. Community empowerment is a basic element that allows a community to survive, and develop themselves to achieve progress.

Community Empowerment Approach Implementation The process of community empowerment approach is generally carried out collectively, but not all facilitator interventions can be done through collectivity. In some situations, empowerment strategies can be carried out individually; although in turn this strategy also remains related to collectivities, in the sense of linking clients (beneficiaries) with other sources or systems outside of themselves in the context of social work, therefore empowerment can be done : (1) a participatory approach in the sense of always placing the community as the center of implementation of empowerment for problem solving, choice of activities, measuring success. (2) The welfare approach, in any sense the type of activity must provide benefits to quality of life; (3) A sustainable development approach, in the sense that it will be able to independently carry out activities. (Totok, 2012: 162)

Sungkowo (2011), states that "the approach to empowering independent businesses is basically directed to the business world and the industrial world, where each independent business is in accordance with the needs of local, national, and international needs. In order for an independent business to be achieved, the government needs to provide assistance in the form of funds or in the form of information".

The implementation of community empowerment must be guided by the needs of the market, both the industrial world and the business world, in one way to establish partnerships, and after the empowerment program is completed, the poor are not confused in finding work or doing independent businesses. Community empowerment strategies still need to be improved by adding new strategies, namely mentoring and partnership programs.

In line with that opinion, Jim Ife (2014) put forward that : "*empowerment means providing*

people with the resources, opportunities, knowledge, and skill to increase their capacity to determine their own future, and to participate in and effect of their community". Empowerment means providing people with the resources, opportunities, knowledge, and skills to increase capacity for an effective overall participating future

Azis (2005:135) concluded that, a very basic effort in the framework of community empowerment is to increase the level of education, health, and access to sources of economic progress, such as: capital, technology, information and markets.

Family has a central meaning in a social reality. Almost all scientific disciplines view families as the smallest entities that are very focal. The family empowerment and welfare movement in the book the results of the VII PKK national work meeting in 2010 was a national movement in the development of the community that grew from the bottom management of, by, and for the community towards the realization of a family that is faithful and devoted to God Almighty, noble and virtuous, healthy prosperous, advanced and independent, gender equality and justice and legal and environmental awareness, Adimihardja, (2003:51).

Parsons (1994) empowerment encompasses three dimensions which include popular competence, sociopolitical abilities, and participatory competence. also put forward three dimensions empowerment that refers to (1) A development process that starts from individual growth which then develops into a larger social change; (2) A psychological state characterized by self-confidence, usefulness, and being able to control oneself and others; (3) Liberation that

results from a social movement, which starts from education and the politicization of weak people and later involves the collective efforts of these weak people to gain power and change structures that are still pressing, Esti, (2012:80)

