



# The Role of Tourism Awareness Groups In Optimizing the Management of Sumber Sari Tourism Village in Moramo District South Konawe Regency

Anis Ribcalia Septiana<sup>1</sup>, Puji Prio Utomo<sup>2</sup>, Nursamsir<sup>3</sup>, Indar Ismail Jamaluddin<sup>4\*</sup>

Public Administration Study Program, Faculty of Social Sciences and Economics, Universitas Sembilanbelas November Kolaka, Popalia Village, Tanggetada District, Kolaka-Indonesia

\*Correspondence: [indarismail@gmail.com](mailto:indarismail@gmail.com)

## Abstract

Sumber Sari Village in Moramo District, South Konawe Regency, Southeast Sulawesi Province has tourist destinations that are in conservation areas, namely waterfalls, forests with preserved flora and fauna, as well as agro-tourism areas. This study aims to identify the role of tourism awareness groups (Pokdarwis) in optimizing the management of Sumber Sari Tourism Village destinations, namely in terms of planning, organizing, mobilizing, and supervising. Informants are determined *purposively*, with secondary data from research articles, books, mass media, and government regulations. The results of the study show that in terms of planning, the tourism village program has been included in the village development plan and involves the community. In terms of organization, technically the Sumber Sari Tourism Village is managed by Pokdarwis under the supervision of the village government. However, promotion through media channels still needs to be improved. In terms of mobilization, Pokdarwis has succeeded in motivating the surrounding community to obtain economic benefits from the existence of tourist villages. Meanwhile, the role of Pokdarwis has not been optimal in the aspect of program supervision. Even though the local government handed over the management to Pokdarwis. The obstacles are maintaining the program's sustainability, the lack of *cultural branding*, and the challenge of arranging infrastructure because the tourist village is located in a conservation forest area.

**Keywords:** tourism awareness group; tourism village; South Konawe

## Abstrak

Desa Sumber Sari di Kecamatan Moramo, Kabupaten Konawe Selatan, Provinsi Sulawesi Tenggara memiliki destinasi wisata yang berada dalam kawasan konservasi, yaitu air terjun, hutan dengan flora dan fauna yang terpelihara keasliannya, juga kawasan agrowisata. Penelitian ini bertujuan mengidentifikasi peran kelompok sadar wisata (Pokdarwis) dalam mengoptimalkan pengelolaan destinasi Desa Wisata Sumber Sari, yaitu dari sisi perencanaan, pengorganisasian, penggerakan, dan pengawasannya. Informan ditentukan secara *purposive*, dengan data sekunder dari artikel hasil penelitian, buku, media massa, serta peraturan pemerintah. Hasil penelitian menunjukkan dari sisi perencanaan, program desa wisata telah masuk dalam rencana pembangunan desa dan melibatkan masyarakat. Dari sisi pengorganisasian, secara teknis Desa Wisata Sumber Sari dikelola oleh Pokdarwis dibawah pengawasan pemerintah desa. Namun, promosi melalui saluran media masih perlu ditingkatkan. Dari sisi penggerakan, Pokdarwis sudah berhasil memotivasi masyarakat sekitar untuk memperoleh manfaat ekonomi dari keberadaan desa wisata. Sementara itu, peran Pokdarwis belum optimal pada aspek pengawasan program. Padahal pemerintah daerah menyerahkan pengelolaan kepada Pokdarwis. Kendalanya adalah menjaga keberlanjutan program, minimnya *branding* budaya, dan tantangan menata infrastruktur karena desa wisata berada di area hutan konservasi.

**Kata Kunci:** kelompok sadar wisata; desa wisata; Konawe Selatan

## 1. Introduction

The development of the tourism sector is one of the government's strategic areas to encourage economic improvement in the community. The tourism sector has also experienced development in its management, from what has been the domain of local governments through the tourism office or business actors, now placing the village government and the community as managers (Zhang et al., 2021). However, its management still needs a lot of improvement (Salouw & Pramono, 2023). One of the parties that has a role in the development of tourist destinations in the village is the tourism awareness group or Pokdarwis (Citra, 2017; Sabaruddin et al., 2023). Pokdarwis is an organization or institution formed by the community that cares about and provides its support for the sustainable tourism sector at the village level. It is hoped that the existence of this institution will provide benefits to the local community through sustainable tourism management (Sipatan et al., 2023).

Sumber Sari Village in Moramo District, South Konawe Regency, Southeast Sulawesi Province has natural tourism which is currently a national destination. This village stores waterfalls and forests with flora and fauna that are preserved in their authenticity. The villagers are farmers with crops such as ginger, dragon fruit, vegetables, fruits and rice fields that are also suitable for agro-tourism areas. Sumber Sari Tourism Village also has facilities such as a vehicle parking area, prayer room, photo area, dining place with various culinary, places to visit the forest/waterfall, public bathrooms, meeting places, and souvenir kiosks (Jadesta, 2023). This village will also carry out Tourism Village certification by Ministry of Tourism and Creative Economy, and as the only representative from Sulawesi out of 6 tourist villages in Indonesia to be certified. Previously, Sumber Sari Tourism Village was included in the top 50 of the 2022 Indonesian Tourism Village Award (ADWI) and won 2nd place in the attraction category. The Southeast Sulawesi Tourism Office and South Konawe Regency as well as the Sumber Sari Tourism Village Pokdarwis are parties that contribute to the development of this tourist village (ST, 2024). The existence of Pokdarwis provides a strategic role in the management of these tourist destinations, especially since good coordination has been built between the Southeast Sulawesi Provincial Government, the South Konawe Regency Government, and the Sumber Sari Village Government.

This study aims to identify the role of Pokdarwis in optimizing the management of the Sumber Sari Tourism Village, Moramo District, South Konawe Regency. By identifying the aspects of planning, organizing, moving, and supervising the management of these tourist destinations, it will be possible to know the factors of the success of this village to become a national pride Tourism Village, so that this success is expected to provide an overview for the management of other tourist destinations in the country.

## 2. Literature Review/ Theoretical framework

Regulation of the Minister of Culture and Tourism No.PM.04/UM.001/MKP/2008 concerning Tourism Awareness provides space for the community to care about the sustainable tourism destinations development at the village level. The Tourism Awareness Group (Pokdarwis) is a representative party of the community that has contributed to the development and management of tourist villages. This research will describe the roles given by the Tourism Village Pokdarwis in the management of the tourism village, namely management functions that include the role of planning, organizing, mobilizing, and supervising. (Terry, 2008).

The planning function is the process of determining what to do, the time of implementation, how to do the work, the executor of the work, the place, and the reason for the work to be done. The organizational function includes determining goals, division of labor, delegation of authority, range of control, and coordination. The function of mobilization or direction is related to the encouragement of the leadership to employees to consciously carry out the tasks given. The supervisory function is the activity of measuring and correcting all employee actions to ensure the achievement of goals. Controlling means making sure all activities are up to standard, and then correcting those that don't (Hanafi, 2015). In 2003, Denhardt and Denhardt introduced the new public service (NPS) as a new public service platform, namely the government moves not for economic or financial reasons, but becomes a public service provider that focuses more on building trust and collaboration with and between citizens (Denhardt & Denhardt, 2007). From this perspective, the management of tourist villages by Pokdarwis can be seen as an effort by the government to bridge the community to collaborate and partner in managing tourist villages to provide benefits to the local community.

Pokdarwis have a role in the management of tourist destinations as a community attraction. Its role in terms of planning, implementation, and supervision has not been fully optimally implemented (Sipatan et al., 2023). Several steps are needed, for example improving the understanding of Pokdarwis (Hidayah & Akbar, 2023). In addition, strengthening the membership and internal of the Pokdarwis, developing business units, and developing promotions and resources (Devica et al., 2021). The role of Pokdarwis must also be maximized by the local government through the local tourism office (Kholil et al., 2023). This research will focus on the role of Pokdarwis in optimizing the management of Sumber Sari Tourism Village destinations. Admittedly, so far the role or contribution of Pokdarwis to the development of the tourism sector has not attracted much attention from researchers. Therefore, at this point, the aspect Expected novelty is on the exploration of the managerial aspect as a holistic approach to encourage sustainable tourism through empowerment carried out by the Pokdawis in triggering the economic growth of the village community.

### 3. Methods

This type of research is qualitative. In qualitative research, description is the key to research results, where researchers interact and are directly involved in the research site. The selection of this type of research is based on the researcher's interest in understanding the social situation which includes information sources, places, and activities in the research object or subject (Fadli, 2021). The research location is in Sumber Sari Village, Moramo District, South Konawe Regency, Southeast Sulawesi. This research focuses on the Regional Government of the tourism and creative economy sectors in South Konawe Regency, Village Government, and Tourism Awareness Groups (Pokdarwis) as research targets. The research informant was determined by *purposive*, which is considered to represent the characteristics and objectives of the research, namely: (1) the informant represents the policy implementer, namely the Head of the South Konawe Tourism Office as a regional apparatus organization in charge of the tourism and creative economy sectors; (2) the informant represents the policy implementer at the village level, namely the Head of Sumber Sari Village; (3) informants from program implementers in the tourism sector, namely the Chairman of the Sumber Sari Tourism Village Pokdarwis.