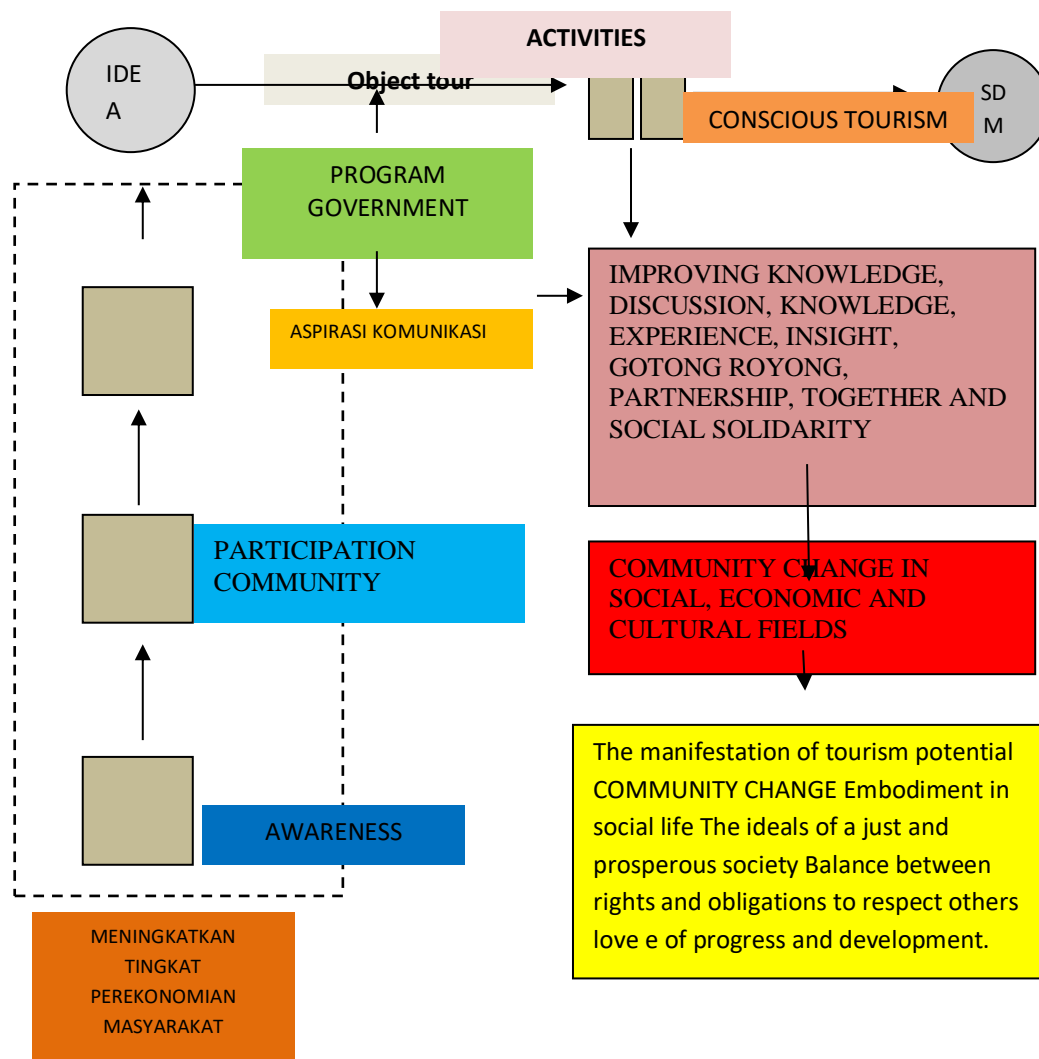
Understanding Tourism Objects

Etymological review, the word tourism comes from Sanskrit, actually it does not mean tourism or tourism. The word tourism, according to this understanding, is synonymous with the meaning of tour. the word tourism consists of two syllables, namely each word pari which means many, many times, circling, complete and tourist means travel, traveling in this case synonymous with the word travel in English which is interpreted as a trip made many times from one place to another.

On that basis also by looking at the current situation and conditions of tourism can be interpreted as a planned trips carried out individually or in groups from one place to another with a purpose to get satisfaction and pleasure (Wardiyanto, 2011: 3)

Damanik dan Weber (Hari Karyono, 1997: Tourism is the phenomenon of the movement of people, goods and services, which is very complex. Closely related to organizations, institutional and individual relationships, service needs, provision of service needs, and so on.

According to the broad definition tourism is a journey from one place to another, temporary, carried out individually or individually groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions (JJ. Spilance, 1993: 21)



Research methods

The type of research used in this study is a type of qualitative research with a descriptive approach. Sugiyono (2009, 109) qualitative research is a research method based on the philosophy of postpositivism, used to examine the conditions of natural objects, (as opposed to experiments) where the researcher is a key instrument, Data collection techniques are carried out by triangulation (combined), data analysis is inductive / qualitative, and the results of qualitative research emphasize the meaning rather than generalization.

Research focus: (1) Community support for activities Tegal City PKK (2) Tegal City Community Empowerment Capacity Development Strategy. The research locations are in Tegal City and the research sites are at the Family Welfare and Empowerment Secretariat (PKK) and the community in Tegal City. Data sources obtained from primary data and secondary data. Data collection techniques are carried out through

interviews, observation and documentation. The research instruments were researchers themselves, interview guidelines and field notes. Data analysis uses interactive models and analysis of interactive models is done by collecting data, reducing data, presenting data, and drawing conclusions.

Discussion

1. Implementation of forms of community support for PKK Activities

The role of the PKK and its influence in the education sector in 2015-2016 especially in the current reform era that, every kelurahan in Tegal City holds training packages for the surrounding community, especially mothers. The role of Equality education which includes the Package program, is very strategic in the framework of providing knowledge. The implementation of this program is primarily intended for people dropping out of school because of economic limitations, and isolated areas that do not yet have adequate educational facilities. The aim of the equality education package training program is to increase

knowledge, skills and the attitude of the learning community so they can have knowledge, skills. The results of interviews obtained from community leaders:

PKK West Tegal District, Tegal City conduct monitoring to the kelurahan in the region to provide coaching, around those who advocate for skills training to increase family income and help with sewing skills programs, dressing brides by working together Department of Labor Office Power Tegal City Work and give away counseling.