Primary data was taken from the results of the interview, containing an informant's explanation of the Role of Pokdarwis in Optimizing the Management of Sumber Sari Tourism Village in Moramo District, South Konawe Regency. The data is complemented by observations at the research site. The secondary data is obtained from research articles related to research focuses, books, mass media reports, and government regulations or regulations. Mass media coverage in the network is enough to help researchers complete the observation of the research location due to the limitations of researchers during the initial data of the study. Data analysis begins with the problem formulation (through literature study) and lasts until the research is completed. Data analysis consists of condensation, presentation (tables and so on), and conclusion (Miles et al., 2014). For data to be collected according to the output, reliability tests and validity tests are carried out (Fadli, 2021).

### 4. Result & Discussion

The role of the Tourism Awareness Group in optimizing the management of Sumber Sari Tourism Village in Moramo District, South Konawe Regency, Southeast Sulawesi Province can be explained by using the POAC or *Planning* (planning), *Organizing* (organizing), *Actuating* (implementation) and *Controlling* or supervision. POAC is one of the perspectives to describe the managerial or governance aspects of the organization (Terry, 2008). This management process is an effort to achieve the goal by utilizing human resources and other resources (Hanafi, 2015). Furthermore, the results of the research can be broken down as follows:

#### 4.1 Planning of Sumber Sari Tourism Village

The head of the tourism awareness group (Pokdarwis) of Sumber Sari Tourism Village, ISS, said that the Pokdarwis in the village was formed in 2021 to provide services and develop tourism products, paying attention to socio-cultural, economic, and environmental aspects. Before Pokdarwis was formed, Moramo Waterfall in the village was managed by the South Konawe Regency Government through the tourism and creative economy office, where the community was given the task of selling entrance tickets without producing tourist products. After the Pokdarwis was formed, technical management, including planning, was fully given to the Pokdarwis as an extension of the Sumber Sari Village Government. Thus, planning, implementation, and supervision are carried out directly by Pokdarwis. Sapari Suryadi's explanation is as follows: "The village government gives us the responsibility as Pokdarwis to manage the tourist village and every month we report to the government and the village head." (interview Wednesday, October 2, 2024).

The Chairman of Pokdarwis admitted that the vision and mission of Pokdarwis had been stated in the Articles of Association (AD)/Bylaws (ART) of Pokdarwis. The vision of Pokdarwis is to develop or improve the community economy around the Moramo Waterfall tourist attraction. The Chairman of Pokdarwis, ISS, hopes that through the formation of Pokdarwis, the community around the tourist village will experience an economic increase, and not just become spectators. In the last 2 years since Pokdarwis was formed, he claimed that the lives of the people around the tourist attractions have improved. Sumber Sari Tourism Village helps market the products of the surrounding community. Excerpts from the interview:

"What used to be like selling produce, or vegetables or fruit products in Kendari, now they are on Sundays, especially because it is crowded on Saturdays and Sundays, they just arrange the products they sell around tourist attractions. So maybe they are more, which means that there is more improvement in life with this Pokdarwis plunge." (interview Wednesday, October 2, 2024).

The Sumber Sari Village Government stated that the tourism village development program has been included in the village Medium-Term Development Plan (RPJM). Because Pokdarwis has been considered independent, the Head of Sumber Sari Village, NP said that for the last 2 years, the village has no longer allocated a special budget related to the development of tourist villages. Generally, in terms of planning, the Sumber Sari Tourism Village Pokdarwis has involved the community in compiling its program. Planning is a systematic activity to determine the activities to be carried out. Planning is carried out by first carrying out an analysis of community needs, determining the program, time and location of program implementation, program objectives, and expected results. Some aspects of tourist villages that

need to be identified are land use, residents' livelihoods, tourist attractions, supporting infrastructure, tourist village facilities, accessibility to the location, village institutions, and socio-economic impacts that need to be anticipated (Singgih & Nirwana, 2016). Planning began by holding a meeting involving all Pokdarwis members, village government officials, and the surrounding community (Putri & Ultimate, 2022). In some cases, tourism village planning needs to be updated, to create sustainable and community-based tourism (Khamdevi, 2021). Tourism planning involving the community is widely known as community-based *tourism*. It is a concept of developing a tourist village by placing local communities to manage their areas to improve the welfare of the local community (Shafi'i & Suwandono, 2015).

#### **4.2 Organizing Tourism Villages**

The Sumber Sari Village Government has fully handed over the development of the Sumber Sari Tourism Village to the Tourism Awareness Group (Pokdarwis), but it is still under the supervision of the village government. Moramo Waterfall tourism is also included in the conservation area so its management involves 3 agencies, namely the village government, the Southeast Sulawesi Provincial Tourism Office, and South Konawe Regency because it is the flagship tourism of Southeast Sulawesi, and the Natural Resources Conservation Agency (BKSDA).