PKK efforts help with sewing skills programs, bridal makeup and so on perceived results and benefits, namely to record citizens and motivate them to want to enter. Pursue the package continuously. Women are also included in the data collection of school-age children who don't go to school, and look for the cause of the problem. Cases of economic problems in poor families, the role of the PKK help with this activity.

In a way, giving upgrades to adult women to be educated, briefed about children's education so that they can open an activity that aims to help children the underprivileged.

In terms of education, the PKK cooperates with other women's organizations in the District of West Tegal, Tegal City, among others by holding courses on women's skills.

To further improve general knowledge and skills knowledge a cadre course was held in the field of sewing and embroidery at the kelurahan level/sub-district in collaboration with the Directorate General of Manpower of Tegal City.

PKK activities are very closely related to the main tasks of women or mothers in fostering a prosperous family. Because women need to improve their knowledge and skills by reading. One of the work programs of Pokja II PKK is to increase reading interest in women, so that they are free from three (3) blind, namely blind reading, blind writing and blind counting. The PKK as a working partner of the government is also a functioning community organization as facilitators, planners, implementers, controllers and drivers for each level

Community empowerment for PKK cadres is as follows: (1) To update the target data for PKK activities; (2) Making bar charts (beams) about the number of developments in PKK activities that reside in the work area of PKK cadres, the number of PKK cadres has increased about the work

program of PKK activities. (3) Following up on non-coming targets and targets that require further education; (4) Inform the target group to openly visit the PKK cadres; (5) Make face-to-face visits to community leaders, and attend regular community group meetings or religious organizations.

Services organized for PKK cadres include: 1) Consider PKK cadres and assistance provided by PKK cadres or PKK driving teams.

If a PKK cadre is added to be able to develop the potential of PKK activities and provide enlightenment for PKK cadres. If there is an examination room, it is added with regeneration. If you find things that are not desirable will be immediately resolved (for example there are cadres who get drugs) (2) To further improve PKK activities, PKK cadres groups need to be held every month for frequent agreements.

2. Community empowerment capacity building strategies for PKK Activities.

Community empowerment in this research is a reference for the form of support for overcoming community activities in Tegal Barat District includes: HR development, is a coaching to realize quality, creative, productive, disciplined and independent human beings, through the following stages: (a) Increased awareness and confidence, by growing motivation to move forward, so that it is easy to accept and be responsive to any changes that occur; (b) Increased income, by increasing the ability to reach access to capital resources, and technology. Increasing welfare, by increasing the ability to fulfill a decent life (clothing, food, shelter, education, health, etc.); (c) Increasing socio-culture, by increasing the ability to participate in socio-cultural activities; (d) Development of capital capabilities, by facilitating capital accumulation activities to grow self-help and business skills in the market system, by providing stimulants for productive activities, assistance and rotation.

The community empowerment strategy in PKK activities should be directed to eliminate negative values such as apathy, apolitical, fatalistic, helplessness, because if this culture is not eliminated, the inactivity of PKK activities will be difficult to overcome.

CONCLUSION

1. Policy on PKK activities, building and developing institutions and training on skills in applying technology that supports changes in the behavior of surrounding communities.

2. Institution is to establish cooperation between the PKK program manager and government agencies as well as private institutions, for example the Regional Government Offices, Universities, Non-Governmental Organizations, and other relevant institutions.
3. Cadreization, in addition to effecting the PKK activities personnel in the section management of PKK activities and personnel from agencies or collaborative institutions need to involve local community leaders.
4. Guidance and supervision, namely activities carried out by PKK cadres periodically quarterly, mid-year, as well as final evaluation, year of activity. This activity in the form of monitoring and evaluation is carried out throughout the program implementation to see whether the process stages are in accordance with the planning, and get an overview of the level of achievement of program results.

COVER

1. Human Resources who are responsible for carrying out their duties, The PKK Driving Team is SDM that has a dual function, namely as an employee and as a PKK cadre because most PKK Driving Teams at the District level are mostly from PNS. Despite having a dual role, the responsibility that is owned is very large in helping the government in development.
2. The existence of financial assistance from the government as a form of government seriousness in supporting the PKK work program, namely the funding assistance from the government originating from the APBD, PUG Funds, and working capital assistance.

This community empowerment activity is intended to generate attitudes towards the surrounding community Kelurahan in the form of PKK activities how to achieve it, then it is necessary to improve the skills needed to achieve a level of justice and prosperity.

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