The Chairman of the Sumber Sari Tourism Village Pokdarwis, ISS, said the village government initially facilitated the formation of the Pokdarwis and its management. The village head is the person in charge of Pokdarwis. Through the decree of the village head, the first period of Pokdarwis was given the task for the 2021-2026 term. Currently, all Pokdarwis employees are local people, such as local guides and culinary vendors. ISS said the core management of Pokdarwis consisted of the chairman, vice chairman, and several sections. This management controls community groups, such as a culinary group consisting of nearly 40 people, 10 local guides, and 3 homestay *providers*. Employees or employees of Pokdarwis also have competency and license certifications. Among others, the competence of artificial tour guides, the competence of culinary arrangements, and the competence of guides. The Chairman of Pokdarwis himself is an alumnus of the tourism village management training carried out by the Ministry of Tourism and Creative Economy.

Head of Tourism and Creative Economy Human Resources Development at the South Konawe Tourism and Creative Economy Office, SH, said that Sumber Sari Tourism Village products were also introduced by the South Konawe Regency Government at various regional, national, and even international events. The explanation is as follows:

"And yesterday there were also products there that we had also brought in Amsterdam. Then, when there are activities, we build more connectivity with related institutions or OPDs. When they have an event, we bring the product. In terms of electronic-based promotion, I have to admit that it is still lacking, because considering that the network here is still not very stable. But we are trying because we also support them to, they already have a website, they can already promote there." (interview Tuesday, October 1, 2024).

He hopes that the management of Moramo Waterfall and Sumber Sari Tourism Village can be carried out more independently by Pokdarwis. How Pokdarwis have creative ideas and can promote their village in their way. What creativity can be encouraged to promote these tourism products? Meanwhile, the Head of Sumber Sari Village, NP said that the promotion carried out to introduce the tourist village was still limited to promotion through *the web*. However, the village government has not been able to optimally promote it even though the beauty of the waterfall is a high attraction. The Chairman of the ISS Pokdarwis hopes that all parties will help promote Moramo Waterfall in Sumber Sari Tourism Village so that it can be widely known. Pokdarwis also has a Facebook social media to convey to the public about Sumber Sari Tourism Village.

The results of the study show that the leadership of the Sumber Sari Village Pokdarwis and the partnership are already running. Organizing by Pokdarwis is carried out through the division of duties and authority to each member or employee. The division of labor aims to enable each member or employee to work optimally and reduce errors or overlaps (Putri & Ultimate, 2022). Meanwhile, the results of the study show that training can improve the competence of Pokdarwis members and employees so that they can formulate strategies for the management and development of environmentally friendly tourist destinations (Sulaeman, 2021). What still needs to be improved is the ability of Pokdarwis to develop tourism products and promotion of tourist destinations through various events and channels. In some places, the promotion of tourism potential can be done by utilizing social media created by the Tourism Village Network (Saputra & Kamindang, 2024). Promotion of tourist villages can also be done by utilizing the media *Online* (Puziah et al., 2021). Studies show that mass media play a crucial role in raising public awareness and publicizing government programs. The media not only serves as a means of information but also as a tool to drive social change by influencing public opinion and political pressure (Kusumanegara, 2010).

#### **4.3 Tourism Village Movement**

Mobilization can be interpreted as an activity in creating an atmosphere that can direct the desires of individuals and groups towards activities so that the expected goals can be achieved (Putri & Ultimate, 2022). In the management of Pokdarwis, all components of the organization are expected to be able to carry out tasks according to the objectives. This is closely related to the cooperation between Pokdarwis and the community. In Sumber Sari Tourism Village, Pokdarwis has succeeded in motivating the surrounding community to be involved in advancing their village, and can even get economic benefits from the existence of the tourism village.

#### 4.3.1 *The Role of the Government in Developing Tourism Villages*

Local governments in South Konawe Regency and Southeast Sulawesi Province have at least 3 roles in driving the Tourism Village in Sumber Sari Village. The three roles are increasing the capacity of human resources (HR) managers, improving supporting infrastructure and strengthening institutions. *First*, in terms of increasing the capacity of human resources for tourism village managers, the South Konawe Regency Tourism and Creative Economy Office conducted various trainings, including nature tour guide training, artificial tourism guide training, *homestay management*, and tourism village management. In the field of creative economy, the agency also held training related to culinary hygiene in tourist villages. Head of Tourism and Creative Economy Human Resources Development at the South Konawe Regency Tourism and Creative Economy Office, SH said the capacity building is scheduled every year. The Chairman of the Sumber Sari Tourism Village Pokdarwis, ISS, confirmed that his party routinely sends Pokdarwis employees to take part in training, such as artificial tour guide training, culinary arrangement, and guide training.

*Second*, related to improving infrastructure in tourist destinations. The local government supports the construction of toilets, art halls or performance halls, the arrangement of parking areas, and artificial tourist attractions such as cable bike facilities. Construction was also carried out for culinary stalls and souvenirs. Head of Human Resource Development for Tourism and Creative Economy, SH said the souvenirs sold at the Sumber Sari Tourism Village location came from wood waste or coconut shell residues, as well as patchwork. Pokdarwis also sells clothes as souvenirs. Meanwhile, in culinary, among others, there are chips made from ginger.

*Third*, the South Konawe Tourism and Creative Economy Office, among others, strengthens the institution of the Sumber Sari Tourism Village Pokdarwis. Head of Tourism and Creative Economy Human Resources Development at the South Konawe Regency Tourism and Creative Economy Office, SH said that he has continued to collaborate with various parties since Sumber Sari Village was designated as a tourist village in Southeast Sulawesi in 2021. Excerpt of his statement:

"Yes, there have been many changes. Although indeed our hope for perfection has not been realized. We continue to communicate with relevant *stakeholders* in order to synergize with each other so that for the development of the Maramo Waterfall Tourism Village. Then we have cooperation with (one) SOE in order to help with its training and in terms of capital." (interview Tuesday, October 1, 2024).

In addition to the local government, support is also provided by the Ministry of Tourism and Creative Economy. Among other things, assistance in improving the facilities of groups in Pokdarwis, for example, sewing and clothing groups for art actors. This contribution shows that if tourism wants to progress and be sustainable, it must collaborate and be implemented gradually.

#### 4.3.2 *The Role of Village and Community Governments*

The Chairman of the Sumber Sari Tourism Village Pokdarwis, ISS, said that tourism villages must involve the community as a whole, as one of the requirements for tourism villages is proof of signature or community support. Before the formation of the Pokdarwis, his party gathered the people of Sumber Sari Village, especially the people around the tourist attractions to convey about the management of tourist villages, all of which are communities. Head of Tourism and Creative Economy Human Resources Development at the South Konawe Tourism and Creative Economy Office, SH said that the village government should take a role in the development of Sumber Sari Tourism Village. The village government can create activities in the village and not just wait for program offers from the government. "They can be creative, what events do they want to make, for example, events that also bring tourists, for example, mass dance events or attractions to eat dragon fruit 1000. Well, that's the hope that tourism villages also have creative ideas to encourage sustainability in their villages." (interview Tuesday, October 1, 2024).

The Head of Sumber Sari Village, NP said the community was very enthusiastic about supporting the existence of the tourist village, one of which was by creating agro-tourism in a dragon fruit orchard which was approximately 500 m away from the location of the waterfall. Micro, small, and medium business actors also joined Pokdarwis to sell around the parking lot of tourist locations.

#### 4.3.3 *Budget Support*

The Head of Sumber Sari Village, NP said that in addition to receiving a budget allocation from the South Konawe Tourism Office, the development of Sumber Sari Tourism Village was also greatly assisted by the Southeast Sulawesi Provincial Tourism Office. The management of the tourist village is directly under the Head of Human Resources Development for Tourism and Creative Economy at the South Konawe Tourism and Creative Economy Office, SH. After the budget is approved, the budget management is handed over to the Sumber Sari Village Government. The Chairman of the ISS Pokdarwis said that initially, the Sumber Sari Pokdarwis received operational fund support from the village head. After then being able to generate funds, the Pokdarwis itself pays the honorarium of employees or employees. However, ST's confession, said that the Head of the South Konawe Tourism and Creative Economy Office also provided honorary support for Pokdarwis. Meanwhile, infrastructure facilities are assisted by local governments, the Ministry of Tourism and Creative Economy, and the CSR of national companies.

The Chairman of the Sumber Sari Village Pokdarwis, ISS, said that the main source of income for the Pokdarwis is tourist visits. Apart from part of the entrance levy, income comes from the services of business

groups, such as culinary, tour guides, gazebos, and *homestays*, as well as tourist attractions. Some of these services have been arranged for Pokdarwis' cash income. SH confirmed that so far there has been a distribution of income from the management of Sumber Sari Tourism Village between the local government, the village government, and BKSDA as the land owner. Meanwhile, the local government hopes that the Regional Original Revenue (PAD) can meet at least half of the existing target.

The Chairman of the ISS Pokdarwis said the entrance ticket refers to the 2023 regent regulation, which is IDR 15,000 for adults, and IDR 10,000 for children. Revenue from the entrance ticket levy will be divided 50% between the South Konawe Tourism and Creative Economy Office, BKSDA 25%, and the village government 25%. Beyond the ticket levy, it is a right that is fully managed by Pokdarwis. Based on financial report records, Pokdarwis' cash income in 2023 from tourism products and entrance tickets almost reached IDR 300,000,000. In certain conditions such as a pandemic, for example, the management of tourist destination development is completely dependent on the availability of income (Palaba, 2021).

#### 4.3.4 Visitor Decline

Sumber Sari Tourism Village serves visits at 08.00-16.30 WITA. The Sumber Sari Village Government stated that there was a decrease in the number of visits in 2024 because the South Konawe Regency Government issued a policy to increase the entrance fee for tourist attractions from IDR 8,000 to IDR 15,000 per adult visitor. The Head of Human Resources Development for Tourism and Creative Economy at the South Konawe Tourism and Creative Economy Office, SH described that from Monday to Friday, daily visitors are a maximum of 30 people. However, if it is Saturday and Sunday, daily visits can be up to 300 people. Around 80 percent of visitors come from Southeast Sulawesi localities, such as Kendari City and its surroundings. About 15 percent are from outside Southeast Sulawesi, including Java. The rest are foreign tourists such as America and Europe. He confirmed the existence of a new policy in 2023 related to regional retribution in South Konawe Regency. Previously, the levy for Moramo Waterfall tourist entrance tickets still referred to the 2013 Regional Regulation. With the consideration that the assets built by the government are quite numerous, both through the Special Allocation Fund of the Ministry of Tourism and Creative Economy and from the local government, there should be an adjustment of the tariff for entrance tickets at Sumber Sari Tourism Village. According to him, the entrance ticket rate of IDR 15,000 per person will be very supportive for increasing regional original income (PAD) in this tourism sector.

The Head of Sumber Sari Village, NP said that the Moramo Waterfall tourism in Sumber Sari Village in 2022 was selected as the champion of the Indonesian Tourism Power Award for the attraction of Indonesian tourist visitors, while in 2024 the waterfall tourism was selected as the only tourism representing Sulawesi Island in the national level sustainable tourism village certification competition. This achievement is thanks to the maximum support provided by various parties through collaboration, including the Southeast Sulawesi and South Konawe Tourism and Creative Economy Office, the Indonesian Charm Generation (Genpi) community, and the South Sulawesi tourism village.

#### 4.4 Supervision of Tourism Village Programs

As part of the managerial aspect, The supervisory or control function is an activity of measuring and correcting all employee actions to ensure the achievement of goals. Supervision is very important to evaluate employee performance in improving the lack of service (Jusmayanti et al., 2022). The internal evaluation of Pokdarwis often begins with a report from each section related to obstacles and obstacles in the management of tourist villages. Corrections are then made together so that mistakes are not repeated in the next program (Putri & Ultimate, 2022). The Chairman of the Sumber Sari Tourism Village Pokdarwis, ISS, said that for the evaluation or monitoring of groups, he does it directly on a regular basis. Although there are communication channels for administrators and employees through *WhatsApp*, but he still has to go to the field at all times to find out the direct condition of Sumber Sari Tourism Village. In addition, every month, his party also asks for development data from groups such as income or income developments, including obstacles in the field. He also ensured that every month without being asked by the village government, Pokdarwis would report on the progress of activities. Specifically, the financial evaluation of Pokdarwis was carried out through a meeting attended by all administrators. The benefits will be announced in writing at the office so that all administrators can know. Head of Human Resources Development for Tourism and Creative Economy at the South Konawe Tourism and Creative Economy Office, SH said supervision in Sumber Sari Tourism Village depends on its authority. If the physical work is for tourism infrastructure support, then there are consultants and supervisors. Meanwhile, program management and task division have also been carried out by Pokdarwis. His party has handed over the authority of tourism village management to Pokdarwis.

In general, SH explained several obstacles in the development of Sumber Sari Tourism Village based on the evaluation and supervision he carried out. *First*, maintaining the sustainability of the program. He hopes that the facilities that have been built can be used to the maximum to support the community's economy. *Second*, ideas to strengthen the program are still minimal. In order to be widely known, Sumber Sari Tourism Village needs to create cultural attractions or *branding events* that are encouraged by Pokdarwis and the village government. *Third*, because the location of the tourist village is on conservation land under the authority of the Southeast Sulawesi Natural Resources Conservation Center (BKSDA), it is not necessary that infrastructure development can be carried out in various places in the area, for example areas for pedestrians. The local government only wants to ensure that the development of the Sumber Sari Tourism Village does not violate the rules.

The supervision carried out by the South Konawe Regency Government in the management of Sumber Sari Tourism Village can be seen in the role of the regional apparatus organization as an extension of the regent, namely the Tourism and Creative Economy Office. This institution is filled with bureaucrats who have strategic positions in the succession of public policies due to expertise, knowledge of institutions (according to the working period), and an important role in policy implementation (Kusumanegara, 2010). The government's dominance in the entire process of managing tourist villages is indeed a challenge in itself because the community does not get the opportunity to be involved. The South Konawe Tourism and Creative Economy Office realizes that in the implementation of government, the government is enough to be a facilitator and provide an optimal role to the community. This is related to the political commitment of the elite in the region (Sidiq & Resnawaty, 2017).

## 5. Conclusion

The role of the Tourism Awareness Group (Pokdarwis) in optimizing the management of the Sumber Sari Tourism Village in Moramo District, South Konawe Regency has been running from the planning side by involving community participation. Pokdarwis has also motivated the community to support the utilization of the tourism village economy (mobilization aspect). However, Pokdarwis Sumber Sari Tourism Village still needs to increase promotion through various media channels (organization aspect). The sustainability of the program, the lack of branding of cultural attractions, and infrastructure challenges are obstacles in terms of program supervision.

## 6. References

- Citra, I. P. A. (2017). Strategi Pemberdayaan Masyarakat untuk Pengembangan Ekowisata Wilayah Pesisir di Kabupaten Buleleng. *Jurnal Ilmu Sosial Dan Humaniora*, 6(1), 31–41.
- Denhardt, J. V., & Denhardt, R. B. (2007). The New Public Service, Serving Not Streering. In *Encyclopedia of Public Administration and Public Policy, Second Edition (Print Version)*. <https://doi.org/10.1201/noe1420052756.ch268>
- Devica, Dedoe, A., & Saputra, P. P. (2021). Strategi Pemberdayaan Kelompok Sadar Wisata (Pokdarwis) dalam Upaya Pengembangan Pariwisata Pantai Terentang di Desa Terentang III Kabupaten Bangka Tengah. *Jurnal Sosial Dan Teknologi (SOSTECH)*, 1(9), 1093–1099. <http://sostech.greenvest.co.id>
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Hanafi, M. (2015). Konsep Dasar dan Perkembangan Teori Manajemen. In *Managemen* (Vol. 1, Issue 1). <http://repository.ut.ac.id/4533/1/EKMA4116-M1.pdf>
- Hidayah, A. A., & Akbar, G. (2023). Peningkatan Peran Pokdarwis Melalui Program Ekonomi Kreatif Dalam Upaya Optimalisasi Pengelolaan Kampung Wisata di Pipitan. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 3(2), 1501–1508.
- Jadesta. (2023). *Desa Wisata Air Terjun Moramo Sumbersari*. Kemenparekraf.Go.Id. [https://jadesta.kemenparekraf.go.id/desa/air\\_terjun\\_moramo\\_sumbersari](https://jadesta.kemenparekraf.go.id/desa/air_terjun_moramo_sumbersari)
- Jusmayanti, Muhammadiyah, & Fatmawati. (2022). PENGARUH PENGAWASAN TERHADAP KUALITAS PELAYANAN PUBLIK DI KANTOR DINAS KEPENDUDUKAN CATATAN SIPIL KOLAKA UTARA. *KIMAP (Kajian Il Miah Mahasiswa Administrasi Publik)*, 3(6).
- Khamdevi, M. (2021). PKM Perencanaan Desa Wisata Bonjeruk Lombok Tengah. *MARKA (Media Arsitektur Dan Kota) : Jurnal Ilmiah Penelitian*, 4(2), 126–137. <https://doi.org/10.33510/marka.2021.4.2.126-137>
- Kholil, Ariyani, N., Gusdini, N., & Febrina, L. (2023). Pemberdayaan Masyarakat Melalui Kelompok Sadar Wisata (Pokdarwis) untuk Menjamin Keberlanjutan Taman Tjimanoeq Sebagai Eduwisata. *JPM: Jurnal Pengabdian Masyarakat*, 4(2), 218–226. <https://doi.org/10.47065/jpm.v4i2.1254>
- Kusumanegara, S. (2010). *Model dan Aktor Dalam Proses Kebijakan Publik* (Pertama). Gava Media.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (H. Salmon, K. Perry, K. Koscielak, & L. Barret (eds.); 3rd ed.). Sage Publication.
- Palaba, S. (2021). Manajemen Pengembangan Destinasi Taman Wisata Ammani Kabupaten Pinrang di Era Pandemi Covid-19. *Sosains, Jurnal Sosial Sains*, 1(10), 1271–1278. <https://doi.org/10.59188/jurnalsosains.v1i10.237>
- Putri, L. W. C., & Pamungkas, A. H. (2022). Pemberdayaan Masyarakat Melalui Pengelolaan Desa Wisata di Nagari Laimau Gadang Laumpo Kecamatan IV Jurai Kabupaten Pesisir Selatan. *Jurnal Pendidikan Tambusai*, 6(1), 955–958. <https://doi.org/10.31004/jptam.v6i1.3027>
- Puziah, D. S., Argenti, G., & Marsingga, P. (2021). Strategi Pengelolaan Pariwisata di Masa Pandemi Covid-19 (Studi di Wisata Kawung Tilu Kabupaten Bekasi). *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 5(4), 1282–1290. <https://doi.org/10.58258/jisip.v5i4.2553>
- Sabaruddin, A., Maulid, M., Fait, T., & Maharani, M. (2023). Analisis Stakeholder dalam Pengembangan Wisata Alam Kea-Kea Mangolo di Kabupaten Kolaka. *Transparansi: Jurnal Ilmiah Ilmu Administrasi*, 6(2), 171–178. <https://doi.org/10.31334/transparansi.v6i2.3442>

- Salouw, E., & Pramono, R. W. . (2023). Typology of Tourism Village Settlement in Indonesia. *Sodality Jurnal Sosiologi Pedesaan*, 10(3), 295–304. <https://doi.org/10.22500/10202241282>
- Saputra, M. A., & Kamindang, I. (2024). Kapasitas Kelembagaan Kelompok Sadar Wisata Dalam Pengembangan Desa Wisata Kampung Merah Putih di Desa Kaleke Kabupaten Sigi. *Cendekia, Jurnal Penelitian Dan Pengkajian Ilmiah*, 1(9), 527–540. <https://doi.org/10.62335/92vch714>
- Sidiq, A. J., & Resnawaty, R. (2017). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Linggarjati Kuningan, Jawa Barat. *Prosiding Penelitian Dan Pengabdian Kepada Masyarakat*, 4(1), 38–44. <https://doi.org/10.24198/jppm.v4i1.14208>
- Singgih, M. N., & Nirwana, N. (2016). Perencanaan dan Pengembangan Desa Wisata Berbasis Masyarakat Dengan Model Partisipatory Rural Appraisal (Studi Perencanaan Desa Wisata Gunungsari, Kecamatan Bumiaji, Kota Batu). *Jurnal Pariwisata Pesona*, 18(1), 1–21. <https://doi.org/10.26905/jpp.v1i1.376>
- Sipatan, M. A. S., Thalib, T., & Arsana, I. K. S. (2023). Peran Kelompok Sadar Wisata (Pokdarwis) dalam Pengelolaan Objek Wisata Pasir Panjang di Desa Abason Kecamatan Totikum Kabupaten Banggai Kepulauan. *Multiple Journal of Global and Multidisciplinary*, 1(4), 351–356. <https://journal.institercom-edu.org/index.php/multiple>
- ST. (2024). Desa Wisata Sumber Sari Air Terjun Moramo Satu-satunya Perwakilan Pulau Sulawesi Dalam Sertifikasi Desa Wisata Berkelanjutan tahun 2024. *TERAMEDIA.ID*. <https://teramedia.id/desa-wisata-sumber-sari-moramo-jadi-satu-satunya-perwakilan-pulau-sulawesi-untuk-sertifikasi-desa-wisata-tahun-2024>
- Sulaeman. (2021). Strategi Peningkatan Kapasitas Pengelola Wisata Pantai Berbasis Pelatihan (Studi Kasus Pada Kelompok Pokdarwis Melka Desa Malaka) Kabupaten Lombok Utara. *MANAJERIAL : Jurnal Inovasi Manajemen Dan Supervisi Pendidikan*, 1(1), 49–56. <https://doi.org/10.51878/manajerial.v1i1.260>
- Syafi'i, M., & Suwandono, D. (2015). Perencanaan Desa Wisata Dengan Pendekatan Konsep Community Based Tourism (CBT) di Desa Bedono Kecamatan Sayung Kabupaten Demak. *Ruang*, 1(2), 51–60. <https://doi.org/10.14710/RUANG.1.4.51-60>
- Terry, G. R. (2008). *Prinsip-Prinsip Manajemen*. Bumi Aksara.
- Zhang, H., Duan, Y., & Han, Z. (2021). Research on Spatial Patterns and Sustainable Development of Rural Tourism Destinations in the Yellow River Basin of China. *Land*, 10(849), 1–23. <https://doi.org/10.3390/land10080849>